



SUSAN EISEN

fine jewelry • watches • art • appraiser

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CURRICULUM VITAE

Susan Eisen, Graduate Gemologist, GIA, MGA®, ASA, ISA, CGA, AGS
President/Jewelry Designer/Goldsmith, Susan Eisen Fine Jewelry and Watches 1990-
President, Tiara Jewelry and Gallery 1980-90

CREDENTIALS REQUIRING EXAMINATION

Diploma Member, Gemological Institute of America Alumni Association 1987-
Accredited Member, International Society of Appraisers 1988-
Senior Member, Master Gemologist Appraiser®, American Society of Appraisers 1989-

ADMISSION:

Certified Gemologist, American Gem Society 1990-
Certified Gemologist Appraiser, American Gem Society 1991-
Senior Member, National Association of Jewelry Appraisers 1996-
Accredited Senior Gemologist, Accredited Gemologists Association 2006-
Certified Senior Management Professional, Jewelers of America 2017
Certified Senior Sales Professional, Jewelers of America 2017
Certified Pearl Specialist, Cultured Pearl Association of America 2020

ACCREDITED GEM LABS:

Accredited Gemological Laboratory, American Gem Society 1990-
Certified Gemological Laboratory #26, Accredited Gemologists Association 2006-

BOOKS PUBLISHED:

"Crazy About Jewelry—The Expert Guide to Buying, Selling, and Caring for Your
Jewelry", Full Circle International Publishing 2007
"The Myth of the Million-Dollar Dishrag
An Effective and Powerful Plan to Avoid a Family Inheritance Battle After You Die",
Full Circle International Publishing 2011
"Homework Guide", "The Myth of the Million-Dollar Dishrag-An Effective and Powerful Plan
to Avoid a Family Inheritance Battle After You Die", Full Circle International Publishing 2011
"Crazy About Art – The Expert Guide To Buying, Selling, and Caring for Your Fine Art Collection",
Full Circle International Publishing 2016

PUBLISHED PROFESSIONAL WRITING:

Certified Sales Associate Course, "Karatage", American Gem Society 1995
(National course for jewelry associates containing advanced product knowledge)
"Closed Circuit TV...Not Just for Security", Jewelers Circular Keystone Magazine, 1995
page 158, September 1
"To Tell or Not to Tell: Should Your Customer Know If It's a Used Diamond?", Jeweler's
Circular Keystone Magazine, page 142, December 1 1995
"Are Your Appraisals Taxable?", ASA Personal Property Journal, Summer 1995
Recommendations to the Federal Trade Commission "Guides for The Jewelry Industry"
Federal Register 5/30/96, Footnotes 45, 68, 187, 192, 294 1996
"Buying Jewelry", Council of Better Business Bureaus (national pamphlet for consumers to
be distributed nationwide to all BBBs) 1998
"About Designer & Branded Jewelry", American Gem Society Spectra Conclave Edition,
September 1999
"Medical ID for Every Taste", Diabetes Interview, page 48, December 2003
"Retailer Shares First Hand Experience of GIA's Diamond Observations Test",
Gemological Institute of America World News "The Loupe", page 21, Winter 2004
"Adventures in Professionalism", Professional Jeweler, page 84, December 2004
"The Store-Managing the New Year", Professional Jeweler, page 46, January 2005
"Proactive and Privately Branded", National Jeweler Magazine, page 10, January 15 2005
"The Store: Managing", Professional Jeweler, page 53, March 2005
"The Best Return on Your Investment", Professional Jeweler, page 45, April 2005
"Managing the Internet", Professional Jeweler, page 56, June 2005
"Retailers Viewpoint", InStore Magazine, page 170, June 2008
Federal Trade Commission, "Guides for the Jewelry, Precious Metals, and Pewter
Industries", Comments section, August 2008
"Waste Not", Manufacturing Jewelers and Suppliers of America Journal, page 57, March 2010
"At The Bench Quality Craftsmanship-Texas Rocks", Manufacturing Jewelers and Suppliers 2011

of America Journal, page 38, July
 Recommendations to the Federal Trade Commission "Guides for The Jewelry, Precious Metals And Pewter Industries", FTC File No. G711001 2012
 Contribution to "Appraisal Handbook", American Society of Appraisers 2015
 "Two Minute Tips", Texas Jewelers Association, page 6, Spring 2017
 "History Repeats Itself", Texas Jewelers Association, page 6, Fall 2017
 "Cyber Security-The Threat is Now!", Texas Jeweler Magazine, page 6, Summer 2018
 "Texas Jewelers Association Upcoming 2019 Convention", Texas Jewelers Magazine, page 6, Spring 2019
 "Our 2018 Convention was a Hoot!", Texas Jewelers Magazine, page 7, Spring 2019
 "At The Bench Vol 2: Tips, Techniques and Step by Step projects for Jewelers of all Skill Levels", Manufacturing Jewelers and Suppliers of America Press, Page 88, "Stick with it" 2019

