



# THE GOLDRUSH LEDGER



CHARLOTTE GEM & MINERAL CLUB

APRIL 2016

## THE PREZ SAYZ

**T**he Charlotte Gem & Mineral Club had a very exciting time at the Hickory Gem and Mineral Show the first weekend in April. For us, this was essentially an experiment to test the saleability of the one of a kind higher priced items in the Orchard Collection and to determine if a gem and mineral show would be suitable for marketing them. This was the 35th year for this show and it drew thousands of people during its Friday through Sunday run.

Friday and Saturday were somewhat busy but a bit disappointing in that none of the more substantial, more expensive items (big birds, large specimens) sold. We were surprised (and pleased), however, to discover that a number of smaller items which we had in large quantities were of particular interest to other dealers

at the show. The bulk of activity on Friday and Saturday consisted of wholesale volume sales of fluorite, copper rough, cactus quartz specimens, small kids' trinkets, etc. And then on Sunday . . . the dam burst and a flood of sales ensued.

Between 1PM and 5PM (closing time) we sold five large birds (\$160 each), a magnificent huge crystal cluster (\$375) and several items in the \$40-\$90 range. At the end of this feeding frenzy, I realized that I hadn't had time to eat lunch . . . and now it was time to wrap up, close up, load up and get the remaining inventory back to the trailer for storage. Oh, I almost forgot – we earned a total of \$xxxx for the club's bank account.



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For future reference, we learned four important Orchard Collection marketing-related axioms:

1. People initially rationalize they should not buy unique, expensive items
2. After suitable time to think about



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it, they rationalize that one of a kind items will not be seen again and return to the booth with credit card in hand

3. Wholesaling to dealers is an effective way to move high volume items
4. Dedicated workers are essential for success. Thank you Vickie, Brad and Kim

By the way, we reserved booth space for the 2017 Hickory show. Come out and see us . . . and maybe volunteer to help manage the booth.

*Murray Simon: President  
Charlotte Gem and Mineral Club*





# **Charlotte Gem and Mineral Club Monthly Meeting**

**This is  
your last  
chance to  
pay yearly  
dues.**

**Thursday April 21, 2016**

**Social Hour from 6:00 - 7:00**

**Meeting to Start at 7:00**

## **Location:**

**Tyvola Senior Center**

**2225 Tyvola Rd. Charlotte, NC 28210 (704) 522-6222**

**Attention!!! The meeting will be moved to the Marion Diehl Center. This is the other building on the same campus as the Senior Center. This is a one time alteration of plans.**

**We will have a silent auction from 6:00 - 7:00.  
Bring your piggy banks!**

## **Our Monthly Presentation:**

**You raved about her in "Pearls". . . now hear  
Jennifer MacLeod present**

## **"The Allure of Diamonds"**

**How they are located, recovered, cut/faceted, appraised &  
marketed!**

**There will not be a jewelry making class before  
the meeting. Sign up for a jewelry class at the  
Dairy workshop.**

# WORKSHOPS AT THE DAIRY

## Location:

Art in The Dairy  
7701 Tuckaseegee Rd.  
Charlotte, NC 28214

## Currently scheduled classes:

- Apr 23 – Cabochon Making with Zach Blackburn (4 openings)
  - \$40 class fee
- Apr 23 – Multi Media Beading with Martha Rogers (2 openings)
  - \$30 class fee & \$20 materials fee
- May 7 – Multi Media Beading with Martha Rogers (2 openings)
  - \$30 class fee & \$20 materials fee
- May 14 – Cabochon Making with Sarah Lee Boyce (3 openings)
  - \$40 class fee
- May 14 – Multi Media Beading with Martha Rogers (2 openings)
  - \$30 class fee & \$20 materials fee

**Contact Linda Simon to register for a class.**

**Email: [lindadairy@yahoo.com](mailto:lindadairy@yahoo.com)**

**Call: 704-543-6651.**





# GRADING IMPERIAL TOPAZ

Topaz is a gem with excellent hardness -- 8.0 on the Mohs scale -- but most topaz found in nature is an uninspiring color, either colorless or an insipid yellow or brown. Some of this common topaz can be irradiated and heated to produce the cheap blue topaz that is ubiquitous in commercial jewelry.

The only topaz that has real value in the gems world is precious topaz, known in the trade as imperial topaz. Imperial topaz is golden to golden-orange to orange, pink, pinkish-red or violet in color. It is a rare stone that is suitable for all kinds of jewelry.

It is essential that the color of imperial topaz be completely natural. Some of the imperial topaz colors can be simulated by irradiating colorless or weakly colored topaz. You will see these treated stones selling for a few dollars a carat from auction sites. Unfortunately the color tends to fade quickly when exposed to sunlight, so the fake imperial topaz is a poor value even at its modest price.



High quality topaz is typically very clean, so the main grading distinctions for imperial topaz are by color (and, to some degree, by cut).

The least expensive imperial topaz color is the bronze or golden hue. The golden-orange tends to be more expensive, while the golden-orange with red dichroism enters the realm of the rare and expensive. If your imperial topaz displays a red flash, then you know you have a valuable stone.

Any imperial topaz with a pinkish hue -- even a pinkish secondary -- is especially valuable, and an orange-pink or reddish-pink is extremely rare. A true pink-red or red topaz is the ultimate rarity.

<http://www.ajsgem.com/articles/may-2014-newsletter.html>

# **UPCOMING SHOWS**

**April 30 & May 1**

**Lowcountry Gem & Mineral Society Annual Jewelry, Gem, Mineral and Fossil Show –  
“Art by Nature”**

**Charleston Area Convention Center; Exhibit Hall A**

**5000 Coliseum Dr, North Charleston, SC 29418**

**Sat & Sun 10 – 5**

**More info contact: [fossils@comcast.net](mailto:fossils@comcast.net)**

**May 6 – 8**

**The Georgia Mineral Society’s 48th Annual Mother’s Day Weekend Gem, Mineral,  
Jewelry, and Fossil Show**

**Cobb Civic Center**

**548 South Marietta Pkwy SE**

**Marietta, Ga. 30060**

**Fri & Sat 10 – 6**

**Sun Noon – 5**

# DIG IT MUSIC CITY ROCK SWAP

The Middle Tennessee Rockhounds (MTR) started a rock swap in Nashville two years ago. Each year the swap has grown. This year's swap will be at a new location: the Amqui Station in Nashville, TN (located near the Nashville Public Library, Madison branch). The station provides more room and better facilities for the swap and related programs. This year, we are inviting members of neighboring clubs + the public. We request clubs to share swap details with their members by upcoming newsletters (or by email as space and policy permits):

Nashville, TN - 3rd Annual "Dig It Music City" Swap: Amqui Station; Saturday, April 23, 2016 – 10am to 4pm; Free Admission & Parking; Free Swap Space; Vendors plus speakers, and children's activities. Swap features rock, mineral, fossil, slab, rough, & gem vendors. To reserve space for demonstration, education, exhibits, or sales, contact Wayne Ramsey at 615-491-2293 or Swap@RockHound.org by April 16th. There is no charge for space. No fees. No commissions. Registration is required. For map & information: [www.RockHound.org/swap](http://www.RockHound.org/swap).

MTR list nearby shows in our monthly newsletters. To have your show's flyer or information included, please send to [info@rockhound.org](mailto:info@rockhound.org) (or to John Stanley, acting editor of MTR: [jstanley@picagroup.com](mailto:jstanley@picagroup.com)).

