



## Keller to Retire as Editor-in-Chief of GIA's *G&G*

*Her leadership leaves an indelible mark on GIA's flagship publication*

**CARLSBAD, Calif. – Nov. 9, 2010** – The Gemological Institute of America (GIA) announced today that Alice Keller, editor-in-chief of the Institute's quarterly scientific journal *Gems & Gemology* (*G&G*), will retire effective Jan. 1, 2011.

Richard T. Liddicoat, GIA's leader and patriarch for more than 60 years and editor-in-chief of *G&G* for 50 years, hand-picked Keller to oversee GIA's flagship publication in 1980. She became its third editor-in-chief, after GIA founder Robert Shipley and Liddicoat, in 2002. Her expertise was the pivotal force in developing *G&G* into the premier professional journal of gemology it is known as today.

"Alice has been the stalwart guardian of *G&G* for more than 30 years and has left an indelible mark on GIA's history and the importance of gemological intelligence," said Donna Baker, president and CEO. "We are grateful for her valuable contributions and many years of service to GIA and the gem and jewelry industry, so it is my pleasure to name her Editor Emeritus of *G&G*."

Keller, a native of Evanston, Illinois, holds a bachelor's degree from Cornell University and a master's degree from Georgetown University. She had extensive experience working with professional journals before she joined GIA, including the *Journal of Marketing* and four major medical publications produced by Houghton-Mifflin Company.

She immediately began to make changes to the journal at the request of Liddicoat and GIA's Board of Governors, who wanted it completely revamped in time for the Institute's 50<sup>th</sup> anniversary in 1981. She expanded its format to a full-color, 8 ½-by-11-inch publication that featured signature covers of gem and jewelry pieces related to articles in the issue. She also instituted a peer-review system and established an Editorial Review Board comprised of distinguished researchers, laboratory gemologists and other members of the trade.

Since then, *G&G* has become the world's premier source of research on new gem localities, treatments, synthetics and identification techniques, and has garnered 34 awards for scientific merit, technical writing and print quality.

Recently, Keller guided *G&G* into the digital age with online access to the journal and the launch of a popular e-newsletter, *G&G eBrief*, in 2009. She and her team also produced three *G&G in Review* books: *Synthetic Diamonds*, *Treated Diamonds* and *Colored Diamonds*, compilations of important *G&G* articles on the title topics.

"I am extremely proud of the publications we have produced and feel privileged to have worked with so many fine authors and editors over the past three decades," Keller said. "I am grateful for the support GIA and the international gem and jewelry community have given *G&G*, and am honored to have been its steward during these critical years in the development of gemological research."

Keller received GIA's highest honor, the Richard T. Liddicoat Award for Distinguished Service, in 2003. This award recognizes her mentor's values: hard work, dedication and selfless commitment to providing the most up-to-date gemological information and developments. In 1998, she received the Women's Jewelry Association

Award for Excellence in publishing and the American Gem Trade Association Lifetime Achievement Award for her contributions to the colored stone industry.

She also played an important role in GIA's International Gemological Symposia as co-chair of the 1999 and 2006 events. She will remain a consultant co-chair of Symposium 2011, which will be held May 29-30 as part of the GIA 80<sup>th</sup> anniversary celebration.

Brendan Laurs, who has been with *G&G* for 13 years and editor since 2002, will be the interim editor-in-chief. Laurs, a geologist and Graduate Gemologist, has written extensively on gem deposits.



Alice Keller, editor-in-chief of *Gems & Gemology*, will retire from GIA Jan. 1, 2011. Image © GIA.

### **About GIA**

An independent nonprofit organization, the Gemological Institute of America (GIA) is recognized as the world's foremost authority in gemology. Established in 1931, GIA has translated its expert knowledge into the most respected gemological education available. Early in the 1950s, GIA invented the famous Four Cs of Color, Cut, Clarity and Carat Weight. In 1953, the Institute created the International Diamond Grading System™ which, today, is recognized by virtually every professional jeweler in the world.

Through research, education, gemological laboratory services, and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science, and professionalism. GIA can be found on the web at [www.gia.edu](http://www.gia.edu).

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