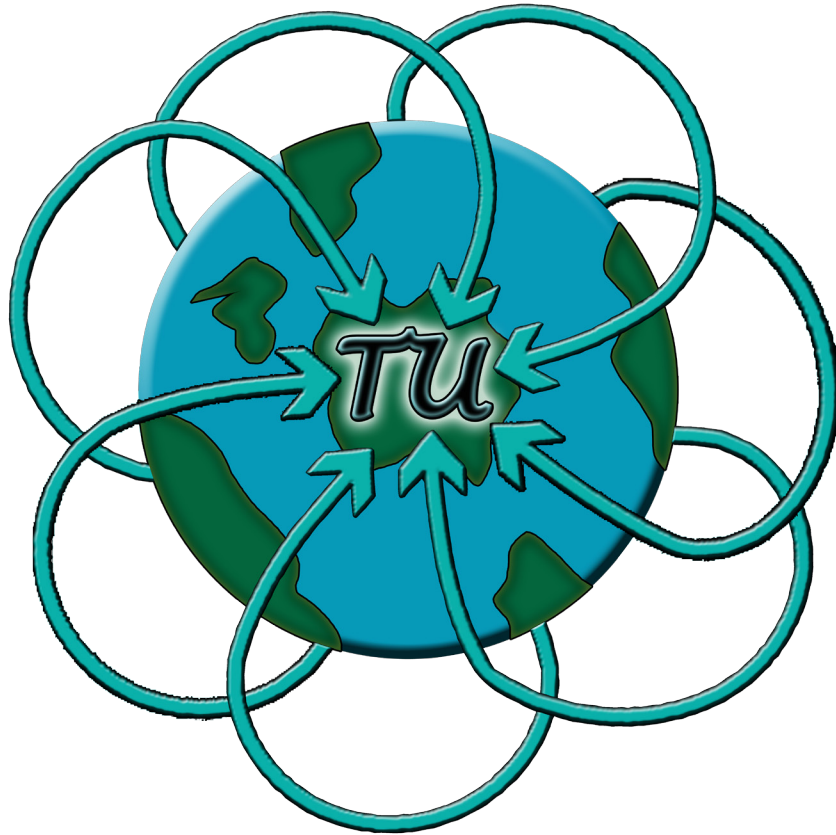


Turquoise United



5 Year Vision

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General Vision

Turquoise United is designed to be the premier event each year for the turquoise industry. This annual conference will build and grow our industry by showcasing the best that turquoise has to offer, discussing turquoise details, learning from each other and growing together.

In 2022 Turquoise United has brought together representatives from four countries, nine turquoise specialties, and many cultures. As Turquoise United grows, the possibilities are amazing for everyone involved and the industry as a whole.

Bringing the industry together to discuss issues that are important - not only for today but also for our future - is one of the best ways for us to thrive in an ever changing world.

We look forward to the continuation of this event and the inclusion of those that call the turquoise industry home.

In the pages to come, a specific vision is laid out for each part of what Turquoise United is going to become. Some of the events listed are planned for the near future, while others are several years away. This is the vision for a full and complete Turquoise United in 2026.



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Courses and Classes

The wealth of knowledge that Turquoise United will build and the access to the industry leaders with this information, are resources that cannot be overlooked. Each year a selection of classes and clinics will be available for those wanting to grow in their knowledge of turquoise.

With Miners, Lapidaries, Appraisers, and Collectors showing the next generation how to not only continue the turquoise industry, but grow it to new heights.

Classes in collecting turquoise will show how to build a collection, how to discern and buy the items that accentuate and complement each other.

Appraising courses would go into details of how turquoise is graded and identified, how to write an appraisal, and could come with a certificate of completion to build clients' trust.

Lapidary classes could bring up the next generation of lapidaries, with mining classes helping continue the supply to the market.

Available classes may change from year to year,; in 2023 we plan to have a class teaching lapidary techniques.

Courses would make up a multi-year investment to attend and learn each level of a subject. Turquoise Collecting 101 will be offered in 2023 with 102, 103, and 104 coming in years to follow.

Classes offered each year, led by industry insiders

Courses make up multiple years of study on one subject

-Notes-

Symposium

To further grow the education about turquoise, each year, industry professionals could submit a proposal to speak at the Turquoise United Symposium. Presentations could be on any variety of subjects related to turquoise: pricing strategies, new scientific discoveries, new mine sites, research studies on turquoise history and more.