**PROFESSIONAL
 SPEAKING AND
 TEACHING:**

Instructor, University of Texas El Paso Continuing Education Department on "The Art of Buying, Collecting, and Wearing Jewelry" 1993
 Instructor, University of Texas at El Paso Continuing Education Department on "Jewelry Fact or Fiction" 1993
 Guest Speaker, University of Texas at El Paso Business Career Week 1993
 National Panelist, Town Meeting on "Ethics", American Gem Society Conclave 1993
 Instructor, University of Texas at El Paso Continuing Education Department on "Jewelry 101" 1993
 Guest Speaker, University of Texas at El Paso, Advanced Art Metals Graduating Students 1994
 Guest Speaker, "A Jeweler's Forum: Everything Some People Don't Want to Know about Jewelry", Jeweler's Circular Keystone Show, Las Vegas 1994
 Seminar Instructor, Manufacturing Jewelers and Silversmiths of America Expo, "Repairing Costume Jewelry", Providence 1995
 Instructor, El Paso Museum of Art, "The History of Jewelry" 1995
 Guest Speaker, "Knowing Your Customers", National Jewelry Show, Las Vegas 1996
 National Panelist, "Retailing Trends", National Jewelry Show, Las Vegas 1997
 Instructor, University of Texas at El Paso, Center for Lifelong Learning, on "The Jewelry Connection" 1997-98
 Guest Speaker "HOBY Youth Leadership Conference", UTEP, Farwest Texas 1998
 Guest Speaker "Designer Jewelry: On the Road to Success", JCK International Jewelry Show, Las Vegas 1998
 Presenter, "Jewelry with a Purpose", Gemological Institute of America Symposium 1999
 Seminar Instructor, "Designer Jewelry; Colleague Connection" AGS, New Orleans 1999
 Selected Participant, International Gemological Symposium, GIA, San Diego 1999
 Panelist, International Executive Council, Gemological Institute of America, New York 2000
 Seminar Instructor, "How to Focus on the Most Profitable Customers" 2000
 Discussion Leader, GIA International Executive Council, New York 2001
 Seminar Instructor, "Squeezing Every Operations Dollar", RJO, Albuquerque 2002
 Guest Speaker, El Paso Estate Planning Council, El Paso 2002
 Guest Speaker, "Ethics", University of Texas at El Paso, Advanced Accounting Students 2003
 Guest Panelist, "Diamond Cut Grades", Centurion Show, Tucson 2004
 Guest Speaker, "Becoming an Expert", E-Women Network, El Paso 2006
 Guest Speaker, "Jewelry Estate Planning", El Paso Chapter CPA's 2007
 Keynote Speaker, "Marketing", America's Best Jewelers Conference, New York 2008
 National Panelist, America's Best Jewelers Conference, New York 2008
 Guest Speaker, "The Business of Art", University of Texas at El Paso Graduating Seniors in the Arts 2008
 Guest Speaker, Public Relations Chapter of the Southwest 2008
 National Career Coach, Gemological Institute of America Career Fair, New York 2008
 National Panelist, Gemological Institute of America Career Fair, New York 2008
 National Panel Moderator, America's Best Jewelers Conference, "Operations", New York 2008
 Guest Speaker, Executive Forum, El Paso 2008
 Guest Speaker, Westside Welcome Club, El Paso 2008
 Guest Speaker, AGTA Gem Fair "Crazy About Jewelry" Consumer Outreach, Tucson 2009
 National Panelist, America's Best Jewelers, Couture Show, Las Vegas 2009
 National Career Coach, Gemological Institute of America Mini-Career Fair, Las Vegas 2009
 National Panelist, America's Best Jewelers Seminar, New York 2009
 National Panelist "Surviving The Market Changes", Centurion Show, Tucson 2010
 National Panelist, America's Best Jewelers Seminar, New York 2010
 Guest Speaker, "An Evening with Susan Eisen", Bedazzled Exhibit, El Paso Museum of Art 2010
 Guest Speaker, "Waste Not: Economical Repairs and Shop Practices", JCK International Show, Las Vegas 2010
 National Career Coach, Gemological Institute of America Career Fair, Las Vegas 2010
 Guest Speaker, "From Mine to Masterpiece", Bedazzled Exhibit, El Paso Museum of Art 2010

