

WJA San Diego Newsletter



Spessartine garnet in quartz from China, 62.24 ct. Courtesy of Rare Earth Mining Co. Photographed in Tucson 2018. By Robert Weldon/GIA. Seen at our recent event. *Sun, Sand, and Stones: Tucson Gem Show Report.*

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And so much more!



A modern day adaptation of an Art Deco engagement ring was provided by WJA San Diego Affiliated Member Julie Martin. She created a platinum ring especially for a bride and it is named after her, "The Jasmine." From Janet F. Williams: *Art Deco: A Century of Style* p.6. Image: courtesy of Julie Martin.



Seen at our recent event. *Sun, Sand, and Stones: Tucson Gem Show Report.* Jewelry by Niki Grandics. Ring: "Tove" Montana sapphire hand fabricated from recycled 14k rose gold. Earring: "Pavla" fairtrade Afghan sapphire crystal slices contrasted with 2mm round Montana sapphires, recycled 14k gold. Images: courtesy of Niki Grandics. Photographed by Sara Rey.



Want more Tips from our Jeweler?

Write to us. Read this issue tip:

Using Leather with Your Tools. [p.8](#)

www.womensjewelryassociation.com



"Metamorphosis." 625 ct. Chrysocolla, courtesy of Pala International. Winner of 2017 AGTA Spectrum Award. Artist Meg Berry. Seen at our recent event. *Sun, Sand, and Stones: Tucson Gem Show Report.*



Board

President: Julia Popovich
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PR: Niki Grandics
Scholarships & Grants: Lisa Slovis Mandel, Eliana Zepeda Graham
Newsletter: Orasa Weldon
Sponsorship: Jennifer DeMoro

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Natalie Tjaden : A Young Professional and Social Media
Robert Weldon: Word Power Versus the Power of Image
Peggy Jo Donahue: Do You Know the History of the Women's Jewelry Association?

Keep an eye out for emails about these
exciting events coming up in 2018!

Annual Makers Event Artist Meetup
Annual Makers Event & Auction
Headshot Event
Speed Mentoring Event
Gem Mining Trip
Jewelry Night Out
New Member Appreciation Event
Annual Holiday Party



San Diego Chapter President
Julia Popovich.

Hello WJA San Diego

I am excited to announce some wonderful new additions to our board: Communications Chair **Sara Rey**, Sara Rey Jewelry Photography; Membership Committee Chair **Peter Harts**, Career Services Advisor at GIA; Events Chair **Wade Clar**, Director of Brand Development at Julez Bryant; Events Chair **Nellie Barnett**, Manager of Public and Media Relations at GIA; Events Chair **Jennifer DeMoro**, Designer at Jennifer DeMoro Fine Jewelry, and Public Relations Chair **Niki Grandics**, Designer at ENJI Studio Jewelry.

In the spirit of networking and collaboration, we are excited to announce our NEW Members-Only Facebook Group! We hope you will join us and use this group to foster networking, mentorship, and friendship. Share your current projects, discuss industry news, reach out for advice, share employment opportunities, and connect with other members outside of our events.

To join the group, visit www.facebook.com/groups/WJASanDiego

We've started off the year with two great events!

In January we teamed up with GIA Alumni San Diego Chapter for "Educating Tanzania's Artisanal Gemstone Miners: GIA Beneficiation Project," presented by **Robert Weldon**. At the event, held at GIA Headquarters in Carlsbad, Robert shared the details of GIA's artisanal gemstone miner's guide program, deployed in 2017, which is helping a group of women miners in East Africa gain traction in the mining process. Robert outlined his 2016 and 2017 trips to Tanzania, illustrated the beneficiation project and its goals, and explained GIA's partnership with Pact, a non-governmental organization that GIA is working with to conduct the pilot program. To learn more about Pact, visit www.pactworld.org.

In February, we had a great turnout for our Sun, Sand, and Stones: Tucson Gem Show Report. At the event, attendees shared their exciting findings from the Tucson Show. We also had three amazing speakers: **Niki Grandics**, **Robert Weldon**, and **Meg Berry**. They each took time to share their experiences and stories from the show.

Our next big event of the year is our 4th Annual Makers project, held this year again at the Mingei International Museum in Balboa Park in San Diego on August 4th to benefit our local and national WJA scholarship programs. This is an exciting two-part jewelry and wearable art design challenge with a fun twist, and it is open to everyone! This year our theme is **"Life's a Circus."** The first part of the event, Makers: Artist Exchange, took place at 57 Degrees Wine Bar at 6:30pm on April 26. The second part of the event will take place at the Mingei International Museum in Balboa Park in San Diego on August 4th at 6:00pm. Details will be sent out soon.

Julia

1 Website & Communications: Sara Rey

My favorite stone is tourmaline! I love the rich, gemmy colors that it comes in, the elongated shapes that it's often cut into, and how beautiful it is as a specimen. Rubellite is at the top of my wish list right now.



2 President-Elect and Membership: Christine Lopez

My favorite gemstones are padparadscha sapphires because they remind me of sunsets in the tropics and happy memories of spending quality time with loved ones at the beach. Aquamarines and Sea of Cortez pearls are also very special to me. Both remind me of the serenity and fun found beneath the waves.

