




BENEFITS

Guide



JEWELERS OF AMERICA



**STRONG
DURABLE
CLEAR
GENUINE
SOLID
VALUABLE**

JUST LIKE US

**Partner with the strongest provider
in the jewelry industry & slash the
cost of accepting credit cards.**

Chosen Payments has partnered with JA for years to provide a valuable member benefit that saves jewelers money. The average savings for JA members using our member-only rates is a whopping 25%. Send us your most recent processing statement to see how much you can save.

Other valuable JA Member Benefits include:

- Latest equipment technology for jewelry stores
- Integration with popular jeweler software
- POS Systems with Inventory Control
- Gift Card Programs & Customer Loyalty Programs
- Fraud Avoidance Education & Chargeback Assistance
- PCI Compliance Management

JA Members receive free processing on their first \$20,000 in sales with Chosen Payments as their provider. Isn't it time to switch to JA's endorsed Merchant Services Provider?



Endorsed Merchant Services
Provider for JA Members



Scan the QR code
to get started.

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As the organization that represents the U.S. fine jewelry industry, Jewelers of America has a diverse membership with a wide range of business needs and challenges. We are constantly getting feedback from our members to help improve the benefits, products and services we offer members.

To help you better understand the wide range of benefits that JA membership offers, we break them down into three categories:

- ▶ **RECOGNITION:** Ways to differentiate your store and increase consumer confidence
- ▶ **REPRESENTATION:** A unified voice for industry, legislative and regulatory issues
- ▶ **RESOURCES:** Tools to help you run your business and be more profitable

This guide provides you with a complete listing of all the benefits offered to you, and how you can take advantage of them. We are frequently adding and enhancing our benefits, so I encourage you visit jewelers.org/ja often for updates and important member-only information.

The JA Supplier Member Directory in this guide provides a listing of wholesale jewelers, designers, service providers, and more, who are fellow members. Browse the featured listings for promotional offers exclusively for JA Members. And, be sure to keep this directory on hand as a reference for when you are in need of new product lines, supplies or services.

As above, we are constantly adding new Supplier Members so check the Supplier Directory on our website if you are looking for a specific provider and do not see it listed.

We thank you for your membership and remain open to any suggestions to help you with your business needs! Please call the Member Services team at (800) 223-0673 or email members@jewelers.org with any questions or feedback.

Sincerely,

David J. Bonaparte
President & CEO

ABOUT *Jewelers of America*

The leading association for businesses in the fine jewelry marketplace

Jewelers of America (JA) is the national trade association for businesses serving the fine jewelry marketplace. JA aims to enhance consumer confidence in the jewelry industry and support the growth of its members through **Recognition**, **Representation** and **Resources**.

In 1906, JA was founded by **jewelers for jewelers** and today is the leading non-profit jewelry association in the United States. We represent a large, diverse network of jewelry retailers and suppliers who are among the most professional and trustworthy jewelers in the nation, committing annually to JA's Code of Professional Practices.

Our Mission

Our primary purpose is to improve consumer confidence in the jewelry industry through the following core initiatives:

- Acting as a forum for the analysis and discussion of issues affecting the industry
- Assuming a leadership role in public, government and industry affairs
- Advocating professionalism including high ethical, social and environmental standards
- Providing timely information to members on issues affecting their businesses
- Giving members access to resources and education focused on business management, sales, gemology, product knowledge and technical skills
- Consistently developing initiatives that will benefit the retail jewelry marketplace

Get in Contact With Us

**For questions, please contact us at (800) 223-0673
or email members@jewelers.org.**

Jewelers of America
120 Broadway, Suite 2820
New York, NY 10271
www.jewelers.org





RECOGNITION

Jewelers of America Members stand out from the competition as recognized and trusted jewelry industry professionals. Today's consumers have many choices when it comes to shopping for fine jewelry and gifts. As a JA Member, you can distinguish your business, reinforce your reputation and build stronger consumer trust.

Code of Professional Practices

To distinguish your store from the competition, it is vital to reinforce your professional reputation and build stronger consumer trust as a JA Member. With more than 4,000 jewelry stores across the country, each committing to JA's Code of Professional Practices, the JA membership network is extensive and well-respected by consumers who want to shop with confidence.

JA Branding Materials

Jewelry stores backed by Jewelers of America have an edge on the competition. Only JA Members can feature the JA logo, door decal and member certificate in their marketing, reinforcing your commitment to ethics and quality products and service.