	National Panelist, America's Best Jewelers Seminar, New York	2010
	Guest Speaker, University of Texas at El Paso Art Metals Advanced Students	2011
	Guest Speaker, "Avoiding Inheritance Battles After You Die", El Paso Estate Planning Council	2011
	Introduction of Guest Speaker, Randi Zuckerberg, Former Marketing Director of Facebook, Centurion Show, Tucson	2012
	Guest Speaker, New Mexico State University Fifth Annual Estate Planning Conference for Women, Las Cruces	2012
	Introduction of Guest Speaker, Captain Mike Abrashoff, Former Naval Commander and author of "It's Your Ship", Centurion Jewelry Show, Tucson	2013
	Guest Speaker, New Mexico State University Sixth Annual Estate Planning Conference for Women, "How To Avoid A Family Inheritance Battle", Las Cruces	2013
	Guest Speaker, Appraiser Research Survey, International Conference American Society of Appraisers, San Antonio	2013
	Guest Speaker, Weststar Bank Wealth Management Seminar, El Paso	2013
	Guest Speaker, Commentary, El Paso Estate Planning Council	2013
	Guest Speaker, UTEP Art Metals Graduating Class, "Stone Setting and the Business of Jewelry", El Paso	2014
	Guest Speaker, New Mexico State University Seventh Annual Estate Planning Conference for Women, "Heirloom Estate Planning to Avoid a Family Battle", Las Cruces	2014-
	Guest Speaker, Commentary, El Paso Estate Planning Council, El Paso, October	2014
	Guest Lecturer, "Ethics", University of Texas at El Paso, Graduating Class in Accounting, El Paso	2014
	Guest Speaker, Commentary, El Paso Estate Planning Council, El Paso, February	2015
	Guest Speaker, New Mexico State University Annual Estate Planning Conference for Women, "Heirloom Estate Planning to Avoid a Family Battle", Las Cruces	2015-
	Guest Speaker, "Appraisal Horror Stories", El Paso Estate Planning Council	2017
	Guest Speaker, "Ethics", UTEP Masters of Accounting graduate students	2017
	Roundtable moderator, "Appraisal Horror Stories", Texas Jewelers Association Conference, Austin	2017
	Guest Speaker, "Heirloom Estate Planning-Who Gets What?", UTEP Estate Planning Conference for Women	2018-
	Guest Speaker, "Heirloom Estate Planning-Who Gets What?", 26 th Annual Estate Planning Institute, Community Foundation of Southern New Mexico, Las Cruces	2018
	Roundtable moderator, "Tips for Antique Jewelry Appraising", Texas Jewelers Association Conference, Austin	2018
	Poster Session Presenter, "Gemology and Appraising: Similarities and Differences", Gemological Institute of America Symposium, Carlsbad	2018
	Roundtable moderator, "Working with the Big Corporations on Media", Texas Jewelers Association Conference, Dallas	2021
	Spokesperson, Better Business Bureau Paso Del Norte, radio commercials	2022
	National Guest Panelist, "Visioneering: How to Big-Picture Plan for Your Business", Instore Jewelry Show, Chicago	2023
	National Guest Panelist, "Bold and Beautiful-Exploring Custom Jewelry Design Techniques", Instore Jewelry Show, Chicago	2023
	Judge, "Jewelry Bench Challenge", Manufacturing Jewelers and Suppliers of America, Chicago	2023
INDUSTRY ADVISORY WORK:	Selected Member, National Advisory Council, Primetime National Jewelry Show	1999-
	National Retail Advisory Board, The Professional Jeweler Show, Las Vegas	2000
	National Judge to select the five "Rising Stars of 2005" for the Design Center, JA Show, NY	2005
	National Advisory Board for The Centurion Show	2007-
	National Judge, "America's Coolest Stores", InStore Magazine	2008
	National Research Consultant, Research in Diamond Cut, Gemological Institute of America	2008
	National Chairperson, America's Best Jewelers Advisory Board	2008-
	Consultation for "Retailer Update", De Beers Sightholder Extranet, May	2009
	Retail Advisory Board Member, Jewelers Mutual Insurance	2007-10
	National Retail Advisory Board for The Smart Show	2010-
	International invited participant, De Beers Group Strategy Retail Sentiment Study, April	2013
	Private Interview and Consultation, Faith Popcorn's Brain Reserve	2013
	Private Consultation on article about inheritance, Ron White, writer, Los Angeles Times	2013
	National Research Consultant to Gemological Institute of America research for new grading system for fancy shaped diamonds, Tucson	2014
	Professional Advisors Council, El Paso Community Foundation	2017-
MENTORSHIP:	Emerging Designers Diamond Initiative, Natural Diamond Council, mentor for Lana Ogilvie, New York	2022
EDUCATION:	Emory University, Atlanta, Georgia , Major in Art History, 37 hours completed	1971-72
	University of Texas at El Paso , Major in Art Metals, Minor in Art History, 117 hours completed	1973-78