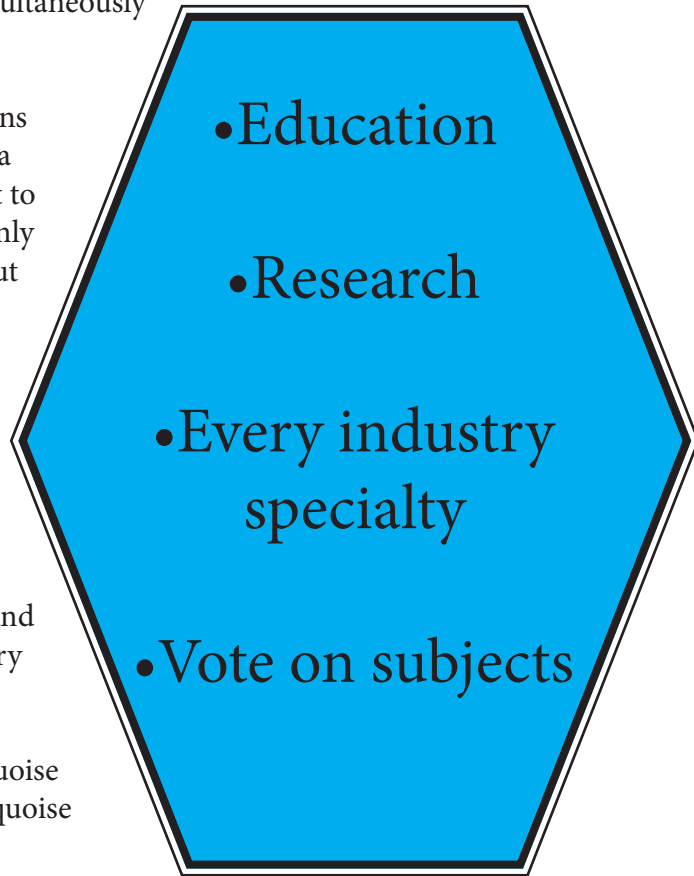
As the years go by the process will become more detailed and specific. The vision is to have each speaker submit a proposal on a presentation they would like to present at the next symposium; followed by a committee looking through the proposals to determine “Symposium readiness”. The final selection would be left to a vote by those attending the symposium. This process seems to make sure that the presentations are well thought out and prepared, while simultaneously ensuring the attendees are interested in the information.

The goal for the symposium is to grow to include six sessions over the course of two days. Each session would start with a presentation followed by a panel discussion. It is important to make sure that the entire industry be represented, so not only would a panelist be chosen from each industry specialty, but hopefully each session subject would be designed around a different specialty.

Just like the rest of Turquoise United, the symposium is designed to be inclusive; anyone in the industry is invited to submit a proposal and apply to sit on a panel discussion.

If the symposium had six sessions with different speakers and panelists, with the current nine person panels, sixty industry members would be able to participate.

It is incredible to think of how much knowledge sixty turquoise professionals would bring to growing and building the turquoise industry for the future.



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Gem Show

Turquoise has been welcome at gem shows around the world, but does not have a show that is specifically designed for this incredible stone. Each year we expect the gem show to grow, not only in buyers and collectors attending, but in the dealers and venders displaying their turquoise.

As the gem show grows, we see themes and special events as part of the festivities. Theme days, years, or rooms at the show may very well be a part of the gem show.

Bringing dealers, buyers, and collectors from around the world to the one place that turquoise is not just represented - but headlines the show - will be incredible.

As the show grows year over year, we look forward to welcoming new dealers to the show. We will see a larger selection of turquoise available, collections come back to the market, and more. In 2024, the gem show will open to equipment dealers: selling lapidary supplies, microscopes, testing equipment and more. In 2025, a special section will be created for collectors to sell their private collections away from commercial dealers. In 2026, end use artists will be welcomed to share their craft.

2023: More dealers, more selection

2024: Equipment sales

2025: Collector's category

2026: Jewelry

-Notes-

Auction

With the global turquoise community together, what better place to sell turquoise? The Turquoise United Auction is designed to be a place for collectors and consumers to sell a piece they have at home, in the best place available.

Turquoise United is poised to be THE annual event for all in the turquoise industry, bringing the world's collectors to the table to bid on some of the most collectible turquoise in the world.