JA 100 Club

The JA 100 Club is reserved exclusively for JA Member companies that have been in continuous operation for at least 100 years. JA offers additional consumer outreach opportunities for Members with this special status.



CASE Awards Jewelry Design Competition

Jewelers of America's annual design competition – The CASE Awards – gives national recognition to jewelry businesses and their talented staff with awards for jewelry pieces with the highest levels of **C**reativity, **A**rtistry, **S**kills and **E**xcellence in quality and style.





Consumer Marketing & PR

Jewelers of America promotes jewelry and the importance of shopping with a JA Member jeweler directly to consumers throughout the year through:

- Digital advertising directing consumers to the "Find A Jeweler" directory on jewelers.org
- Consumer education content and jewelry galleries on jewelers.org
- Consumer email blasts on jewelry trends, shopping tips & jewelry care
- Consumer social media communications and contests (e.g. Facebook, Twitter, Instagram, Pinterest)
- Jewelry features in radio, TV & print media

Online Find a JA Jeweler Directory

One of the best benefits included with membership is your inclusion in our Find a JA Jeweler directory. The online directory expands your digital footprint and helps consumers locally and afar find you, so make sure your company profile is complete. Search yourself here: jewelers.org/find-a-jeweler.



20 Under 40

Jewelers of America's 20 Under 40 is a recognition program that celebrates young professionals who exemplify leadership skills and a commitment to elevating jewelry retail for tomorrow's jewelry consumers.

RECOGNITION BENEFITS

- ☐ Code of Professional Practices
- ☐ JA Branding Materials
- ☐ JA 100 Club
- ☐ CASE Awards Jewelry Design Competition
- ☐ Consumer Marketing & PR
- ☐ Online Find a JA Jeweler Directory
- ☐ 20 Under 40

Questions? Contact the Member Services Team at (800) 223-0673 or email members@jewelers.org.



REPRESENTATION

Jewelers of America represents our members and the entire industry in Washington D.C. and abroad on legislative, social, and environmental issues. Every day, JA is fighting for our members and their future on the issues that matter most. The JA advocacy team diligently monitors congress through our legislative counsel which has over half a century of Capitol Hill and private sector legislative, regulatory and policy experience. Through our advocacy efforts, we have achieved great success in Congress of support in members' interests.

Guidance & Best Practices

Jewelers of America Members are the most informed jewelry businesses regarding the regulatory, legislative and sourcing issues that can affect how you do business and threaten consumer confidence. Members receive regularly updated reference guides on diamonds, gold and more. Use the industry guidance with staff and to support your jewelry store policies.





Legislative Action Center

Help us affect change by using our Legislative Action Center. All members can communicate with elected officials. No matter what area of the jewelry industry you work in, your voice and input are key components of our efforts to protect the interests of the jewelry industry.



Jewelers of America Political Action Committee

Jewelers of America's Political Action Committee, JAPAC, is the only PAC that supports the fine jewelry industry in Washington, D.C. You can contribute to help JAPAC give you a voice with influential representatives throughout the year.



Member Alerts

JA Monitors issues in the U.S. and abroad that could affect the jewelry industry and keeps members informed through timely email alerts and in-depth webinars.

REPRESENTATION BENEFITS

- ☐ Guidance & Best Practices
- ☐ Legislative Action Center
- ☐ Jewelers of America Political Action Committee (JAPAC)
- ☐ Member Alerts

Questions? Contact the Member Services Team at (800) 223-0673 or email members@jewelers.org.



RESOURCES

Jewelers of America Members receive valuable marketing promotions, FREE webinars on topics vital to jewelry businesses, exclusive discounts and rates on business services like shipping, payment processing, consumer financing – and much more! Most of the discounts more than pay for the cost of annual membership dues.

FedEx® Shipping

Get huge savings on select FedEx® services, like 50% off FedEx Express® U.S. shipping services and great rates on FedEx's Declared Value program for added security when shipping fine jewelry.



Synchrony Consumer Financing

The private-label consumer financing program by Synchrony increases jewelry sales and margins, while the store-branded card entices repeat customer purchases. JA Members receive exclusive rates.



Chosen Payments

Chosen Payments offers JA Members competitive rates on credit card processing and savings options like chargeback assistance, gift and loyalty cards, next-day funding and more. Chosen Payments' personalized customer service assists clients with increasing revenue, profit and value-added services.

