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**TEXAS INDEPENDENT
JEWELRY APPRAISERS (TIJA)**

Press Release

Houston Appraiser Gives Away Diamonds

"What's It Worth?" Promotion Demonstrates the Value of Knowledge

For Immediate Release:

Houston, May 10, 2017

Diamonds were given away at a recent benefit event and award celebration. They were all different - pear, marquise and round shapes in assorted carat weight up to ½ carat. "Yes, it's true, we gave away real diamonds," smiled local jewelry appraiser and Master Gemologist/Appraiser [Ben Gordon](#). "As appraisers, we do not buy or sell diamonds – but we do give them away when we're celebrating," Mr. Gordon explained. "We wanted to have some fun and raise public awareness so we gave away a dozen earth diamonds at our table display at the Better Business Bureau Award luncheon and fund raiser."

Mr. Gordon, known as The Jewelry Judge is celebrating his fifth consecutive year of recognition by Houston's BBB with the 2017 Award of Distinction for Excellence in the Workplace.

The fund raiser event, which honored a select group of business winners of the BBB 2017 Awards for Excellence, was held at the Bayou City Event Center on May 10 and benefited the Education Foundation whose purpose is to educate the consumer in fraud prevention.

Real or Fake?

Participants chose a 'goody bag' from a treasure chest containing jewelers' folded parcel papers. Within each parcel was either a cubic zirconia or an earth diamond. Over 100 parcels were in the treasure chest, most contained cubic zirconia, but one dozen of the parcels contained certificates for genuine earth diamonds that were picked by a dozen winners. His display was animated as word spread that diamonds were given as prizes.

Mr. Gordon does not sell jewelry. As a [Master Graduate Gemologist](#) and appraiser, his role is to scientifically authenticate, test and evaluate diamonds, colored gemstones and fine jewelry. His moniker as '[The Jewelry Judge](#)' is his brand; his product is his knowledge, which he shares regularly in consumer awareness talks to educate the public. With over sixty-five years in the jewelry industry his expertise is undisputed.

Education is the Goal

"We educate our clients one by one when we value their jewelry. By demonstrating how we test for authenticity, we point out how important it is to know *"What It's Worth!"*

Mr. Gordon explained that he shares a common purpose with the [Education Foundation of the BBB](#), the sponsor of the luncheon held recently at Houston's [Bayou City Event Center](#). The Education Foundation creates programs for young and older adults to protect them from consumer scams and fraudulent business practices."

"We see many people in our gem lab whose diamond jewelry is often set with 'imitation' stones among the real ones. It's an unpleasant surprise for the owner, but unfortunately it's not uncommon in the industry," Mr. Gordon comments.

Knowledge is Protection

As a rule of thumb, if a jewelry item can be replaced for \$1000 or less, the owner probably doesn't need insurance to replace it. This is because over time, the premium

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can exceed the value of the item. “But once you have extremely high-end fine jewelry, it's important to know it's worth,” Mr. Gordon asserts, in order to protect it in event of loss or damage.

The value of a piece of jewelry goes beyond monetary cost or replacement value. “Value can be emotional, historical, or heirloom or all of these.” Mr. Gordon adds. “We offer gemology with genealogy,” he explains. “Every gem has a story to tell and it’s my job to reveal it.”

This promotion was a great opportunity to demonstrate what we really mean by *'What's It Worth?'* The more you know about your jewelry, the more you can appreciate it” Mr. Gordon emphasizes. Jewelry Judge Ben Gordon works by appointment in the Uptown / Galleria area.

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About Jewelry Judge Ben Gordon

[Jewelry Judge, Ben Gordon](#) is a Charter Member of a select network of qualified jewelry appraisers who share professional and ethical standards in their practices and an A+ rated Accredited Member of the [Greater Houston and Southwest Texas Better Business Bureau](#).



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