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Harvard Comes to Conclave
2010 Conclave Features Harvard Business School Professors

January 12, 2010, Las Vegas. The Revolution continues for the American Gem Society (AGS). Expanding on the theme of "Revolution" for the 2010 Conclave in Boston, the AGS has announced that two leading Harvard Business School (HBS) professors will be teaching workshops that give participants not only a hands-on experience with the HBS curriculum, but will teach them bold new ways to conduct business.

Professor Rajiv Lal, the Stanley Roth, Sr. Professor of Retailing at HBS will teach "Can You Compete with Blue Nile? Yes, We Can!" In this workshop, Dr. Lal will work with participants on the decisions facing jewelers competing with Internet retailers, and will offer strategies and solutions for responding to those challenges.

Professor Guhan Subramanian, the Joseph Flom Professor of Law and Business at the Harvard Law School (HLS) and the H. Douglas Weaver Professor of Business Law at the Harvard Business School, will teach "Effective Negotiations: How to Craft Win-Win Solutions." Participants will learn a simple approach to resolving customer disputes, building vendor alliances, negotiating salaries, and capturing value-creating opportunities, in order to craft mutually-beneficial, long-term relationships.

"Conclave is the premier educational event in the industry, and with it being in Boston this year, we felt it fitting to invite educators from the premier business school not only in the area, but in the country," said Ruth Batson, Executive Director and CEO of the American Gem Society. "These professors are at the top of their teaching profession and have tremendous insight into retailing and negotiations. The information and tools they will share with our retailers will offer an advantage that could otherwise only be found at Harvard."

Professor Lal supervises the retailing curriculum and has served as the course head for Marketing at HBS. He co-chairs the Senior Executive Seminar for Retailers and Suppliers and the program on Building and Leading a Customer Centric Organization. His more recent work explored successful retail strategies for global expansion, and he has written extensively on the impact of using the Internet as a channel of distribution on a retailer's pricing, merchandising and branding strategy.

Professor Subramanian is the only person in the history of Harvard University to hold tenured appointments at both HLS and HBS. At HLS he teaches courses in negotiations and corporate law. At HBS he teaches in several executive education programs, such as *Strategic Negotiations*. He is the faculty chair for the JD/MBA program at Harvard University and the faculty director for the Corporate Deal Making project at the Harvard Program on Negotiation.

The American Gem Society Conclave will be held April 21-24, 2010 at the Westin Copley Place in Boston. For

information about Conclave, please contact Jennifer Dennis at 866.805.6500 x1031.

The American Gem Society, founded in 1934 by Robert M. Shipley, is a not-for-profit trade association dedicated to proven ethics, knowledge, and consumer protection within the jewelry industry. The American Gem Society is an international professional organization awarding credentials for its members, who are held to the highest ethical and professional standards in the industry and must pass annual recertification examinations to maintain their titles. Less than five percent of jewelers in the country have met the exacting requirements necessary for membership.

For more information regarding the American Gem Society, please call 866.805.6500, or visit their Web site at www.AmericanGemSociety.org.

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