3 President: Julia Popovich

My favorite gemstone is the pearl. Because I love the ocean and water, pearls are naturally near and dear to my heart. Pearls are one of nature's most fascinating jewels, as no two pearls are exactly the same! I also love the connection that the pearl farmer has with nature and the mollusk during harvesting.

4 PR: Niki Grandics

Even though it isn't a stone that's normally used in jewelry, black kyanite is so powerful and so unique and is one of my favorite stones. As a designer, I often work with rough stones and love the unique characteristics of each gem. Kyanite has such an incredible texture that looks so organic, almost like a feather or scales. It has a really fierce, mother of dragons kind of look that is very inspiring to design around.



5 Events: Wade Clar

My favorite gems are Asscher cut anything, opal, coral, bone, Colombian emerald, and demantoid garnet.

6 Newsletter: Orasa Weldon

My favorite dog is Australian Shepherd. My favorite gem is spinel. I love blue, pink, purple, and green.





7 Membership: Peter Harts
Favorite gemstone: tsavorite, it is everything that a fine gemstone should be, and then some! Older than time, greener than an emerald, tsavorite is considered as close to perfect as possible in terms of clarity and color among precious gemstones.

8 Treasurer: Marreena Appleton
Opal is my favorite stone and happens to be my birthstone. The different types and play of colors always keeps me interested. Dream vacation—visit Lightning Ridge!



9 Events: Nellie Barnett
My favorite gemstones are opal for the play of colors and diamonds because they are my birthstone.

10 Events: Jennifer DeMoro
My favorite gemstone is a pink sapphire. I especially love the range of colors of this gemstone.



11 Scholarships & Grants: Eliana Zepeda Graham
My favorite gemstone is chalcedony. It looks like candy!

12 Secretary: Elizabeth Brehmer
My favorite gemstones are black opal—I love the play of color on a dark background—and the intensity of color of hot pink tourmaline!

Art Deco: A Century of Style



By Janet F. Williams



Art Deco truly is one style that never goes out of style. Its geometric forms, bold color contrasts, and unlimited possibilities give designers and makers a wide field when choosing it for jewelry—or anything else! Its sleek clean lines and sophistication has made it a popular choice for building facades, interiors, clothing, home décor, book illustration, and objects where form and function meet for esthetic effect.

The movement began approximately 100 years ago, with early designs evolving in the 1920s. It was introduced in [Paris in 1925 at the Exposition Internationale des Arts Décoratifs et Industriels Modernes](#), where it got its name. It represented a dramatic change from the Art Nouveau era popular before WWI with its sweeping feminine lines, romantic themes, and soft color transitions. In response, Art Deco added a new sense of modernism to an increasingly industrial age, and its mix of circles, arcs, and straight lines combined with deeply hued pastels and primary colors are as beautiful as they are striking. Influences at the time of its inception include Egyptian motifs, cubism, nature, and Bauhaus.

Whether employing fanciful treatment of color or stark geometry, you'll find the hallmarks of this distinctive style in jewelry—old and new—where these attributes continue to be used to advantage. Symmetry in Art Deco is part of what makes it an obvious choice for jewelry designers. Consumers may not consciously think about the fact that half their ring or pendant is a mirror image of the other half—they see balance and harmony.

Just as a symphonic composition with repeated themes ties music together, so does a repeated motif in jewelry. The photo of the ruby and diamond necklace by Mauboussin (circa 1930) features a series of ruby clusters carved into leaves. The smaller circular rubies secured to the frame and encrusted with a tiny diamond appear as delicate flowers. Although the gems at the nape are smaller than the ones in the front, the overall effect is one with no beginning and no end, adorning the wearer with an opulent bouquet.

A modern day adaptation of an Art Deco engagement ring was provided by WJA San Diego Affiliated Member Julie Martin. She created a platinum ring especially for a bride and it is named after her: “The Jasmine.” The center stone is an antique Old European cut diamond—a family heirloom. The vibrant halo features 22 custom scissor-cut sapphires, creating a seamless circle of deep blue bordered with milgrain. The band features diamond melee windows. Inspired by Jasmine’s love of Art Deco, the design is finished with a gallery of arches and lines that pay homage to the geometric motifs typical of this era.

Our third example shows the designer’s ingenuity in this diamond and emerald brooch (circa 1930) set in platinum that pulls apart to become a pair of dress clips! Here again, symmetry is used to advantage. The natural Colombian emerald-cut emeralds weigh approximately 3 carats each, that is, 6 carats total weight. The baguette, square, and round diamonds add approximately 19 carats.

Perhaps you watched the 90th Academy Awards show and saw the Tiffany & Co. aquamarine and diamond Art Deco-inspired plunging [“Blue Ice” necklace](#) worn by Gal Gadot. In 2015, the showstopper was a [zipper necklace](#)—12 years in the making—commissioned by the Duchess of Windsor and worn by Margo Robbie that actually zips into a bracelet.