Gemological Institute of America, Los Angeles (Accredited Post Secondary Educational Institution, Los Angeles)	1984-86
Graduate Diamonds Diploma	1985
Advanced Setting Lab	1985
Graduate Gemologist Diploma	1986
Graduate Gemologist Certification	1986
Graduate Colored Stone Diploma	1986
Jewelry Display	1987
Advanced Bench Techniques	1989
Pearl Grading Lab	1994
Advanced Diamond Clarity Grading Lab	1994
Advanced Sophisticated Synthetics Lab	1994
Advanced Diamond Grading Course	2013
Watch Fundamentals	2023
American Society of Appraisers	
“Fundamentals of Valuation” – Level 1, Gems & Jewelry	1988
“Appraisal Report Writing” – Level 3, Personal Property, White Plains	1989
“The Appraiser as Expert Witness”, Chicago	1990
“Uniform Standards of Professional Appraisal Practice (USPAP)”	1996
“Advanced Update on Estate Appraisals”, MGA Recertification Class, Las Vegas	1999
“USPAP” update, audio	2004
Farnsworth-Munsell 100 Hue Color Vision Test, Las Vegas	2005
Gems and Jewelry 102 Practical Exam and MGA Recertification Class,	2005
“Master Gemologist Appraiser® Update,” Recertification Class, Las Vegas	2009
“USPAP” Update, Las Vegas	2010
Master Gemologist Appraiser® Update Recertification Class, Las Vegas	2010
“How to Be a Successful and Effective Expert Witness”, San Francisco	2014
“USPAP” Update, 7 hours online	2014
“Recognizing Treated Gems and Origin Issues,” Chicago	2015
Master Gemologist Appraiser Update Recertification Exam, Chicago	2015
Color vision testing, El Paso	2020
“USPAP Update, 7 hours online	2023
Master Gemologist Appraiser Update Recertification Exam	2023
Master Gemologist Appraiser Recertification Course, online	2023
American Gem Society	
“Appraisals I & II”, Los Angeles	1991
Certified Gemologist Appraiser Recertification Exam	1991-
HRR 4 th Edition Pseudoisochromatic Colorvision Screening, New York	2007
Certified Gemologist Clinic, San Francisco	2011
Certified Gemologist Clinic: Synthetic Corundum in Review, San Francisco	2011
HRR 4 th Edition Pseudoisochromatic Colorvision, San Francisco	2011
Certified Gemologist Clinic, Phoenix	2013
HRR 4 th Edition Pseudoisochromatic Colorvision Screening, San Diego	2014
Certified Gemologist Clinic, Treated Gemstones, San Diego	2014
Certified Gemologist Appraiser Clinic, San Diego	2014
Certified Gemologist Appraiser Clinic, New Orleans	2015
American Numismatic Association	
“Coin Conservation, Authentication and Grading”, Phoenix	2008
International Society of Appraisers Accreditation Program (In conjunction with Indiana University)	
Course 102, “Personal Property Methodology & Reasoning”, San Francisco (Identification and authentication methods, market research and price methodology)	1987
Course 103, “Personal Property Appraiser Fiduciary Responsibilities”, San Francisco (Legal aspects and principles for Federal Tax appraising, narrative report writing)	1987
Course 101, “Introduction to Personal Property Appraising”, New Orleans (Ethics and standards in appraisal writing procedures)	1988
Course 1010, “Appraisal of Antique and Period Jewelry”	1990
Course 104, “Advanced Appraisal Theory and Report Writing”, Atlanta (Appraisals for collateral loans, corporate liquidation, and consumer fraud)	1992
Course 105, “The Appraiser as Expert Witness”, Atlanta (Appraisal report review, litigation management, legal research for appraisers)	1992