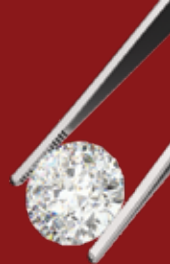


CHOSEN PAYMENTS

Jewelry Repair Envelopes

Exclusively for JA Members, these jewelry repair envelopes from Impact Specialties feature a JA-approved Customer Disclaimer to protect jewelry stores when performing jewelry repair projects.





RESOURCES BENEFITS

- ☐ FedEx® Shipping
- ☐ Synchrony Consumer Financing
- ☐ Chosen Payments
- ☐ Jewelry Repair Envelopes
- ☐ TripPlanet Travel Discounts
- ☐ Kenect Messaging Service
- ☐ Jewelry Job Board
- ☐ JewelersHealthCare.com
- ☐ Jewelers Mutual Group
- ☐ Tiara Program
- ☐ JA Professional Certification Program
- ☐ Discounts on GIA Courses
- ☐ Discounts on DCA Courses
- ☐ Scholarships
- ☐ Webinars
- ☐ Find a Jeweler Directory

TripPlanet Travel Discounts

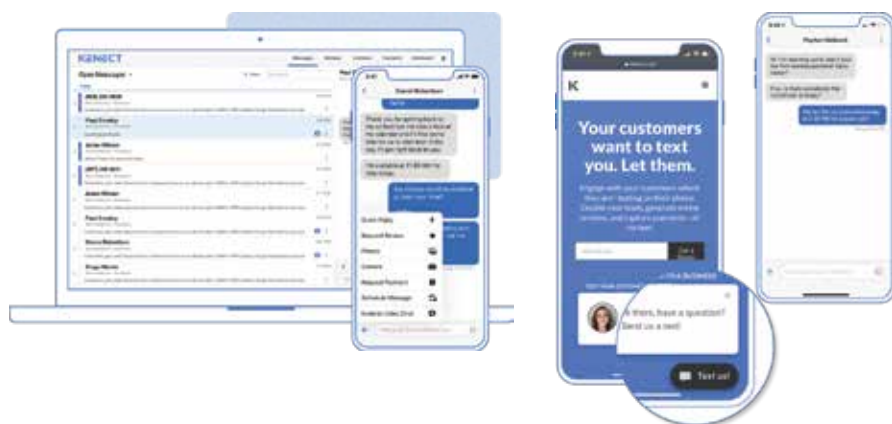
TripPlanet is a member-only platform that offers discounted airfare and hotel rates. JA Members can get up to a 60% discount when compared to other online travel sites and worldwide access to 500+ airlines, 900,000+ hotels and 50+ car rental agencies. Travel discounts on cruises, entertainment tickets, vacation homes and tours coming soon.



Be sure to use the JA Member link to create your free TripPlanet account!

Kenect Messaging Service

Kenect allows jewelry stores to text their clients directly, generate new leads, improve communication, generate reviews, and collect payments – all via texting. JA Members receive special pricing and waived set-up fees.



Questions? Contact the Member Services Team at (800) 223-0673 or email members@jewelers.org.

RESOURCES

Jewelry Jobs Board

Employers can use JA's online Jewelry Jobs Board to post jobs, browse resumes and find qualified candidates. JA Members get special pricing on listings.

Health Care for JA Members

Jewelers of America Member companies have access to affordable health care plans for individuals, small groups and everyone in-between via JewelersHealthCare.com. Through our partnership with My Healthily, members can receive immediate savings and simple enrollment.



Insurance for Jewelers

Jewelers of America exclusively endorses Jewelers Mutual Group, the only insurance company in North America dedicated solely to the jewelry industry. JA Members get free access to JM University, an online classroom for jewelry security and insurance education.



Tiara Program

JA Members get one free sparkling tiara per company per year and can purchase additional tiaras to use in local pageants, parades and homecomings that garner publicity in your jewelry store's area.



JA Professional Certification Program

JA Members get discounts on Jewelers of America's renowned Professional Certification for sales associates and managers. JA Professional Certification advances your career, differentiates your store and improves your reputation with jewelry customers. Employees of JA Member stores receive the Level 1 Sales Professional Certification exam at no cost.