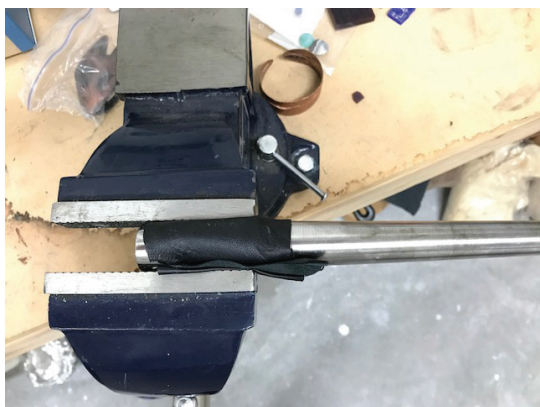
Janet F. Williams, GIA AJP is a writer, editor, and trainer. She authored the award-winning book, *You Don't Ask, You Don't Get*. In her spare time, Janet likes making beaded necklaces.

Please visit:
www.janetfwilliams.com and
www.gooddaymedia.com.

Above: A modern day adaptation of an Art Deco engagement ring provided by WJA San Diego Affiliated Member Julie Martin. She created a platinum ring especially for a bride and it is named after her, “The Jasmine.” Image: courtesy of Julie Martin.

Previous page: Art Deco carved ruby and diamond necklace by Mauboussin circa 1930. The ruby beads are secured to the frame by white metal posts capped with a tiny diamond. Courtesy of a private collector. Photo by Robert Weldon/GIA.

Continued on the next page



Tips from Eliana's Bench: Using Leather with Your Tools

I first started using leather around the studio when a friend of mine who manufactures handbags gave me some scraps from her factory. I needed to bend some wire for my design and realized I had left my nylon jaw bending pliers at a class I had taken the previous week. I reached for a piece of leather, wrapped it and taped it to my pliers, and was able to bend the wire without leaving any marks on the metal! Whenever I need to use a dapping punch, I sandwich my metal between layers of thin leather so I don't obliterate the texture when dapping. Have you ever tried to hammer a ring into shape and the mandrel keeps loosening from the vise? Wrap the end of the mandrel in leather before tightening it on the vise. This will give it a good grip and prevent it from sliding. These are only a few tips for you to start experimenting with leather. You will surely find other creative ways to use it around the studio.

Eliana Graham is the owner of Blue Jaguar Designs. She works from her studio in Chula Vista, CA.

Images: Leather wrapped pliers and mandrel. Images courtesy of Eliana Graham.

Art Deco: A century of style...continued



House of Garrard, Art Deco brooch that converts into two clips, each clip (or each half of the brooch) centering a very fine, "old mine" Colombian emerald-cut emerald weighing approx. 3 carats, or 6 carats total weight for the two, in a geometric shield shape decorated with baguette-, square-, and round, brilliant-cut diamonds having a total weight of approx. 19 carats, set in platinum, circa 1930. An AGL Report on these clips indicates the emeralds are natural Colombian with no significant, classic or traditional clarity enhancements. Both clips are signed. Courtesy of Kathryn Bonanno. Photo by Robert Weldon/GIA.

While Art Deco has been a favorite among the elite who love to show off the ultimate in sparkle, your design might appeal to a broader audience with homier tastes. What might you design that is more than meets the eye? Cut gems and geometry pair together like best friends. Rounds, kite-shapes, baguettes, emerald cuts and more, can be pieced together in myriad ways, and by using colored stones, you can put your own spin on this classic design.

The ability to dress it up or down is part of Art Deco's beauty. Influences are as close as iconic architecture. Many look to the [Chrysler Building](#) in Manhattan as a classic example. Imagine the top of the building as a necklace or earrings. For a casual look, think about using triangular turquoise insets interspersed with complementary yellow gold for an Egyptian-inspired look. For inspiration closer to home, visit the [Silverado Ballroom](#) building located on the corner of University and Euclid in the City Heights neighborhood here in San Diego to see this recently refurbished building (circa 1931).

When you are searching for ideas en masse, the Internet is your go-to source. The [Pinterest 2018 Wedding Report](#) named Art Deco #2 in the list of top 3 engagement ring trends, up 173%. Start with an Art Deco design, set with moissanite (#1) and an oval center stone (#3), and you'll win the engagement ring trifecta! 🍀

Become a member!

We are a diverse group of jewelers, artisans, retailers, and educators. Our chapter members are from all over San Diego County. The members of our chapter are engaging, supportive, and committed to helping each other grow in our careers and family businesses. The San Diego chapter hosts both social and educational events throughout the year, encouraging networking, business development, and camaraderie.

If you are looking to meet new friends in the gem and jewelry business and make incredible connections, please join us at our next event.

Our members

Ackermann Robert
 Alqunaibit Haneen
 Appleton Marreena
 Barnett Nellie
 Beach Allison
 Beavers Blaire
 Bohannon Sharon
 Boyajian Rebecca
 Boyajian William
 Brehmer Elizabeth
 Brunini Katey
 Bunn Linda
 Buss-Valadon Michelle
 Canivet Irene
 Clar Wade
 Colbert Judy
 DeCosta Julie
 DeMoro Jennifer
 Dirlam Dona
 Dodhia Anit
 Donovan Kate
 Elliott Susan
 Espinoza Petra
 Fischer Laura
 Gilmore Kathy
 Grandics Niki
 Hart Alexandra
 Harts Peter
 Hatfield Sarah
 Hocker Latia
 Hori Bev
 Jacques Susan
 Kimmel Kathryn
 Kinsey Elizabeth