Sellers will be able to register their pieces for the auction; after registration, a group of graders will select the highest grade items for the auction. This will ensure that the world's top collectors are present for the bidding.

With the best turquoise and the top collectors together, this auction would not only be a spectacle to see, but could potentially set an industry standard price for specific grades of turquoise for the year to come.

The seller of a specific piece of turquoise would receive the proceeds from the sale of that item; Turquoise United would receive a service fee from each sale. These funds would go to support the annual Turquoise United.

**Collectible
turquoise
sold each
year**

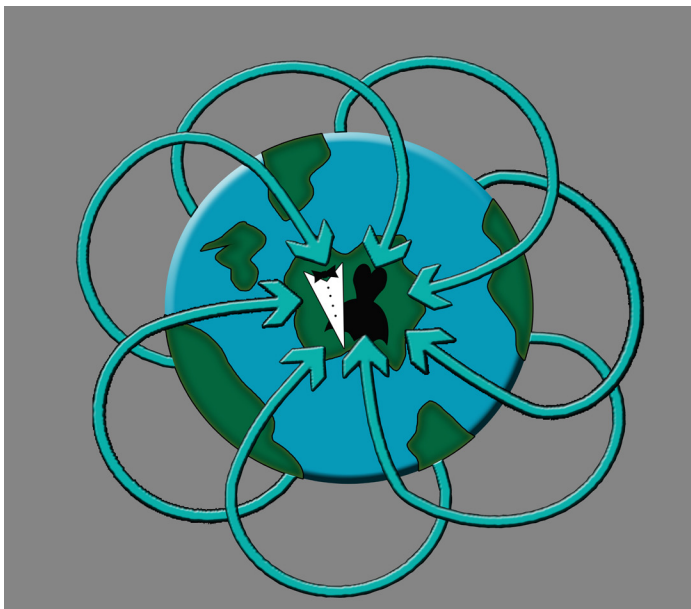
-Notes-

VIP Events

VIP events could include Galas, Auctions, Fashion Shows and more. Turquoise attracts some very interesting people in the world.

Galas

Galas can be held for the Collectors Circle member, Hall of Fame inductees and their families, Competition winners and more.



Auctions

Auctions can be an amazing perk for VIPs that are interested in adding to their collection. Some auctions or Auction items may be organized to support a charitable cause.

Fashion Shows

Turquoise Fashion shows can not only encourage young designers to incorporate turquoise in their designs, but also design the fashion around turquoise. Fashion shows would be an amazing draw for those VIPs in the magazine industry, clothing industry, and high end jewelry industry.

Tours

Tours of mines, lapidary shops, dealer showrooms, and more can be an amazing experience that could be offered to Turquoise United VIP attendees.

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Competitions

The skills associated with bringing a piece of turquoise to the market, selecting a piece to collect, or identifying and grading a piece of turquoise take time to develop. Competitions at Turquoise United will showcase these skills and more. These competitions will be “spectator sports”, allowing the public to watch and learn about our industry. Competitions are not just for entertainment; winners would take home cash prizes, in addition to bragging rights. Competitions are projected to begin in 2023. A full competition schedule will not be realized until at least 2026.

Competitions could include:

- **Collection competitions**
Collectors can bring their best stones to compete for the highest grade, best cut, largest, or most collectible piece of turquoise.
- **Lapidary competitions**
Lapidaries from around the world could compete in different styles of lapidary.
- **Grading competitions**
Classes of 4 stones to grade from highest to lowest, with graders explaining their choices. Competitors’ rankings would be compared to a master grade and scored accordingly, the reasons that are given can also be judged for accuracy and presentation.
- **Identification competitions**
Competitors would be asked to identify source and condition of a group of 50 turquoise stones. Contestants would be scored based on accuracy and speed.
- **Knowledge/Trivia competitions**
Contestants would compete individually or as teams in a quiz bowl trivia contest. Subjects could include turquoise history, mineralogy, mining, imitation information, and more.
- **Imitation development competitions**
The art form of imitating not just “Turquoise” but a specific stone that was introduced at the last Turquoise United.
- **Educational program design competitions**
Turquoise educational programs are important to our industry. Educators can bring their programs to have the strategy and design of their program judged along side other programs.
- **Literature competitions**
Literature contests would include turquoise related poetry, performing arts, music, manuscripts, jokes, and more.
- **Photography competitions**
Photographers would compete in both amateur and professional divisions to see who can capture turquoise best.