	Course 008, "Appraisal of Gemstones", Las Vegas	1996
	Requalification course and Exam for Accredited Members, Houston	2002
	"The Appraisal of Fine Art", graduated top of the class, Chicago	2003
	Requalification course for Accredited Members, Northern Illinois University, Naperville	2011
	"Asian Art 1: Appraisal of Japanese Prints", Northern Illinois University, Naperville	2015
	Requalification course for Accredited Members, Northern Illinois University, Naperville	2015
	Private Client Services Course and Program	2019
	Requalification course for Accredited Members, webinar	2019
	Appraisals for High Net Worth Clients, webinars	2019
	Connoisseurship Course on American and European Prints	2021
	Connoisseurship Course on Diminution of Value	2021
	Jewelers Vigilance Committee	
	JBAR Jewelry Appraisal Basic Skills Assessment Examination	2003
	National Association of Watch and Clock Collectors & National Association of Jewelry Appraisers	
	"Understanding the Fundamentals of Watches for Valuation", graduated in top two, Columbia, Pennsylvania	2012
	New Age School for Jewelers	
	USPAP 15 Hour Course for Personal Property Appraisers, Nashville	2018
	Harvard Business School Certificate Program	
	Customer Centricity 1, 2, 3, Carlsbad, California	2018
	Disruptive Innovation 1, 2, 3 Carlsbad, California	2018
	Cultured Pearl Association of America Certificate Program	
	Certified Pearl Specialist, online	2020
TALK SHOW HOST:	"Crazy About Jewelry Radio", KTSM 690 Newstalk, weekly call-in radio show	2008-
SPECIAL APPOINTMENTS:	Special Commissioner of El Paso County Court #5 by Judge Kitty Schild	1995
	National Jewelry Appraiser, Department of Justice, U.S. Marshall Service	2008-
SERVED AS AN EXPERT WITNESS OR CONSULTANT:	State of Texas, 44 th Judicial District Court of Dallas County, Copyright Infringement	
	State of Texas, El Paso County, Divorce Court	
	State of Texas, El Paso County, Civil Court, Fraud	
	State of Texas, El Paso County, Justice of the Peace Court, Fraud	
	State of Texas, El Paso County, Insurance Claim	
	State of Texas, El Paso County, Criminal Court	
	State of California, US District Court, Northern District of California, Patent Infringement	
	State of California, US District Court, Central District of California, Trademark Infringement	
	State of New Mexico, Chaves County, Criminal court	
	State of New Mexico, Dona Ana County, Bankruptcy	
	State of New Mexico, Lincoln County, Fraud	
	State of Nevada, Eighth Judicial District Court, Theft	
	Superior Court of the Virgin Islands, Theft	
NATIONAL GUEST APPEARANCES:	Live Guest Interview, WBAP News, Talk on new book "Crazy About Jewelry"	2008
	Live Guest Expert, The Huffington Post Live, "I Squandered My Inheritance"	2013
	Live Guest Interview, The Michael Dresser Radio Show	2014
	Live Guest Interview, Hope Matters Radio Show, Philadelphia	2014
	Live Guest Interview, Issues Today Radio, West Coast	2014
	Live Guest Interview, Health Wealth Matters Radio	2014
	Exclusive Video Interview, The Centurion	2020
RECOGNITION AND AWARDS:	"Salute to Women in Business" honoree, EPWEE	1988
	"Best of the Border" Jeweler category, presented by Southwest Business Journal, El Paso	1990
	Association of Women Gemologists "Diamond in the Rough Award", National Meeting, Tucson	1990
	Contribution to book "Jewelry Appraising" by Anna Miller, Van Nostrand Publishing	1990
	Contribution to book "Cameos Old and New" by Anna Miller, Van Nostrand Publishing	1991
	National Merit Scholarship to International Society of Appraisers courses 104 and 105	1992
	"Rewarding Achievement Award", El Paso YWCA	1995
	El Paso Better Business Bureau, "Torch Award for Marketplace Ethics"	1998
	National Semi-finalist, National BBB, "Torch Award For Marketplace Ethics"	1999
	Rio Grande Chapter of the Public Relations Society of America, "Star Communicator" Award	2000