Discounts on GIA Courses

Receive 10% savings on tuition to GIA's Distance Learning Program and Laboratory Classes, featuring a variety of gemology and sales courses.



Discounts on DCA Courses

DCA offers quality, affordable sales training for jewelry sale professionals. JA Members who join DCA receive their first course free (a \$125 value). *New DCA members only.*

The DCA logo, featuring the letters "DCA" in a stylized font, with "Professional Jewelry Education" written below it.

Increment Your Store Profits with DCA Online Education

The Jewelry Industry's Leading Sales Education: Providing Quality, Affordable Courses for Jewelry Sales Professionals

ABOUT DCA

DCA is a not-for-profit educational foundation - founded in 1979 by jewelry professionals - that offers members complete, quality, affordable sales courses for jewelry store employees. DCA courses are the premier educational programs available to jewelry professionals - they range from introductory to advanced sales training. The large jewelry store in the USA. Because of DCA's dedication to quality, its courses are recognized and valued by jewelry professionals as the best and most profitable.

ABOUT DCA COURSES

- DCA courses are award-winning sales training, sales education, and business development courses.
- Courses focus on real-world sales information from the street.
- Courses are designed to help increase customer loyalty and sales.
- Courses are designed to help increase customer loyalty and sales.

COURSE	REGISTRATION FEE	CELEBRITY FEE
Beginning Jewelry Sales	\$125	\$125
Advanced Jewelry Sales	\$125	\$125
Advanced Jewelry Sales	\$125	\$125
The Jewelry Business Course	\$125	\$125

Questions? Contact us at: By phone: (877) 265-5469 By email: info@dcaonline.com

Visit our new website: www.dcaonline.org



Scholarships

JA Members can apply for scholarships to cover up to 60% of fees for jewelry industry training at GIA and other leading industry programs.

JA Webinar Series

Our webinar series covers educational topics including better business solutions, strategies for jewelry marketing and management and updates on the latest member benefits. All webinars are free to register. You'll need your JA Member login to access the recording.



Events



Jewelers of America Presents GEM Awards

GEM Awards, hosted by Jewelers of America, is the fine jewelry and watch industry's premier awards gala that recognizes the outstanding achievements of individuals and companies whose work raises the visibility and status of fine jewelry and watches.

GEM Awards, established in 2002, celebrates industry greats and those with an unmatched commitment to excellence and honors the work of leaders, creators and luminaries. GEM Awards are presented in several categories annually, including the prestigious GEM Award for Lifetime Achievement.

The ceremony consistently attracts jewelry professionals from across the country who join together in celebration. Proceeds from GEM Awards help Jewelers of America continue its efforts to enhance consumer confidence in jewelry.

To learn more about GEM Awards, visit gemawards.jewelers.org.



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Delivering the news
jewelers need.



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TRENDS *to Watch*



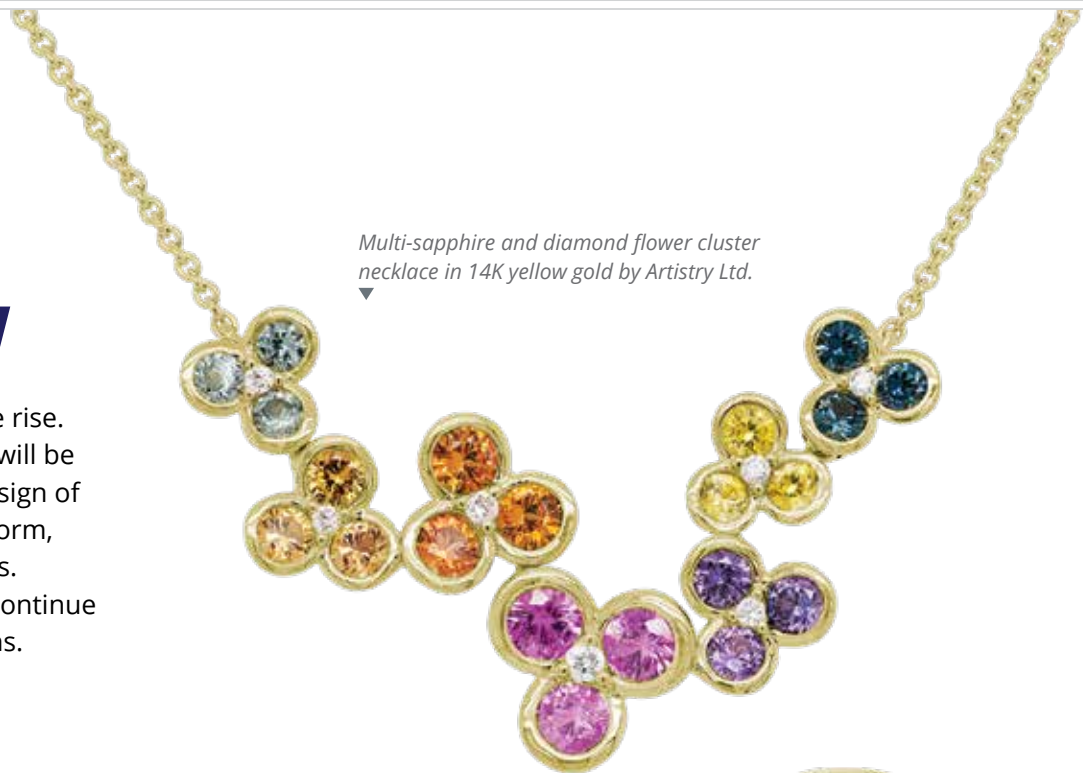
▲ Pear-shaped emerald flower studs with round diamonds set in 18K yellow gold by Rahaminov Diamonds