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Hall of Fame

Turquoise history dates back thousands of years. Who were the people that made turquoise what it is today?

One of the best ways to honor those that brought our industry to where we are today is by identifying them and memorializing them in the Turquoise Hall of Fame.

Each year during Turquoise United, a new class of inductees will be honored and take their place in the Hall. A special room will be set up during Turquoise United as a walk through the Turquoise Hall of Fame. The rest of the year, the Turquoise Hall of Fame would be hosted as an online registry to preserve the history.

Inductees can be nominated and a committee will look over nominations to vote on each class of inductees. Criteria would include historical significance, industry impact, international reach, uniqueness, originality, and more.

Joseph Pogue would be a great example of someone that should be nominated for The Turquoise Hall of Fame. His book *Turquoise* (1915) has influenced not only the history in the American southwest but around the world, his impact has spanned over 100 years of history.

The Turquoise Hall of Fame is projected to begin in 2023.

-Notes-

**Recognition of
hard work,
influence, and
lifetime commitment.**

**More than 4,000 years of
turquoise history
memorialized.**

Think Tanks

If turquoise mining production around the world was to end PERMANENTLY tomorrow, how would that effect the turquoise industry?

How will the internet and technical advances change the turquoise industry over the next 15 years?

How should international laws be written and structured?

How do we engage the next generation in the turquoise industry?

The turquoise think tanks will bring some of the greatest minds in the turquoise industry to think through hypothetical situations that may arise in the industry. With a goal of uniting the industry to look at the potential future of turquoise, we hope to have stimulating conversations that teach us more about turquoise than we can imagine.

Think tanks will give the opportunity to ask questions that seem absurd and crazy, about situations that may never happen, but in discussing what to do in a global shut down of turquoise production, some may find a strategy to combat a global pandemic effecting the turquoise industry.

Think tanks would have a representative from each specialty. These positions could be applied for, or random selection of those who are interested. In theory, the subject for discussion would be announced at the previous Turquoise United, giving participants a year to research and study to present their solution to the problem.

Think tanks are projected to begin in 2025.

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Organization and Structure

Turquoise United is designed to be run not only *for* the industry, but *by* the industry. The first step in organizing will be to set up groups or “Clubs” that are for members of each industry specialty: a “Miners Collective”, a “Collectors Circle”, a “Dealers Delegation”, and other similar groups. These clubs will be a place to exchange information and ideas, a format to get to know others in their specialty, and most importantly, a way to help decide the path that Turquoise United will take.

Each club will have a set of qualifications to join that specific specialty. The specialty clubs will then vote on a member to represent that specialty on the Turquoise United Board of Directors. With the directors voted in to represent their specialty, not only will each specialty be represented, but they will each be represented well.

These clubs will be a training ground to build the next generation, and a learning field to access those more experienced members of the industry. The clubs will be “ripe for the picking” to find speaker and presenters for each year’s Symposium and classes.

This is the basic structure of Turquoise United; as the organization grows, the structure can grow and shift as well.

For each section of the Turquoise United event, different committees will run different aspects of the annual event, for example a show committee, symposium committee, competition committee, and a Hall of Fame committee.

Turquoise has been called ‘The People’s Gemstone’; it is only natural that Turquoise United should be the people’s event.

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Conference Locations

Turquoise is an international industry and therefore, the conference for this gemstone may travel around the world. As Turquoise United grows, bids can be made to bring the conference to a specific city or town. The board of directors will vote on the location of each year's conference.

Each location that may want to host Turquoise United would have something different to offer: a new location with new people, sights, and food; some examples of locations that may bid to host in the future include:

Las Vegas, Nevada

Las Vegas is a great city with amazing conference facilities. Within just a few hours drive, VIP groups could take tours of several turquoise mines.