Avon Women of Enterprise Award Nominee, nominated by the SBA	2000
Certificate of Recognition, Senate of the State of Texas	2000
Assistance League of El Paso, "ALEP" Award	2001
Gemological Institute of America, "League of Honors Award"	2001
El Paso Humane Society, "Compassionate Woman's Award"	2002
El Paso Diabetes Association, "Golden Apple Award"	2002
Nominated for "Best Jeweler", El Paso Times Reader's Choice Awards	2003
YWCA El Paso, "Recognized Achievement Award"	2003
El Paso Rehabilitation Center, "Angel Award"	2004
"El Paso's Best Place to Buy Your Jewelry (Bling Bling)", El Paso Inc. Magazine	2005-17
"El Paso's Best Place to Spend Your Money (Blow Your Wad)", El Paso Inc. Magazine	2005-08
"The Best of El Paso Jewelry Store", El Paso Magazine, Summer	2005-09
"The Best of El Paso Jewelry Repair", El Paso Magazine, Summer	2006-08
"The Best Place to Buy Your Wedding Bands", El Paso Magazine, Summer	2007-09
Women's Jewelry Association, National Retailer Winner of "Award for Excellence in Retail"	2007
Invited Guest, Centurion Jewelry Show, Phoenix	2007-
"America's Best Jewelers", Top 31, Couture category, National Jeweler Magazine	2008
SBA El Paso District, "Small Businessperson of the Year"	2009
Nationally recognized "Innovation Store", Stuller Owner's Conference	2009
National Jeweler, Top 13 America's Best Jewelers	2011
Twenty Years as a Certified Gemologist Appraiser, AGS Conclave, San Francisco	2011
"Women of Impact", El Paso Inc., El Paso	2011
The City's "Best Jeweler", The City Magazine El Paso	2012
The City's "Best Watches", The City Magazine El Paso	2013-14
"Best on the Border", El Paso Times	2017
The City's "Best Watches", The City Magazine El Paso	2017-
Best in Show, Texas Jewelers Association Design Competition, Austin	2018
"El Paso's Best of the Best Jewelry Store", El Paso Inc.	2019-
"Gold Standard of Trust Award for Excellence", BBB El Paso	2019
2 ND and 3 RD Awards, Texas Jewelers Association Design Competition, Austin	2019
1 ST Place, Texas Jewelers Association Design Competition, Austin	2019
Forevermark Club, Top Award, Forevermark Forum	2021
"Best in Show", Texas Jewelers Association Design Competition, Dallas	2021
1 st Place, Texas Jewelers Association Design Competition, Dallas	2021
"30 Year Certified Gemologist Appraiser Award", American Gem Society	2022
1 st Place, 3 categories, Texas Jewelers Association Design Competition, Irving	2022
Invited Guest, Symposium 2024, Plumb Club, New York	2024

**ELECTED
PROFESSIONAL
LEADERSHIP:**

American Society of Appraisers	
President, El Paso Chapter	1990-92
Treasurer, El Paso Chapter	1992-93
President, El Paso Chapter	1995-97
Vice President, El Paso Chapter	2007-09
Committee member, International Gems & Jewelry Committee (2 year term)	1993-95
Parliamentarian, International Gems & Jewelry Committee	1995-96
Secretary, International Gems and Jewelry Committee	1997-01
Treasurer, International Gems and Jewelry Committee	2002-07
Treasurer, International Gems and Jewelry Committee	2010-14
Board Member, International Gems and Jewelry Committee	2014-20
Treasurer, El Paso Chapter	2011-12
President, El Paso Chapter	2012-14
American Gem Society	
Member, National Ethics Committee	1993-00
Chairperson, National Consumer Education Subcommittee	1994-96
Vice Chairperson, National Education Committee	1996-98
Gemological Institute of America	
GIA Alumni Advisory Executive Council (One of 5 board members in the U.S.)	2008-
International Executive Council	1997-05
Jewelers Vigilance Committee	
National Board of Directors	2004-08
Better Business Bureau of El Paso	
Chairperson, Consumer Education Speakers Bureau	1993-96
Secretary	1996
Vice Chairperson	1998-99
Chairperson of the Board of Directors	1999-00
National Council of Better Business Bureaus	
Board of Directors	1995-01

National Committee Member, National Audit Committee	1995-97
National Committee Member, National Advertising Self-Regulation Committee	1995-97
National Committee Chairperson, National Marketing Committee (Responsible for implementation and creation of national marketing plan)	1997-01
National Committee Member, Ad Hoc Committee on Hyperlinking	2000-01
The Executive Forum of El Paso	1994-
El Paso Estate Planning Council	
Board of Directors	2013-
Treasurer	2015-17
Vice President	2017-18
President	2019-2020
Texas Jewelers Association	
Board of Directors	2014-
Vice President	2017-19
President	2020-22
The Estate Planning Council of Central Texas	2021-
Jewelers of America	
National Political Action Committee	2024-