GREEN *is the Color of Money*

Shades of green will dominate fashion. Early shows feature an increase of emeralds both on display and incorporated into collections. Emerald green is just one of the shades to get behind. Bold and bright shades, including peridot, will fit the neon trend anticipated to pop up over the summer and fall.

RAINBOW

Hope and optimism are on the rise. The spirit symbol for the year will be the rainbow. It is the outward sign of all good things – surviving a storm, inclusivity, and second chances. Rainbow-themed jewelry will continue to be popular for these reasons.



▼ Multi-sapphire and diamond flower cluster necklace in 14K yellow gold by Artistry Ltd.

► Multi-sapphire and diamond flower cluster ring in 14K yellow gold by Artistry Ltd.



Bold GOLD

Yellow gold fashion jewelry is here to stay. After a trying two years, fashion will become unapologetically bold. Bold gold chains, large hoop earrings and wide gold band rings are just three of the gold styles to seek out.

Thor 24K gold link necklace by Gurhan

◀ 22K gold Amorphous link necklace with 18K white gold and diamonds by Gurhan

Be DAZZLING

Diamonds, diamonds, diamonds. Glamour is ready to make a triumphant return to fashion. As the world emerges from the “comfortable” fashions of at-home living, diamond jewelry will be the glitz needed to add sparkle back to wardrobes.