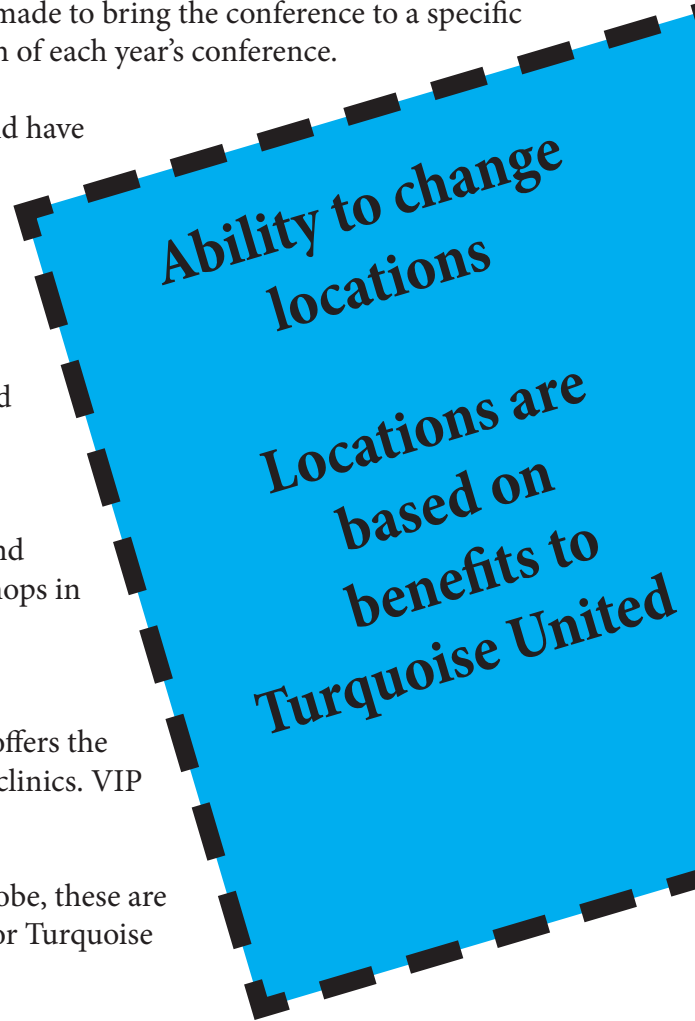
Tokyo, Japan

Japan is home to some incredible turquoise collections and collectors. Having access to visit some of the turquoise shops in Japan would be a huge draw for Turquoise United.

Carlsbad, California

Even with the distraction of the nearby beach, Carlsbad offers the opportunity to work closely with GIA, to offer classes or clinics. VIP tours of the testing laboratory may be possible as well.

Turquoise enthusiast and insiders are located around the globe, these are just examples of locations that could offer a unique venue for Turquoise United.



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Funding

Sponsorships

In 2023, Turquoise United is featuring at least thirteen different, individual events. Each event may be sponsored by a person that would like to foster more events like it, or by a company that is looking for exposure and to help foster the growth of that specific event.

For example, a research lab may sponsor a symposium session on turquoise mineralogy. The benefit is first to help new scientists in the field, and second to share their company with those interested in mineralogy.

If you see a need to preserve history and stories of those who have made turquoise into the gemstone it is today, you may want to sponsor the Hall of Fame ceremony and awards.

Sponsorships allow for interested parties to invest not only in Turquoise United, but those people that attend the conference each and every year.

Sponsors will receive naming rights for events and logo recognition.

Auction Commissions

The auction proceeds will go to those that are selling the items, with a small percentage going to continue funding Turquoise United activities. After Turquoise United has donated a percentage of the commission, the rest will be used to fund the annual event.

Vendor space

Vendors that exhibit in the show each year will pay a small booth fee; this fee will help to fund the show each year, as well as other aspects of Turquoise United.

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Turquoise United 2023

Turquoise United 2023 will take place in Albuquerque, New Mexico between August 10-12. The title sponsor will be the Turquoise Museum with event sponsors to be named later. Please check the Turquoise United website for details as they become available.

Gem Show

The 2023 gem show will welcome even more dealers with more products to sell.

Symposium Topic

The symposium in 2023 will include a lecture by Dr. Virgil Luth and Joe Dan Lowry on the theory of “Fingerprinting” turquoise. Other topics can be submitted starting November 1, 2022. Panelists and presenters will be selected by March 1, 2023.

Auction

the 2023 auction will have items from collections around the world, make sure you don't miss it.

Hall of Fame Induction

The first class of the Turquoise Hall of Fame will be inducted at a ceremony.

Competitions

Collection competitions for highest grade cabochon from any mine, and highest grade cabochon from #8, Bisbee, Lander Blue, Yungaisi, and King's Manassa will be held throughout the weekend.

Courses and Classes Offered

Collecting 101, Lapidary from around the world, and Turquoise 101 (just the basics).

Club Meetings/ Elections

The formation of the individual clubs will begin in 2023. All established clubs will have their first official meeting to elect leadership and appoint a board representative.

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