

Welcome to the American Gem Society's 2020 Annual Report



Let's be honest: we may never understand 2020. It was a very complex year. When faced with challenges, though, the AGS team learned, tried new things, added benefits, and enhanced our member engagement last year. Let's look back on a year we are glad is in our rear-view mirror!

Embracing Innovation:

- Conclave went virtual, delivered sessions, and provided an opportunity for members to connect and chat.
- We launched an app: AGS Go! This app gives you access to information and a new way to receive and retrieve member benefits. Consumers can download a version to locate retail members too.
- AGS Laboratories created two new products, the Laboratory-Grown Diamond Grading Report and the fluorescent diamond Glow Report. Each provides consumers with documents that contain enhanced educational information and utilize the AGS Laboratories digital platform, offering added convenience.

Increasing Benefits:

- AGS launched new and enhanced member benefits, including AGS PRO, a learning platform that offers members access to education on-demand and is easily searchable from the member portal.
- Find a Jeweler (FAJ) was reimaged to provide enhanced features for consumers to locate and reach AGS jewelers.
- The Virtual Vendor Showcase in the AGS Facebook Group was a quick and easy way for retailers to see new products and services from AGS vendors.
- Both retailers and suppliers were highlighted in the "My Jewelry Wish List" consumer campaign, a collaboration we did with Jewelers of America for the holiday season.

Building Community:

- Members could turn to the AGS Facebook Group for information and comfort in 2020, as it served as a place for the AGS community to connect and share their experiences.
- During the quarantine we opened the Graduate Sales Associate course and made it complimentary to support the community, providing members the opportunity to learn and develop.
- AGS added complimentary webinars from industry leaders and renowned professional speakers, many of which you'll find on AGS PRO.

The Young Titleholders formed a Diversity, Equity, and Inclusion Task Force, to help us do our part in eliminating racism in our industry. Additionally, AGS collaborated with the Jewelers Vigilance Committee (JVC) to provide educational opportunities for diversity and inclusion. We look forward to collaborating with other organizations to continue these efforts.

One thing didn't change in 2020: our commitment to providing you with added-value to your membership. Thank you for being part of this resilient and inspiring community. If you have thoughts or feedback, please let us know.

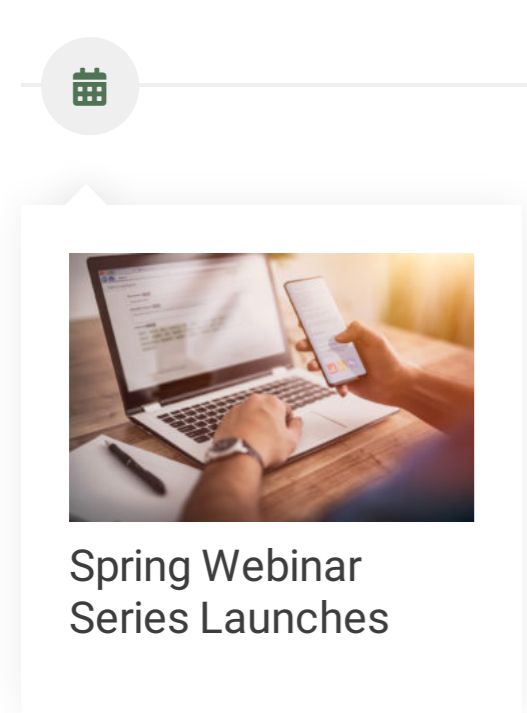
Best wishes,

Katherine Bodoh, RJ
CEO
AMERICAN GEM SOCIETY
AND AGS LABORATORIES

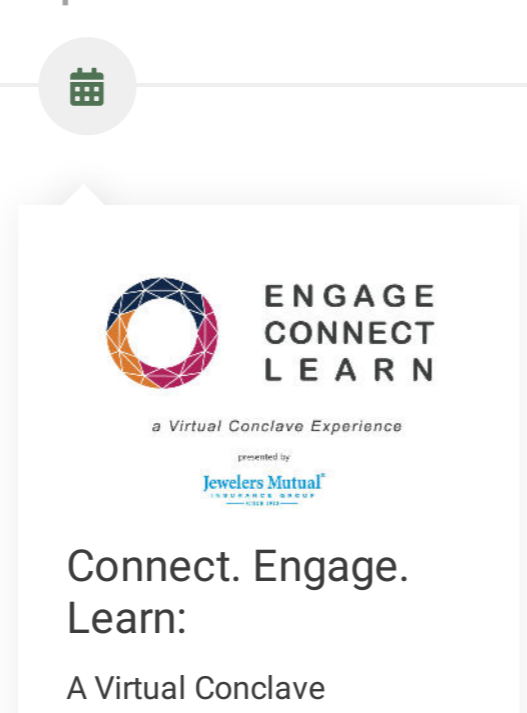
Michael Richards, CG
PRESIDENT
AMERICAN GEM SOCIETY
BOARD OF DIRECTORS