Koebel Renada
 LaRosa Kelly
 Larson Jeanne
 Lichtenstein Bryan
 Lopez Christine
 Mandel Lisa Slovis
 Myers Brittany
 Nay Tali
 Neumann Allison
 Niesley Adam
 Overlin Kimberly
 Popovich Julia
 Ramirez Cathryn
 Rey Sara
 Riggins Alexi
 Scheid Megan
 Schindelar Susan
 Seetoo Joanna Joy
 Selimotic-Danforth Craig
 Stuller Lauren
 Sutherland Steed
 Tharanga Mohan
 Timmerman-Susak Kathryn
 Tsiamis Peggy
 Turner Kathleen
 Walsh Megan
 Weldon Orasa
 Weldon Robert
 Westley Ann
 Wetsman Irene
 Williams Janet*
 Wilson Jennifer
 Worden Karin
 Young Buys Rebecca
 Zepeda- Graham Eliana
 Zwirn Gabriella

Newsletter Editor: Janet F. Williams*



Dona M. Dirlam. Image copyright GIA.

Member profile: Dona M. Dirlam

Dona M. Dirlam is the retired director of the Richard T. Liddicoat Gemological Library and Information Center at the GIA in Carlsbad, California. She holds a B.S. in Earth Sciences from the University of Minnesota (Minneapolis) and an M.S. in Geology and Geophysics from the University of Wisconsin (Madison). Ms. Dirlam is a GIA Graduate Gemologist (GG). With GIA's support, including the talented and skilled librarians, she built the largest gem and jewelry library in the world. In 2004, she received GIA's highest honor, the Richard T. Liddicoat Award for Distinguished Achievement. 🌸

“I started with the Women’s Jewelry Association when it was founded, beginning in Los Angeles in 1983.”

WJA: How long have you been a WJA member?

Dona: I started with the Women's Jewelry Association when it was founded, beginning in Los Angeles in 1983. I was also a founding member of the Association of Women Gemologists. I thought both organizations were an important way to support women in the jewelry and gem industry. I attended meetings in LA and in Tucson at the annual Tucson gem and mineral shows. When a special Black and White WJA event happened in LA at the same time GIA was having a Symposium, I brought Eunice Miles to it. She was part of the early history at GIA working with Richard Liddicoat, G. Robert Crowningshield, and Burt Krashes as early staff members and graders in the first GIA laboratory in New York.

When GIA moved to Carlsbad, I joined the San Diego WJA chapter. My growing responsibilities at GIA limited the events I could attend, but I am pleased and inspired to see the number of GIA staff who have taken on an active role in WJA. Now in retirement, I enjoy being more involved

WJA: If you could offer one piece of advice to WJA members, what would it be?

Dona: Get involved. It is a wonderful organization with fruitful networking. You will make strong friendships where members support each other with professionalism and kindness. Attend meetings, reach out to newcomers, get to know long-time members, and when you are ready, take on a leadership position.

WJA: Who has most influenced you in the jewelry business and why?

Dona: That would be Richard T. Liddicoat. I met him as a gemology student at GIA. I was hired as

a diamond grader, and I saw him in the laboratory when he came to look at stones in his “sandbox.” He noticed that I took books and articles about diamonds and the industry to share with the other diamond graders, and he asked if I would take over the library job. I agreed—who could turn down Mr. Liddicoat? That began a 22-year professional friendship.

We would often meet to brainstorm about how to improve the GIA library. He had a vision that the GIA Library could be the heart of GIA, serving its mission globally to the students, trade and the public. This is the reason GIA's library is named the Richard T. Liddicoat Gemological Library and Information Center. We worked together with other executives at GIA to acquire the John and Marjorie Sinkankas Gemological Library. We also worked with Editor Alice Keller on “Gems & Gemology.” I co-authored articles, was editor of the abstract section, and created a yearly index.

Mr. Liddicoat inspired a person to stretch in what he or she could accomplish. He was a brilliant scientist and gemologist, but always kind and humble. Because of Mr. Liddicoat, I chose to build my career at GIA over the past 38 years. He supported the expansion of the library as we added more staff. He has been an enthusiastic champion of the current library director, Robert Weldon. Robert continues Mr. Liddicoat's vision by leading a library of dedicated professional people because “it takes a village.”

Once you are in the GIA and WJA families, you are always connected. I continue to meet wonderful people from all over the world, some who will become new leaders to inspire and lead us on.

WJA: What do you know now you wish your younger self had known?

Dona: It is important to capture people's stories by asking more questions, conducting oral history videotape interviews, and collecting and labeling more photos. These histories are enriched when they come straight from the individual. Once people pass on, the opportunity to receive their story directly dies with them. However, it is still a worthy endeavor to capture their stories from other people. We all have amazing stories, and we never know how that will inspire another person.

WJA: Tell us one or more reasons of the value behind joining WJA.

Dona: WJA is a unique organization. It provides an opportunity for women to learn and practice leadership skills. It provides the opportunity to be a strong foundation for women and men advancing in the jewelry and gem industry. It balances social activities with philanthropy, social responsibility, and excellence in the jewelry industry. Whether it is with designs, jewelry, or business practices, there are so many avenues to explore. The scholarships and grants are very helpful, too. Once you have been in the industry for a while, become a mentor to new women in the organization and in the industry. It is a rewarding way to give back.

“You will make strong friendships where members support each other with professionalism and kindness.”

