



## Monday, October 5, 2026

*CONTENT SUBJECT TO CHANGE*

*All session times noted are U.S. Central Daylight Time*

**8:00 – 8:15am**

### **Welcome & Opening Remarks**

[Guillermo Ortiz de Zarate](#) | Chief Executive Officer | ASA

Carol Akers Klug, ASA | Sole Practitioner | Carol Akers Klug ASA MBA

**8:15 – 9:15am**

### **Keynote Address: How to be More Interesting Than a Cell Phone**

[Deedre Daniel](#) | Founder | The Interesting Conversations Company®

In a world of constant distraction, how do you ensure your message actually lands? In this high-energy, research-driven session, Deedra Daniel shares practical strategies to capture attention, communicate with clarity, and stand out in any professional setting—from client meetings to the courtroom. Attendees will leave with immediately applicable tools to strengthen connections, enhance presence, and make complex ideas more engaging and memorable.

**9:20 – 9:25am**

### **[Gems & Jewelry]**

#### **Discipline Welcome**

**9:25 – 10:15am**

### **[Gems & Jewelry]**

#### **How Smart Appraisers Are Using AI to Work Less and Deliver More**

[Jennifer Shaheen](#) | President | Technology Therapy Group

This session provides a practical comparison of leading AI tools, including Claude, ChatGPT, Perplexity, Manus, and Gemini, with focused guidance on their strengths for documentation, images, marketing, communication, and analysis. Attendees will see real-world demonstrations tailored to the appraisal industry and leave with a clear action plan for integrating the right tools into their business.

**10:45 – 11:45am**

### **[Gems & Jewelry]**

#### **Archaeogemology for Appraisers**

Cigdem Lule | Owner | Kybele LLC

Archaeogemology is a multidisciplinary field that integrates gemology, archaeology, and geology to investigate the origins of ancient gems. Gem and jewelry appraisers often come across so called "ancient gem artifacts" and are asked to value them. This presentation will discuss challenges of authenticating these items and the measures that should be taken before committing such an assignment.

1:15 – 2:05pm

**[Gems & Jewelry]**  
**Revivalism in Jewelry**

[Gina D'Onofrio](#), FGA, ASA, MGA® | Director, Fine Jewelry | Heritage Auctions

This lecture explores historical revivalism in jewelry within its broader cultural, socio-economic, and artistic contexts, highlighting why these styles re-emerged and how they evolved. It focuses on 19th-century Etruscan, Gothic, and Renaissance revivals, as well as 20th-century nostalgia-driven Victorian and Art Deco revivals. Attendees will gain practical tools to distinguish original period jewelry from later revivals and reproductions through analysis of materials, gemstones, construction techniques, and stylistic motifs. Designed specifically for professionals, this session equips appraisers with deeper contextual knowledge and sharper connoisseurship, enhancing their ability to authenticate, date, and accurately assess jewelry that draws on the past. Whether evaluating estate pieces or advising clients, attendees will leave with insights that directly support more confident and informed appraisals.

2:10 – 5:00pm

**[Gems & Jewelry]**  
**Off Site & Virtual Tour: Heritage Auctions**

Step inside one of the industry's premier auction houses with an exclusive behind-the-scenes tour of Heritage Auctions' new Dallas facility. Personal Property and Gems & Jewelry attendees will experience firsthand how world-class collections are evaluated, handled, and brought to market. A simultaneous live virtual tour will offer online attendees a front-row look at the experience. Following the tour, Heritage representatives will lead a session for all attendees, sharing insights and expertise from the front lines of the auction world.

**Session: Marketplace Report: Rare Coinage & Precious Metals**

Brief history and projections for the numismatic and precious metal marketplaces. Educational tips for estate planning involving such items.

## Tuesday, October 6, 2026

8:00 – 9:00am

**Keynote Address: The Leadership Quotient: Staying Relevant, Trusted, and Indispensable in a World of Change**

[Benjamin Smithee](#) | CEO | The Smithee Group

In today's rapidly evolving marketplace, technical expertise alone is no longer enough to stand out. In this dynamic keynote, Ben Smithee shares a practical leadership framework to help valuation professionals strengthen credibility, communicate with clarity, and position themselves as trusted strategic partners. Attendees will gain actionable insights to navigate change, deepen client relationships, and remain indispensable in an increasingly competitive and AI-driven environment.

9:05 – 9:55am

**[Gems & Jewelry]**

**Experience, Competence & AI**

[Mona Miller](#), FGA, GG, FASA, ICGA | Director | Pacific Gem Lab

Appraising today in the new world of technology today - what has changed and what we need to know.

10:25 – 11:15am

**[Gems & Jewelry]**

**Where Gems and Human Moments Meet**

[Shelly Sergent](#) | Curator | Somewhere In The Rainbow. A Modern Gem & Jewelry Collection

Walking through the treasured stories of collectible gems and jewelry pieces found in the rainbow collection along with a hands-on experience for ASA attendees to inspect these fine pieces and have discussion.

11:20am – 12:10pm

**[Gems & Jewelry]**

**Watches**

1:10 – 2:00pm

**[Gems & Jewelry]**

**Navigating AI in Jewelry Valuation: Potential, Boundaries, and Best Practices**

[Trang Pham](#), ASA, MGA® | CEO & Founder | GemIntellect

This session offers a clear, practical look at how artificial intelligence intersects with jewelry valuation in today's rapidly evolving environment. Using real examples, we will explore where AI tools may support research, consistency, and workflow efficiency, and where professional judgment, context, and standards remain essential. Attendees will gain a grounded understanding of AI's potential, its boundaries, and considerations for responsible use.

2:05 – 2:55pm

**[Gems & Jewelry]**

**Antique & Estate Jewelry: Keeping the Eras Separate**

[Suzanne Martinez](#) | Owner | Lang Antiques and Estate Jewelry

[Starla Turner](#), FGA, GG | Gemologist/Cataloguing Specialist | Lang Antiques

Forensic jewelry and gemology is the foundation in purchasing and identifying antique and estate jewelry. We will cover key identifying features of Victorian, Edwardian, Art Deco, and Retro jewelry to differentiate each period as well as the reproductions that have long infiltrated the market.

3:15 – 4:05pm

**[Gems & Jewelry]**

**Peace, Love and Diamonds: Jewelry from the 1960s**

[Elizabeth Bray](#) | Owner | Sparrow Jewels

Jewelry of the 1960s reflects a decade of radical cultural change, experimentation, and freedom. Moving away from the formality and polish of postwar glamour, 1960s jewelry embraced changes in scale, unconventional materials, global influences, and a

playful, expressive spirit. This era captures the optimism, rebellion, and creative upheaval that continues to shape fashion and design today.

4:10 –5:00pm

**[Gems & Jewelry]**

**Defensible Value in a Distorted Market: Advanced Valuation Challenges**

[Kathleen Turner](#), ASA, MGA® | Cal Coast Jewelry Appraisers Inc.

Jewelry and watch markets have become increasingly fragmented due to lab-grown diamonds, treatment disclosures, online resale platforms, brand volatility, and shifting consumer behavior. These forces have created valuation challenges that cannot be addressed through traditional approaches alone. This interactive lecture is designed for Accredited Senior Gem & Jewelry Appraisers who already possess a strong foundation in valuation theory and USPAP compliance. Through advanced, anonymized case studies, the session examines how experienced appraisers are adapting market selection, valuation methodology, and report language to produce defensible conclusions across insurance, estate, litigation, and secondary retail assignments.