



## **Ben Stein Hobnobs with IADC Members & Retail Clients During June JCK Show Las Vegas**

**PASO ROBLES, CA (June 19, 2006)**—The elite members of the Indo Argyle Diamond Council (IADC) and invited jewelers and press got to hobnob up close and personal with Ben Stein during the JCK Show Las Vegas June 5 at the Venetian Hotel. A celebrated comedian, lawyer, writer, commentator for *Fox News* and *CBS Sunday Morning*, and New York Times columnist, Stein mixed and mingled with guests prior to giving a speech that was not only funny, but informative and poignant.

Clad in suit and sneakers, Stein covered the gamut of topics, leading with his wife's love of diamonds, noting that the first time he married her, he gave her a 2-carat diamond. After divorcing and remarrying her, he gave her an 11-carat diamond, and since then life has been good. He described the economy as extremely resilient, citing amazing strength in the finance, health, manufacturing and defense segments of the market. He touched on the oil crisis, reporting that in the short term, the situation will improve within the year. But in the long term, he expects real problems emerging 30 years from now if we do not take measures to alleviate our dependence on oil. He ended with moving sentiment about the soldiers serving in Iraq, and then posed for photos with attendees.

The IADC hosted the event as part of its global outreach campaign to acquaint the jewelry industry with its expanded services for retail jewelers and its diversified membership of Indian manufacturers who work in all jewelry categories, not just diamonds. IADC offers jewelers worldwide expert consulting and pre-screening services, opening new doors for product sourcing in one of the hottest growing and most influential jewelry manufacturing regions on the planet.

MVI Marketing Ltd. of Paso Robles, California founded IADC in 1994 to assist Indian diamond jewelry manufacturers in developing relationships with U.S. retail jewelers. For nearly a dozen years, the IADC has facilitated sourcing for high quality, well-designed diamond jewelry from prime IADC manufacturers,

and provided assistance in coordinating retailer trips to India and exclusive viewing shows. Now, its future strategy will develop the role of the IADC to service jewelers globally with a broader range of product at competitive prices.

For more information, contact Keith Dillmeier, IADC president, at (800) 797-4232, ext. 110, email [kdillmeier@mvimarketing.com](mailto:kdillmeier@mvimarketing.com), or visit [www.indoargyle.com](http://www.indoargyle.com).

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