A Young Professional by Natalie Tjaden

and Social Media



During times when prices are firm, buying decisions and quality control are even more crucial. Jay Boyle and Natalie Tjaden of Jewelry Television keep this in mind as they examine gemstones in a dealer's booth. Photo courtesy of Jewelry Television.

“Social media is an incredible outlet for connecting with customers in an immediate and genuine way and it is changing the way consumers, especially millennials, interact with the retail world.”

Natalie works at Jewelry Television in the Community Engagement department. Her responsibilities range from hosting the JTV YouTube channel to assisting with content creation. She graduated from GIA in 2014 and proceeded to intern at a company in the main mining region of Brazil. When she is not working, Natalie stays busy exploring the Great Smoky Mountains and local farmers' markets.

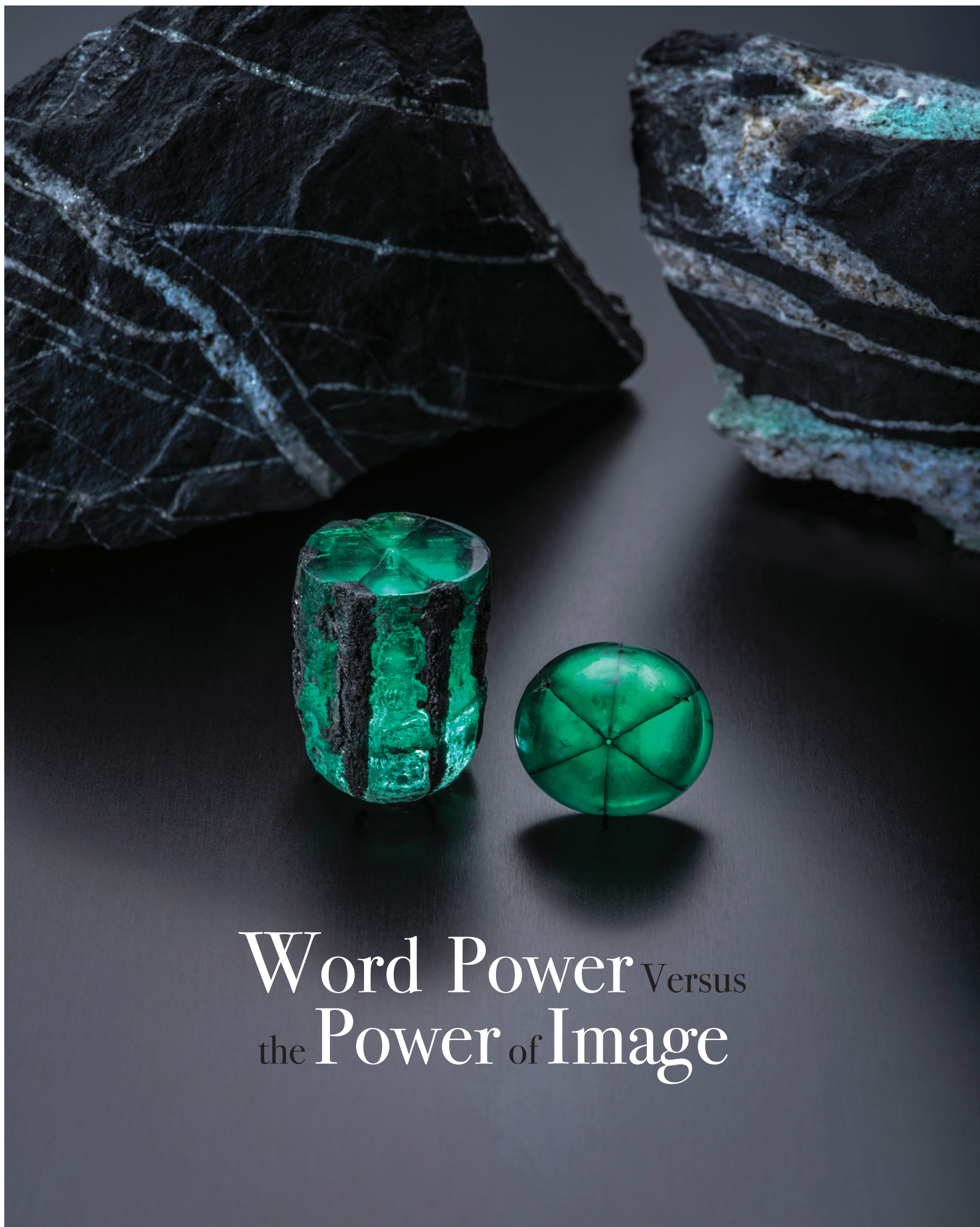
As a young professional working on the gemstone team at JTV, I have experienced the dramatic transition of retail from direct sales to a consumer community-focused business in an effort to engage new customer demographics. As a member of the gemstone team, I use a number of different social media and technology platforms daily to interact with customers, educate, and entertain, like moderating and hosting on gemstone webcasts, making YouTube videos and assisting with Instagram. Technology is a monumental part of my job every single day. Social media is an incredible outlet for connecting with customers in an immediate and genuine way and it is changing the way consumers, especially millennials, interact with the retail world.

