

# 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 (47 International designations to date).  
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., N.Y., N.Y., 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 hypothetical.

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

Consultant for negotiating and/or appraising large diamonds:

- 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.

## 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

'16-17 Board Member International Marketing Committee, ASA for Gems/Jewelry Discipline  
'16, '17 Chair, Gems & Jewelry International Conference, Gems & Jewelry Marketing Committee

## 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, GJ 205 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, Delganin 7/'18



**Conferences:**

18<sup>th</sup> Annual Antique & Period Jewelry and Gemstone Conf, 7/'97, Univ. of Maine, Orono  
19<sup>th</sup> 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 Accredited Gemologists Assoc. Tucson AZ  
2/'18 Accredited Gemologists Assoc Tucson AZ, 6/'18 Las Vegas NV  
1986 GIA Symposium, Santa Monica, CA  
2018 GIA Symposium, Carlsbad CA  
Completed Harvard Business School Track program at Symposium

**A.S.A. International Conferences:**

Chair, Gem/Jewelry Conference Committee  
Boca Raton 2016, Houston 2018 (presently planning NYC 2019)

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

**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 5/13/15.  
Currently USPAP compliant to Aug.30, 2018  
Completed recertification of *Master Gemologist Appraiser*@ status 2005, 2010, & 2015

**Member:**

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

Curriculum Vitae last update 10/16/18

