



The Gem Hunter, True Adventures of an American in Afghanistan

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203 Photographs 28 Maps

Map coordinates of all
known gems and minerals
of Afghanistan

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www.thegemhunter.net

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P.O. Box 89646

Honolulu, HI 96830

Marketing and Promotion

Gary Bowersox will be on a national jewelry show tour as well as a lecture and book signing tour with stops in 25 cities across the USA. He has the world's largest traveling gem collection attracting both customers and the media alike.

Here's the book tour scheduled to date:

- September: (1) Detroit, MI
(2) Clarkston, MI
(3) Royersford, PA
(4) Philadelphia, PA
(5) Knoxville, TN
(6) Oakridge, TN
(7) Florence, SC
- October: (1) Kansas City, MO
(2) Kansas City, KS
(3) Topeka, KS
(4) Tulsa, OK
(5) Seattle, WA
(6) Olympia, WA
- November (1) Honolulu, HI
(2) Kihei, Maui, HI

An unprecedented marketing plan includes giving the first 20 people who purchase his book at each signing a free cut and polished piece of blue Lapis from Afghanistan.

ESTIMATED PROMOTIONAL BUDGET:

1. Jewelry Stores.....\$200,000
2. PR firm.....\$ 40,000
3. Independent Book Stores.....\$ 10,000
4. Book Clubs.....\$5,000
5. GeoVision, Inc.\$10,000
6. TOTAL..... \$265,000

Excerpts: *The Gem Hunter, True Adventures of an American in Afghanistan*

...I did not tell Joao that I would be calling the Central Intelligence Agency agent in Honolulu the next morning. In the midst of the "Cold War," a meeting with the CIA, or KGB, for that matter, would have labeled me a "spook" and made me a walking target in Central Asia.

.... the mines of Lajwurd, which men have worked for over seven thousand years. By 4000 B.C. Afghanistan exported lapis to Egypt to produce scarabs, personal seals, and pharaoh masks. Transport took as long as three years. Later, Cleopatra, queen of Egypt from 69 to 30 B.C., exaggerated her exotic features with powdered lapis eye shadow.

About The Author:

Gary W. Bowersox is a renowned worldwide traveler, gemologist, author and adventurer who is among the top ten experts in the world on modern-day Afghanistan.

President of GeoVision, Inc., Bowersox has served as a consultant to the Department of Defense on Afghanistan, the Northern Alliance and Bin Laden, and as a consultant to the government of Afghanistan.

After serving as a U.S. Army major in Vietnam, Bowersox spent the next 32 years exploring and researching gems and minerals in Afghanistan and Central Asia. He was presenter/consultant for "The Gem Hunter in Afghanistan 2001", a 50 minute television documentary. Bowersox also has chaired eight symposiums on "Gems and Minerals of the Hindu Kush and Central Asia."

In Afghanistan, Bowersox became friends to princes and paupers, to the powerful and weak, and became acquainted with political leaders among the Afghans, Pakistanis, Taliban, and Northern Alliance. At the same time, he traveled into the mountains of Afghanistan to search for gems and minerals and discovering the lost lapis mine of another era. While locating millions of dollars in gems in Afghanistan, Bowersox found himself under rocket attack by al-Qaeda and Taliban military units.

Bowersox has authored several articles and two books on gems and minerals, and has given more than 1,000 speeches throughout America. He has appeared on *Good Morning America*, *CNN*, and more than 500 television and radio programs including *Voice of America*. He was listed in the *Outstanding Young Men in America* 1969 and selected for who's who in the *Jewelry Business* 1980. He has also done volunteer work for Afghanistan health organizations.