With the advancement of technology there has never been a better time for creative marketing, sales, and advertising. YouTube has become a powerful staple for online engagement with a strong following by younger generations. JTV has worked to engage this up-and-coming consumer demographic by developing YouTube video content that targets their specific interests through pop culture references and a casual, relatable experience. By selling an experience through the channel as videos with pop culture references and visually appealing gemstones, we relate to younger audiences. These new experiences are what help connect younger consumers and retailers. We have seen tremendous success in using technology to not only sell a product, but also to create an adventure.

Another new technology we have had great success with is a platform that enables our customers to chat with us during web broadcasts. The interaction is real time and beneficial for a variety of reasons. Our customers are able to interact with other viewers who are fascinated by gemstones and also with experts and hosts. This interaction has created a space for our customer community to shop and talk. The lesson for any retailer is to find new and exciting ways to use technology. We have done that on YouTube and new sales platforms.

While these examples may not be possible for a brick and mortar jewelry store there are other ways technology can be used to attract millennials outside of the already accepted practices. A major challenge retailers face is the apparent value millennials give to experiences over product. One way to overcome this challenge is to incorporate experiences into sales. Videos or photographs from the mine or country where an incredible sapphire is from posted to social media is an example of a simple way to engage young customers in the stories behind the stones. Transitioning social media outlets from places to advertise to places where customers can interact with you and with each other is key.

Regardless of what venue your company uses there are a myriad of ways to successfully engage customers of all ages. Companies that embrace a new emerging retail environment centered around technologies like social media will be the ones that garner the most attention from the generations who have come of age with them. ✍️



Word Power ^{Versus}
the Power of Image

Word Power Versus the Power of Image

by Robert Weldon

Images will one day replace the written word, some academics believe. The mastery of words to paint pictures or startle our imagination, to shape our outlook, or to even help guide our decisions, is in danger, they assert.

An image is simple. It does so much at a glance, particularly if the photographer or videographer approaches the subject with skill and passion. On the receiving end, the viewer then takes an image in and instantly assumes a “full” story. It could be argued that the effects of an image are fleeting, and that the efficiency of visual “dialogue” is causing us to read less. www.washingtonpost.com

Similar critics suggest that we are also writing less substantive prose. Soon-forgotten Facebook posts, nano-second tweets, and other mini social media outbursts are the new muscle of the written word. Often lost in the exchange are syntax, understanding, and discernment. The use of exquisite vocabulary and analysis are sadly on a vanishing trajectory. There is a notable victim in this evolution: the book.

Literacy is a global human right. And yet we are marching towards “semi-literacy” according to Nadine Gordimer (1923-2014), the South African Nobel laureate for Literature. “We are all joined across the abyss between rich and poor nations, we are all under the threatof the image against the written word,” she laments. “The bed time story of middle class childhood is replaced by the hour in front of the TV screen. Even in poor countries ...TV aerial antennas abound, but where no book is to be found. School and community libraries don’t exist where videocassettes are for hire. It is the picture which decides how secondary the word’s role shall be.”

Gordimer’s stark assessment may seem quaint today, but her essential point is inescapable. As the new Director of the GIA Library, the grand home of so many of the finest literary works in our multifaceted professions, I find myself caught between these two worlds: as a photographer, the power of image and its ability to convey a story is integral to my life. But so too are the unparalleled joys of reading and writing. I am moved to ask you: can the two co-exist? Can we entice the millennial generation with the GIA library’s incredible books? Will this and the next generation continue to captivate us with the power of the written word? And in the future, will we read it in a book?

Previous page: This Fall 2015 cover image for Gems and Gemology shows a trapiche emerald crystal. It shows trapiche growth structure. The cabochon cut trapiche to its right is the kind of gem that could be cut from it. In the back ground, carbonaceous shale rocks with quartz and pyrite exhibit the geologic environment in which emeralds grow there. Photo by Robert Weldon/GIA.

Robert Weldon is the director of the RTL Gemological Library and Information Center at GIA. With more than 57,000 books, 150,000 photographs, 1,800 videos, 700 periodicals, and the renowned Cartier Rare Book Repository and Archive, the Richard T. Liddicoat Gemological Library is the largest, most complete library of its kind. Visit GIA.edu, to learn more.

“We are all joined across the abyss between rich and poor nations, we are all under the threatof the image against the written word.” *Nadine Gordimer*

“We shall not understand why a book has the value many persons have, if we forget how important is its body, the building that has been built to house its lines of language safely together,” said William H. Gass, an American post-modernist writer. “Words on the screen have virtual qualities, to be sure, but they have no materiality; they are only shadows, and when the light shifts, they will be gone. Off the screen they do not exist as words; they don’t wait to be re-seen, or re-read. A book can simply be held in your hand, and it can be read, and read again on a bus, a subway, in the bath, in a shop, in a queue.”

The staying power and value of a physical book makes sense, as one who grew up with them. But I will take a more flexible approach. As long as there is electricity or battery power the same axiom holds true for digitized images and books or e-books. In fact, the GIA Library, starting under the legendary Dona Dirlam, has begun digitizing its rare out-of-copyright books—almost 500 tomes by the time you read this. This adds a free virtual digital library that can be “checked out” in your living room or in the remotest reaches of the earth—as long as you have electricity and an Internet connection. archive.org

“A book can simply be held in your hand, and it can be read, and read again on a bus, a subway, in the bath, in a shop, in a queue.” *William H. Gass*

I am also not quite as unforgiving as the critics about photos, either virtual or digitized. There are some iconic images that do not turn to mist: Ansel Adams’ Moonrise, Hernandez, New Mexico, or *National Geographic’s* cover image of the Afghan girl with a red shawl and the haunting stare, by Steve McCurry. These two examples are forever etched into my brain. The iconic photograph of the Hope Diamond, by Tino Hammid, is seared into my mind’s eye as well. Seeing that legendary gem image for the first time, set against that dark background, helped me recall the Hope’s haunting story. The effect actually touched me right through the medium of this extraordinary photograph.