New Events and Technology

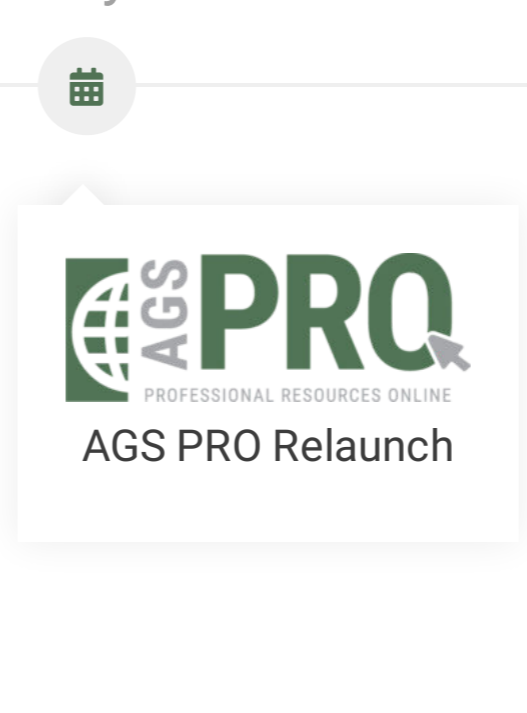
March 2020



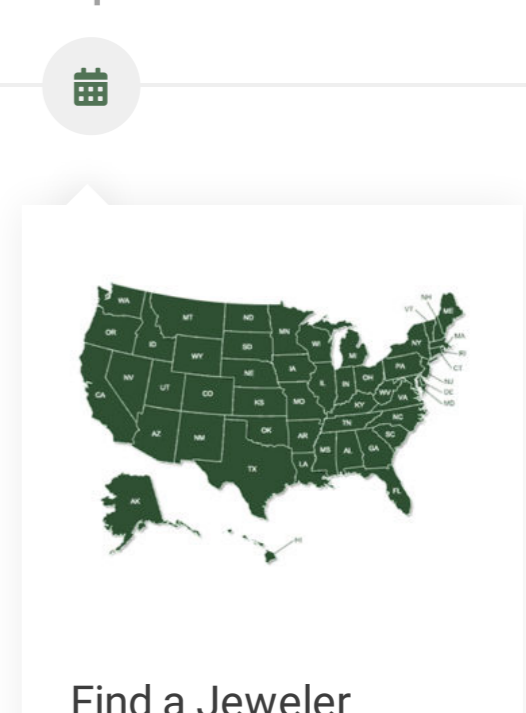
April 2020



May 2020



September 2020



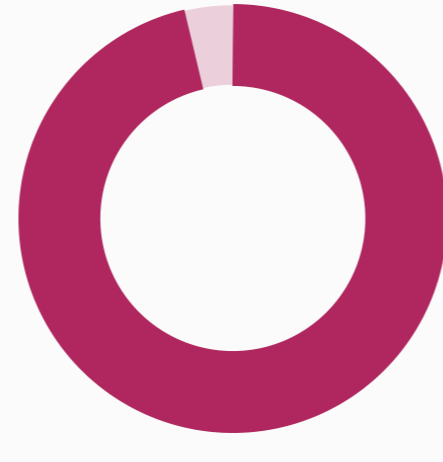
Membership



42

New Firms

Education



96.5%

Titleholder Recertification

292

New Titles Awarded



ENGAGE
CONNECT
LEARN

a Virtual Conclave Experience



1,260

Attendees

Financial Report

Statement of Financial Position

Fiscal Year Ending November 30, 2020

Assets

Current Assets	\$4,591,311
Property & Equipment	\$3,180,507
Other Assets	\$5,587,863
Total	\$13,359,681

Liabilities and Net Assets

Current and Long-term Liabilities	\$734,359
Net Assets	\$12,625,322
Total	\$13,359,681

Revenues

Member Dues	\$1,460,152
Laboratory Lease	\$122,364
Laboratory Income	\$(880,625)
Other	\$1,162,571
Total	\$1,864,462

Expenses

Education	\$679,770
Other Member Services	\$608,503
Management & General	\$909,658
Total	\$2,197,931

Decrease in Net Assets \$(333,469)

Marketing YTD Results

666,797

Find a Jeweler visits

1,708,309

Total visits to AGS.org

1,086,136,483

Total media audience reach

49,164,172

Total ad impressions

973,337

Total social media audience

Grand total audience:

1.14 Billion