**INTERVIEWS
WITH NATIONAL
TRADE
MAGAZINES,
FEATURE
ARTICLES,
& MENTIONS**

"Upfront", Jeweler's Circular Keystone Magazine, February 1	1995
"Jewelry Leads Holiday Sales", Jeweler's Circular Keystone Magazine, page 14, February 1	1995
"Management on the Mac", National Jeweler Magazine, page 28, May 16	1995
"Men's Buying Survey", National Jeweler Magazine, page 56, May 16	1995
"Mom's Day", National Jeweler Magazine, page 56, June	
"Is Good Help Hard to Find?" National Jeweler Magazine, page 56, June 16	1995
"Jeweler's Ponder Vote", National Jeweler Magazine, page 82, September 1	1996
"What Clothes and Jewelry Should Your Staff Wear?" National Jeweler Magazine, page 14, September 16	1996
"Retailers Look Ahead", National Jeweler Magazine, page 60, November 1	1996
"Selling Gems to Men", National Jeweler Magazine, page 16, December 1	1996
"Holiday Sales", National Jeweler Magazine, page 60, January 16	1997
"UpFront", JCK Magazine, February 1	1997
"Outlook Good in West", National Jeweler Magazine, front cover, March 1	1997
"The Value of Quality", Jewelers Circular Keystone Magazine, March 1	1997
"Valentine's Day 1997", National Jeweler Magazine, front cover, March 16	1997
"Teaching a New Generation of Consumers The Value of Quality", Jeweler's Circular Keystone Magazine, page 67, March	1997
"Stories from the Breakfast Club", Editorial, National Jeweler Magazine, page 10, September 16	1997
"Gemstone News", National Jeweler Magazine, page 20, November 16	1997
"Diamond News", National Jeweler Magazine, page 14, February 1	1998
"Getting Personal-Some Key Points", Professional Jeweler, page 87, March	1998
"Retailers in West Upbeat for Spring", National Jeweler Magazine, page 68, March 1	1998
"Sapphire", Lustre Magazine, page 32, May/June	1998
"Highlights from the International JCK Show Seminars", JCK Website, June	1998
"Russian Rolex Man", Jeweler's Circular Keystone, page 275, June	1998
"Co-op Marketing Dollars", National Jeweler Magazine, page 122, July 16	1998
"Better Business Bureau Publishes Booklet", National Jeweler Magazine, page 122, July 16	1998
"Job Seekers Flock to Gemological Institute of America's Career Fair", National Jeweler Magazine, page 51, August 16	1998
"Diamond News", National Jeweler Magazine, page 17, October 16	1998
"International Gemological Symposium", Gemological Institute of America, page 10, October	1998
"UpFront", JCK Magazine, December 1	1998
"They Signed Up", Gemological Institute of America "The Loupe", March	1999
"Jewelers Favor Drilled Diamond Disclosure", National Jeweler Magazine, pages 1, 26, April 1	1999
"Demand Rises for Silver", National Jeweler Magazine, page 56, April 1	1999
"Retailer News", JCK, May 1	1999
"Jewelers Pass Up Distress Sale Diamonds", JCK, page 206, May 1	1999
"Poster Sessions", Special Edition, "The Loupe" Gemological Institute of America World News, page 3, June 24	1999
"Planning Summer Vacations", National Jeweler Magazine, page 6, August 1	1999
"Poster Sessions", Gemological Institute of America World News "The Loupe" page 12, Summer	1999
"Jewelers Use Color", National Jeweler Magazine, page 20, September 1	1999
"Diamond Notes", JCK Magazine, October 1	1999
"Retailers Clean House", National Jeweler Magazine, pages 34, 36, 38, November 16	1999
"New Products", Newsweek Japan, page 82, December 15	1999
"Private Stock", cover story, Modern Jeweler Magazine, pages 62, 66, 68, 105, January	2000

