

CURRICULUM VITAE

Juanita E. Addeo FGA GG ASA
Master Gemologist Appraiser®

Education: Graduate Gemologist, Gemological Institute of America, Carlsbad, Ca. 7/80 GIA American Society of Appraisers, achieved Master Gemologist Appraiser® designation, Accredited Senior Appraiser, June 1991. GIA Jewelry Design, May '78 University of Central Fl., Commercial Art, '82 Fellowship Gemological Association of Great Britain (Gem-A) August 2016

Business: Addeo Jewelers, Heathrow, Fl., established 1989 through present. Appraisals, and custom order work. Continuation of third generation family business. By appointment only. President, Addeo Jewelers Inc, Casselberry, FL Established 1973 to 1987. Full retail fine jewelry business employing 5 people.

President, J. Eugenia Addeo Company, Park Avenue Winter Park, Fl. Upper end fine jewelry salon 12/77-3/80. Owner, Bambini's, manufacturer of precious metal line of baby bracelets.'96 through present. Owner, Melee Enterprises, manufacturer of multiple metal dog tags. '76 through '02. Addeo Jewelers, Inc., NY, NY, established 1949. Diamond Exchange family business. (Relocated in 1972).

Addeo Appraisers - Engaged as an independent Appraiser of gems and jewelry for Individual insurance policy needs, financial institutions, Banks, DEA, State of Florida, insurance firms, IRS, negotiation, hypothetical cases, Fair Market Value, comparison shopping, dissolution of property, Estate!Probate, Liquidation, Gem identification, and loss. Edwardian collections, and post loss.

Consulted for clients in consumer affair issues on WFTV Orlando, Todd Ulrich on two occasions

Consultant for negotiating and/or appraising large diamonds/gemstones:
- 30.08ct D, Flawless
- 18.13cts natural fancy intense yellow diamond
- 21.46cts natural fancy intense yellow diamond
- 4.98 carat fancy brownish orange pink
- 5.02 L-M/SI-1 Forevermark®
- 8.33 heart shape W-Z
- 2600cts rough corundum ruby crystal

Achievements: Winner, '84 De Beers Diamonds Today Competition
Participated in task force Committee of ASA Gems/Jewelry in answering and addressing the revisions to Federal Trade Commission's Guide for Jewelry, Precious Metals and Pewter Industries (the "Guide")
Gem-A Project: What kind of Diamond is Forever? Understanding the challenge of Synthetic Diamond to Natural Mined in the Marketplace
'17-19 ASA Board Member International Marketing Committee for Gems/Jewelry Discipline '18-19 Gems & Jewelry Marketing Committee
'18-19 ASA Jerry F. Larkins Volunteer Service Award ASA

**Professional
Courses:**

A.S.A. Principles of Value, PP 201 6/95
Gems and Jewelry Appraisal Techniques and Standards GJ 206 2/90 Appraisal
Theory, Methods and Application, GJ 205 2/05, GJ205 6/12 Insurance
Documentation by the Retail Jeweler 2/94, A.S.A.
Advanced Updates Estate Appraising, 6/99
Advanced Diamond Grading, ASA invite to GIA Laboratory Carlsbad 7/13
Recognizing Treated Gems and Origin Issues, Chicago, 5/15 GJ 209/b Synthetic
Diamonds: The Products, Perceptions and Retailers 5/15
Synthetic Diamond Detection screening with standard lab instruments, Deijanin 7/18
AR121-WEB Giving an Effective Expert Deposition 2/21
GJ203: Appraising Gems & Jewelry for Advanced Assignments 7/19

Papers:

Smart Shopping when Traveling Abroad, June '10 ASA LibraryCo
Authored with Barry Block ASA MGA®

Conferences:

18th Annual Antique & Period Jewelry and Gemstone Conf, 7/97, Univ. of Maine, Orono 19th
Annual Antique and Period conference 7/98, University of R.I., Providence
9/14 Rapaport International Diamond Symposium, Ft. Lauderdale
11/15 Gemological Assn. Great Britain/Fed. European Ed. Gemologists Conf., London UK 11/16
Gemological Assn. Great Britain, London UK

6/15 Accredited Gemologists Assoc. Las Vegas NV 2/17
17 Accredited Gemologists Assoc Tucson AZ
2/18 Accredited Gemologists Assoc Tucson AZ and 6/18 Las Vegas NV
2/19 Accredited Gemologists Assoc Tucson AZ Latest Gem Research Highlights
5/19 Accredited Gemologists Assoc. Las Vegas NV Latest Diamond treatments Syn Detect 2/20
Accredited Gemologists Assoc Tucson AZ Our Gem Environment, Culture & People

A.S.A. International Chair, Gem/Jewelry Conference Committee for:

Conferences: Boca Raton 2016, Houston 2018, Manhattan 2019

'16 Boca Raton, FL	'11 Phoenix, AZ '10 Las Vegas, NV '09 '15 Las Vegas, NV '14 Savannah, GA	'06 Brooklyn, NY '05 Austin, TX Orlando FL '04 Kansas City, MO	'01 Pittsburgh, PA '99 Boston, MA
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Certification:

This appraiser has completed the Farnsworth-Munsell 100 hue discrimination Test and was
Found to have average or better hue discrimination. Date of last test August 4, 2021
Currently USPAP compliant to December 31, 2022.
Completed re-certification of *Master Gemologist Appraiser®* status 2005, 2010, 2015, & 2021

Member:

American Society of Appraisers (served as Chapter Pres, VP, and Sectreas.)
Jewelers Vigilance Committee, Accredited Gemologist Association,
GIA Alumni
Jewelry Appraisers of the World American
Society of Jewelry Historians