As an optimist I believe that books will always be written and read. We will consume them both on paper, or digitally. The medium is changing, for sure. But we’ll still be able to read them on an exercise machine, an airplane, and the bath—in either form.

And I happen to believe that images do have the power to affect our imagination and thought. But even more so if accompanied by powerful words. ✨



James Sowerby's set of British Mineralogy (above) shown with Martha Proby's handwritten text (below) based on Sowerby's work, are among the rarest books digitized at the GIA Library. Photo by Robert Weldon/GIA.



This suite of star sapphires exhibits their fascinating phenomena and their startling range of color. Not gleaned from the image are their origins of Burma and Sri Lanka. Courtesy of Raíco, Inc. Photo by Robert Weldon.

Allison Beach

New Member Profile

Fast Facts

Current job: Full time GIA Graduate Gemologist student

Favorite gemstone: Alexandrite

Skills: Sales, Networking, Event Planning, Advertising

Favorite piece of jewelry: My watch. I shopped many estate shows and it took years to find what I was looking for. I believe it's from the 1940-50s and still has wind up movements.

Bio: Allison Beach moved to Carlsbad, CA in February 2018 to attend GIA for the Graduate Gemologist program. Allison has been involved in the jewelry industry for the past 15 years and has experience in sales, estate jewelry, advertising, and event planning.

Allison has been passionate about gemstones and minerals from a very young age. She inherited this love of the natural world from her father who enjoys hunting for gemstones in the Appalachian Mountains. Allison grew up near Hiddenite, North Carolina, which is known to be mineralogically rich with beautiful quartz, aquamarine, garnet, and topaz to name a few of the gorgeous gemstones that can be found in this region. Allison says that she has long dreamed about finding “the big one” and will never abandon that quest.

Allison said her eyes lit up when she first learned about the Women's Jewelry Association. She instantly saw the value in becoming a WJA member and knew joining would give her an advantage in her professional endeavors. Allison hopes to make new connections through her membership as she loves talking to new people. Allison lives each day as a new adventure and she sees herself being a lifetime member of WJA. We are so happy to have her with us. Welcome to San Diego, Allison!

She instantly saw the value in becoming a WJA member and knew joining would give her an advantage in her professional endeavors.



Do You Know the History of the Women's Jewelry

Association? by Peggy Jo Donahue



s the Women's Jewelry Association celebrates its 35th anniversary in 2018, it's a good time to look back at where we came from—and where we're going. They are surprisingly similar places—as the culture heads into yet another examination of gender equality issues.

The idea for a women's organization in the jewelry industry was born during the early 1980s, when Boston jewelry sales representative Toni Lyn Judd suffered unfair treatment at the hands of her company. She had been hired with a part-ownership agreement that would reward her when the company became profitable. Four years later, just as the company started turning a profit, she was fired.

Judd wished she'd had a mentor, or a professional network to call upon for help, but there was little to no networking system for females in the jewelry industry at that time.

To correct the situation, Judd and Cindy Geller, another New England-based sales representative and designer, gathered a group of local women together and the New England Women's Jewelry Association was born. Later that year at the JA New York Show, Judd and Geller shared their idea with jewelry buyer Ronny Lavin, and subsequently with a larger group of New York-based industry women. All agreed that a national group was needed.

WJA continued to stress education in its programming. It also established a significant scholarship fund to help bring young women into the industry; a job bank, and a variety of other services for members.

In early 1983, Lavin hosted a meeting of prominent New York industry women to form the national Women's Jewelry Association. The women who gathered that day would become influential early members. They were—in addition to Lavin

—Joan Benjamin, Linda Goldstein, Peggy Kirby, Beth Moskowitz, Jo Ann Paganetti, Gloria Rosensweig, Marian Ruby, Tina Segal, and Nancy Pier Sindt. They elected Gerry Gewirtz as their first president, in absentia.

The national WJA quickly developed by-laws and sought non-profit status. The original New England WJA group became an official chapter of the national organization. Following the NEWJA lead, the national WJA continued to stress education in its programming. It also established a significant scholarship fund to help bring young women into the industry; a job bank, and a variety of other services for members.

In February of 1984, WJA held its first annual Awards for Excellence dinner in New York City, to recognize women's achievements in the jewelry industry. It's hard to overstate how important it was at that time for women in the jewelry industry to hold a large event where both women and men could network professionally. In 1984, women were still barred from attending the most prominent networking event in the industry: the annual Banquet of the Twenty-Four Karat Club of the City of New York. It would be another four years before they were finally admitted to that previously male-only club.

Fast forward to 2018. In light of the #MeToo and #TimesUpNow movements concerning gender equality issues, WJA began fast tracking a Gender Equality Project that it had been working on since 2016. I'm privileged to serve on the steering committee for the effort, which is now bearing fruit.