"Business Update", Diabetes Interview, page 19, January	2000
"Medical Alert Jewelry For Diabetics Makes A Fashion Medical Statement", Clinical Lab Products, page 32, January	2000
"Regional Report", National Jeweler Magazine, page 102, January 16	2000
"Retailers Sell to the Heart", National Jeweler Magazine, page 48, February 1	2000
"Downtown Jewelry Retailers", National Jeweler Magazine, page 86, May 1	2000
"To Dress or Not?", Editorial by Editor-in-Chief, National Jeweler Magazine, page 16, June 16	2000
"PR Society of America Dubs Susan Eisen Star Communicator", National Jeweler Magazine, page 50, June 16	2000
"GIA Announces Endowment Campaign Committee Members", Gemological Institute of America World News "The Loupe" page 12, Summer	2000
"GIA Announces Endowment Campaign", In Focus, Volume 19, page 17, Summer/Fall	2000
"Trade Leaders Advise GIA", Gemological Institute of America World News "The Loupe", Volume 9, page 9	2000
"Local Jeweler Shares Secrets of Success with Some of El Paso's Businesswomen", National Jeweler Magazine, January 1	2001
"Rules of Engagement", JCK Magazine, January 1	2001
"One Jeweler's Secrets of Success", National Jeweler Magazine, January 12	2001
"Two Way Street", American Jewelry Manufacturers Magazine, page 64, August 1	2001
"Eisen Honored for Charitable Work", JCK Magazine, September 1	2001
"The Love Merchants", InStore Magazine, page 54, January	2002
"JVC To Begin 5 Year Fundraising Campaign", January 15	2002
"It's About Time", InStore Magazine, page 54, April	2002
"Industry Insight", National Jeweler Magazine, page 16, June 16	2002
"Noteminder" by Steven Lagos, June	2002
"JVC News", Jewelers Circular Keystone Magazine, June 1	2002
"Baby Boomers at Core of Retail Market", Rappaport Diamond Report, page 51, August 2	2002
"Improving the Repair Intake Process", The Authority on Jewelry Manufacturing, page 83, February 3	2003
"Retailers Report Solid Business", Rappaport Diamond Report, page 67, March 7	2003
"Holiday Sales: Totally Unpredictable", JCK Magazine, April 1	2003
"Originality Sells", Rappaport Diamond Report, page 71, April 4	2003
"A Safer Store", AJM Magazine, page 60, May	2003
"Jewelers Embrace Marketing Initiatives", Rappaport Diamond Report, page 71, July 4	2003
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"10 Retailers on How They're Faring So Far this Season", National Jeweler Magazine, December	2018
"Retail Surveys", National Jeweler Magazine, February	2019
"Our Brain Squad Sounds Off About Security", Instore Magazine, page 69, March	2019
"Mother's Day Retailers", National Jeweler, May	2019
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"KVIA Gold Interview", KVIA, August	2020
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"Industry & People", JCK, October	2020
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"10 Retailers and What They Expect", National Jeweler, July-September	2021
"Sound of Jewelry", InStore Magazine, August	2021
"Hot Sellers", InStore Magazine, October	2021
"Back Again", InStore Magazine, December	2021
"Share Your Thoughts With Instore", InStore Magazine, January	2022
"Best In Show", El Paso Inc., February	2022
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"From My Side of the Counter", The Jewelers Collective, Fall Issue 2022	2022
"Blue Opal Find in Chihuahua, Mexico, Gem Guide, November	2022
"Turquoise", Jewellery World Magazine, November	2022
"Readers Share Their Thoughts", InStore Magazine, December	2022
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"Thinking Outside the Jewelry Case", Manufacturing Jewelers and Silversmiths of America MJSA Journal	2023
NATIONAL CELEBRITY EXPOSURE:	
"The Emmy Awards", Los Angeles	2014-
"The Screen Actors Guild Awards", Los Angeles	2015-
"The Academy Awards", Los Angeles	2015-
"The Bachelorette", Los Angeles	2016
"Fashion Police" worn by host Melissa Rivers, New York	2016
"The Miss America Pageant", Atlantic City	2017

**SPECIAL
EXHIBITS,
COMMISSIONS:
& AWARDS**

Thousands of one-of-a-kind art jewelry pieces for local and national clients	1980-
Silver award brooch, Rio Grande Cancer Center, El Paso	1986
Internal Floor Plan and Exhibits and Eternal Light Sculpture, El Paso Holocaust Museum	1987
Eternal Light Sculpture for main sanctuary, Congregation B'nai Zion, El Paso	1988
Membership brooch, Junior League of El Paso	2002-
Spectrum Awards, American Gem Trade Association, New York	2007-12
Sixtieth Anniversary Gift, New York Press Club, New York	2008
Gold and diamond brooch, Texas Tech University Breast Cancer Clinic, El Paso	2009-12
T-Shirts Benefit University Breast Cancer Clinic, Texas Tech University Health Science Center Foster School of Medicine	2009
100 th Anniversary Boot set with 100 diamonds, Justin Brands for Tony Lama, Fort Worth	2010
Invited Guest, UTEP 100 th Anniversary Art Metals Exhibition	2014
Invited Retail Designer, InDesign Magazine, full page 19, June	2014
Invited Artist, "Body Jewelry", El Paso Museum of Art	2014
Spectrum Awards, American Gem Trade Association, New York	2014-18
CASE Awards, JA New York	2018
Best in Show, Texas Jewelers Association Design Competition, Austin	2018
2 ND and 3 RD Awards, Texas Jewelers Association Design Competition, Austin	2019
1 ST Place, Texas Jewelers Association Design Competition, Austin	2019
"Best in Show", Texas Jewelers Association Design Competition, Irving	2021
1 st Place, Texas Jewelers Association Design Competition, Irving	2022
1 st Place, 3 categories, Texas Jewelers Association Design Competition, Irving	2022
Spectrum Awards, American Gem Trade Association, New York	2022-
1 st Place, Texas Jewelers Association Design Competition, Houston	2023
2 nd Place, Texas Jewelers Association Design Competition, Houston	2023