



## Brian Rocca, G.G.

### HERTIAGE APPRAISER FOR THE WEST

As a fourth generation jeweler, I first learned of jewelry design and manufacturing techniques as a young boy watching my grandfather as he set diamonds. In later years, while with my father as he made purchases in Chicago's diamond district, I was exposed to yet another aspect of the jewelry industry.

Always fascinated with the natural beauty of gems and minerals, I was inspired to learn as much as I could. In that pursuit, I was drawn to the Gemological Institute of America (GIA) in San Diego, California, where I studied diamonds, colored stones, and pearls, and received diplomas as a Graduate Gemologist (GG) and Accredited Jewelry Professional (AJP). I have been appraising jewelry since 1998.

In my spare time I enjoy being in nature: skiing, hiking, riding mountain/ road bikes, and photography.