Continued on the next page

WJA held its first seminar on “Sexual Harassment & Other Workplace Issues: Tools for Business Owners and Employees” at the AGTA GemFair. The session was hosted by the Gender Equality Project, in partnership with the Jewelers Vigilance Committee. Speaker Sara Yood, JVC senior counsel, talked about basic employment requirements that business owners must have in place to create a compliant and productive workplace. Yood also familiarized the attendees with important laws and regulations that exist to prevent harassment, discrimination, and other workplace issues.

Additional seminars were held at the Atlanta show and the JA New York Show in the spring, and a webinar was held on International Women’s Day (March 8), featuring former JVC chief Cecilia Gardner, Esq., who serves as consultant on our project. Other efforts include an industry survey, an initiative to speak with industry boards about increasing the number of women board members, an enhancement to our existing mentorship program, and various products and tools that we hope chapters like you can use to hold your own local gender equality events. Keep an eye on email and WJA social media pages for updates.

We’ve also revamped the WJA Awards for Excellence for 2018. “The WJA Board [has] voted to introduce its Visionary Awards, as a way to mark our anniversary and to recognize individuals and organizations making a difference in the cause of women’s equality,” says Jenny Luker, WJA board president. “Our four awards will go to women who are the first to hold their high positions of leadership in their companies, and to organizations that are providing support and mentorship to women.”

The three individual WJA Visionary Awards will be bestowed on: Mercedes Abramo, president and CEO of Cartier North America; Caryl Capeci, president of Hearts On Fire; and Nadja Swarovski, the first female member of the executive board of Swarovski.

WJA was an idea born of the belief that women networking with each other could change the world.


The fourth award will be given jointly to De Beers Group and UN Women, the United Nations entity dedicated to gender equality and the empowerment of women. In 2017, De Beers Group announced a three-year partnership with UN Women to accelerate the advancement of women across its organization, in its diamond producing countries, and in its marketing. Accepting the award on behalf of their organizations will be Elizabeth Nyamayaro, head of UN Women’s “HeForShe” movement, as well as David Prager, executive vice president of corporate affairs for De Beers Group.

We have wonderful partners and there are more to come. And by the way—our project warmly welcomes men to join us! They are central, in fact, to everything we are doing. Studies show that when men also commit to equality for women, viewing it as a human rights issue, it makes a great deal of difference in terms of how companies and boards view the issue. We have a number of prominent industry men committed to the cause, as well as companies such as De Beers and Signet Group. Change will come when we all join hands, rather than working separately.

WJA was an idea born of the belief that women networking with each other could change the world. The founders of the Women’s Jewelry Association also believed women could act as mentors, provide scholarships and seed money for new entrants into the industry, and recognize women’s talents and accomplishments. Now, with our Gender Equality Project, women and men together are taking another step. We hope you’ll all join us on the journey. 🌟

Peggy Jo Donahue is a writer and editor, and has written several jewelry industry histories. She serves as Communications Chair for the WJA national board.

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Peter Harts

New Member Profile Fast Facts



Current job: Career Advisor with the world-renowned GIA

Favorite gemstone: Tsavorite. It is everything that a fine gemstone should be, and then some! Older than time, greener than an emerald, tsavorite is considered as close to perfect as possible in terms of clarity and color among precious gemstones.

Skills: Career Advising, Wholesale, Management, Entrepreneurship

Favorite piece of jewelry: The Hope Diamond, also known as *Le Bijou du Roi* (“the King’s Jewel”), *Le bleu de France* (“France’s Blue”), and the Tavernier Blue. With ownership records dating back almost four centuries, I admire the piece for its rarity, provenance, and the masterful craftsmanship behind the piece. Everywhere it goes, news reports are filled with the stories of its notorious past, rousing curiosity and magnifying the legend.

Peter has been recognized multiple times for his public speaking ability by Toastmasters International and has been invited to speak to jewelry industry professionals at various events.

Bio: There are few people in the jewelry industry who have a greater impact on the next generation of jewelry professionals than Peter Harts of GIA. As the Career Services Advisor for GIA, Peter is an advocate and mentor, and empowers his students with professional skills. In this role he is able to develop and implement innovative career readiness programs, helping hundreds of individuals worldwide through career development strategies, student coaching and counseling, and employer partner relations in the gem and jewelry industry.

Originally from New England, Peter Harts joined the jewelry industry after graduating from GIA in 2002 after completing his Graduate Gemologist and Graduate Jeweler programs. He has since gained experience ranging from loose diamond wholesaling, quality assurance, business management, and entrepreneurship in addition to becoming an invaluable resource at GIA. Peter lives in Carlsbad, California with his wife Mikayla and two-year-old daughter Harper.

Peter has been recognized multiple times for his public speaking ability by Toastmasters International and has been invited to speak to jewelry industry professionals at various events. Peter hopes to meet new people and form meaningful business relationships through his WJA Membership. He wants to offer his own support for our members and believes WJA provides a great way to give back to our industry. In the future, Peter looks to continue working in education utilizing his training to continue designing and delivering professional development workshops on career management, strategic job searches planning, networking and much more to help members of the jewelry industry create rewarding careers.

We are incredibly lucky as an organization to have Peter as a member of our WJA board. Peter is currently Co-Membership Chair and Co-Sponsorship Chair. Thank you, Peter!

—Julez
Bryant



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