

## 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.  
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 Dec. '21. January 4<sup>th</sup>2022 to  
present, Addeo Jewelers LLC, 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, 529 Park Avenue Winter Park, Fl.  
Carriage trade 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 tagGies™ metal dog tags. '76 through '02.  
Addeo Jewelers, Inc., NYC, NY, 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, and Gem identification. Edwardian collections, and post loss.

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

Consultant for negotiating and/or appraising large diamonds/gemstones:

- 30.08ct D, Flawless cut cornered rectangular modified brilliant diamond
- 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
- 2600cts rough corundum ruby crystal

**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  
'17-19 ASA Board Member International Marketing Committee for Gems/Jewelry Discipline  
'18-19 Gems & Jewelry Marketing Committee  
'18-19 ASA Jerry F. Larkins Volunteer Service Award ASA  
'21-23 term ASA GJ Committee Member at Large

**Professional Courses:**

ASA 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, GJ205 6/'12  
Insurance Documentation by the Retail Jeweler 2/'94, GJ ASA  
Advanced Updates Estate Appraising, 6/'99 GJ ASA  
Advanced Diamond Grading, ASA invite to GIA Laboratory Carlsbad 7/' 13  
Recognizing Treated Gems and Origin Issues, Chicago, 5/'15 GJ ASA 209/b  
Synthetic Diamonds: The Products, Perceptions and Retailers 5/'15  
Synthetic Diamond Detection screening with standard lab instruments, Deljanin 7/' 18  
R121-WEB Giving an Effective Expert Deposition 2/'21 ASA  
GJ203: Appraising Gems & Jewelry for Advanced Assignments 7/'19

**Papers:**

*Smart Shopping when Traveling Abroad*, June '10 ASA Library  
Co-authored with Barry Block ASA MGA®

**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 RI, 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 and 6/'18 Las Vegas NV  
2/'19 Accredited Gemologists Assoc Tucson AZ Latest Gem Research Highlights  
5/'19 Accredited Gemologists Assoc. Las Vegas NV Latest Diamond treatments Syn Detect  
2/'20 Accredited Gemologists Assoc Tucson AZ Our Gem Environment, Culture & People  
6/'22 Accredited Gemologists Assoc Las Vegas NV, State of the Diamond Industry  
2/'23 Accredited Gemologists Assoc Tucson AZ return from '20 Colored Gemstone Mkt.  
6/'23 Accredited Gemologists Assoc Las Vegas NV, Diamond Centrics, Natural, Lab, Fancy

**ASA International Chair, Gem/Jewelry Conference Committee for:**

**Conferences:**

Boca Raton 2016, Houston 2018, Manhattan 2019

'22 Tampa, FL	'23 New Orleans	'06 Brooklyn, NY	'01 Pittsburgh, PA
'16 Boca Raton, FL	'11 Phoenix, AZ	'05 Austin, TX	'99 Boston, MA
'15 Las Vegas, NV	'10 Las Vegas, NV	'04 Kansas City, MO	
'14 Savannah, GA	'09 Orlando FL		

**Certification:**

This appraiser has completed the Farnsworth-Munsell I00 hue discrimination Test and was Found to have average or better hue discrimination. Date of last test August 4, 2021  
Currently USPAP compliant to March 31, 2026.  
Completed re-certification of *Master Gemologist Appraiser*® status 2005, 2010, 2015, & 2021 (5 year segments)

**Member:**

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

Updated 10/6/23