Diamond oval hoop earrings in 14K white gold by Shy Creation

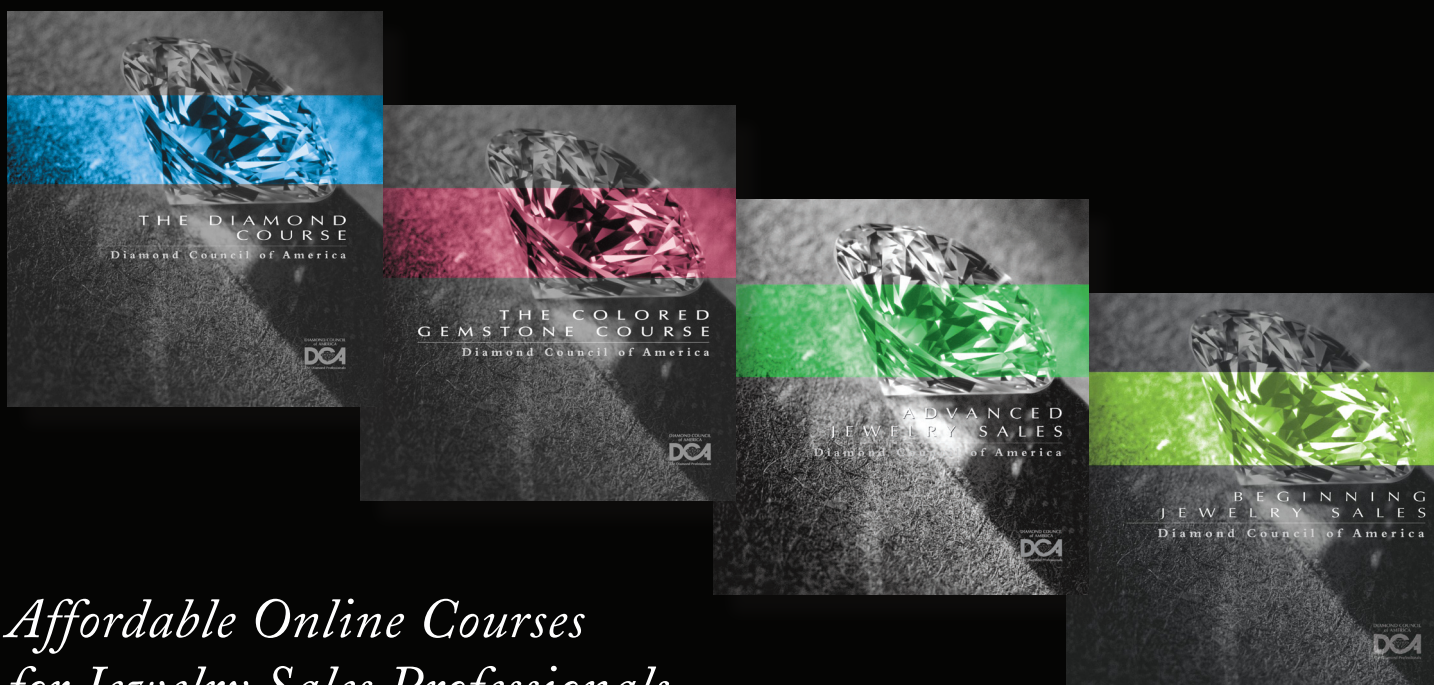
Diamond bangle in 14K white gold by Shy Creation

◀ Plima pendant with pink tourmalines and white diamonds set in 18K rose gold by Misahara

Powerful PENDANTS

Step aside dainty pendants. There is a bold pendant trend on the way. With pant suits and deep v-shaped tops making noise at New York's Fashion Week, powerful pendants will have the perfect place to shine.

DRAMATICALLY INCREASE PROFITS WITH DCA-TRAINED ASSOCIATES

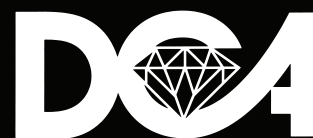


Affordable Online Courses for Jewelry Sales Professionals

- Diamonds
- Colored Gemstones
- Beginning Jewelry Sales
- Advanced Jewelry Sales

“For over 20 years, every single sales person I have hired has taken the courses offered by DCA. The *results* are nothing short of *amazing* and I strongly recommend that jewelry companies everywhere take advantage of this offering.”

– Chuck Kuba, Iowa Diamond



Professional Jewelry Education

www.diamondcouncil.org
(877) 283-5669
info@diamondcouncil.org

DCA is an affiliate of Jewelers of America.



MOVING TODAY'S JEWELER FORWARD



Since 1913, Jewelers Mutual Group has been committed to your success. That's why we created the *Zing* Marketplace — a suite of powerful solutions that streamline and grow your business, turning complexity into simplicity.

- ▶ **Confidently ship merchandise**
- ▶ **Create accurate appraisals**
- ▶ **Find and buy from thousands of loose diamonds**
- ▶ **Easily manage Jewelers Mutual Group customer claims**
- ▶ **Generate revenue with care plans**
- ▶ **Read *The Zing Report***

Join the thousands of jewelry industry professionals already using the *Zing* Marketplace and move your business forward.



GET STARTED FOR FREE

Visit **ZingJM.com** to explore the marketplace.

It's open to everyone in the industry. No fees, no obligation.

EST 1913

Jewelers Mutual®
G R O U P



JEWELERS OF AMERICA

120 Broadway, Suite 2820
New York, NY 10271



Make a statement
for *every occasion.*

Everyone should experience the richness of life's special moments.

Put luxury within reach for your customers and offer the Synchrony Luxury Credit Card as a convenient way to pay for their fine jewelry purchases over time. Help fulfill dreams while moving closer to yours—achieving higher ticket sales, repeat purchases and strong loyalty.*



HANDCRAFTED FOR YOUR BUSINESS

Start making the most of a Synchrony partnership and enroll today. Visit synchronybusiness.com/luxury or call **844-866-8014**.

*Synchrony Eighth Major Purchase Consumer Study, Jewelry 2021