

DCA JEWELER

NEWSLETTER OF THE DIAMOND COUNCIL OF AMERICA

New Colored Gemstone Course Published

(Nashville, TN) The Diamond Council of America has announced completion of its new Colored Gemstone Course. According to DCA President, Terry Chandler, the two-year project is complete and ready for shipment to members' students.

The course, a collaborative effort between the Diamond Council of America and Performance Concepts, is "light years ahead of our previous gemology course," Chandler said.

The work contains sixteen lessons, a comprehensive review, a gem stone compendium, and an exhaustive glossary. It is a thorough study of gemstones, their history, lore, and geology. As with its Diamond Course, DCA has focused on both sales training and product knowledge. Roughly 30% of the coursework is dedicated to moving the information from the text to the student and then to the counter, in order to increase sales.

The Compendium, a 136 page reference guide, is a "stand-alone" book included with the course. Students may use it with their customers to review a specific gemstone's history, origin, and geology.

Chandler further added, "Performance Concepts and DCA have spent over two years researching and editing this extraordinary work. It is an ideal companion to the Council's very successful Diamond Course."

DCA members' students may order the course through the Nashville office for \$115.

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DIAMOND COUNCIL
of AMERICA



The Diamond Professionals

FROM THE CHAIRMAN

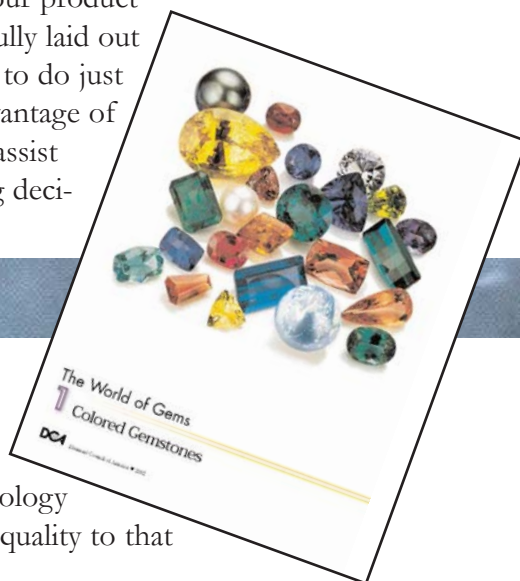
Bruce Kenny



Bruce M. Kenny

tion, it will also provide them with a true competitive advantage.

The Diamond Council of America strives to educate jewelry professionals, in particular sales professionals, so they can present merchandise to their customers with expert knowledge and exceptional service. To that end the launch of the new state-of-the-art Colored Gemstone Course will provide DCA's membership with a course that will not only educate, but I believe even excite them about one of the most important product categories in the industry today. As professional sales associates, we are compelled to continually expand our product knowledge and selling skills. This beautifully laid out course will enhance our members' ability to do just that. We hope all your associates take advantage of this course, as it will not only help them assist their customers in making a better buying decision,



FROM THE PRESIDENT

Terry W. Chandler

Once DCA's new Diamond Course was published, the Board and I, along with Performance Concepts, set about rewriting our Gemology course. We knew DCA students deserved a gemstone course of equal quality to that of the Diamond Course.

I am proud to say that the completed work is of a significance and integrity far beyond my wildest expectations. Janice Talcott, Kate Peterson, and the writers and designers at Performance Concepts have produced an exquisite piece that will provide our students an unparalleled learning experience.

Actually, I can say with confidence, I know of no other colored gemstone course that so effectively combines sales training, product knowledge, history, and gemological study. As a twenty-year veteran of retail jewelry sales, I know colored gemstones have been "under trained" throughout the industry to the point of embarrassment. No longer must this be the case.

Now, DCA students have the opportunity to study and understand the sometimes convoluted world of colored gemstones. The course simplifies colored stone education while maintaining the depth and integrity required to assure a thorough working knowledge of the product's geology, history, and lore.

I am indebted to the board for their encouragement and support of this project, and to Performance Concepts for their superior work.

With the publication of this course, we have taken another "giant step" toward keeping our commitment to raise the bar of quality at DCA and toward our mission to teach facts and techniques that will help our members' associates increase sales.

I encourage DCA members to utilize this extraordinary tool and make The Colored Gemstone course a central part of their training and education programs.



Terry W. Chandler

The Colored Gemstone Course

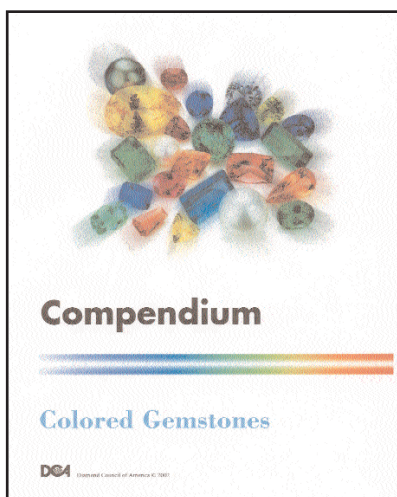
Unparalleled Gemstone Training, Education, & Product Knowledge

The Colored Gemstone Course, modeled after the recently released Diamond Course, presents a broad but inclusive discussion of colored gemstones in sixteen lessons including a comprehensive lesson on pearls. The lessons are grouped in three sections based on the premise of NEED to know, NICE to know and

Professional Skills and Attributes.

Understanding and retention of material are key issues for potential success. The development and production of the course addresses the following concerns:

- Maintaining the interest of the student so as to ensure a high degree of completion
- Addressing the different learning styles of modern-day adults to extend beyond those who learn by reading to those who learn better visually.
- Providing both education and training, i.e. not only knowledge, but also the skill to use it proficiently and effectively at the counter.
- Providing a program that was not only effective for individual self-study, but also for interactive group training.
- Presenting a format to which timely and appropriate updates



in information can be added through annual or biannual publications

The elements included in the Colored Gemstone Course to address the above concerns include:

- Color printing to attract interest, provide appeal, underscore the quality of the offering, and deliver impact to the visual learner.
- Extensive use of photography, graphic images, captioning, pull-out text, and sidebars to appeal to visual learners and limited attention capabilities.
- Relatively large print and extensive amounts of white space to

give the impression of easy readability and provide the learner the opportunity to read in "blocks".

-An early high-school reading level considered to be the average adult reading level in the U.S.

-An average reading time of about one hour per lesson to enable the student to complete lessons on lunch hours or in blocks of time most individuals consider a palatable designation from a normally busy per-



Janice Talcott

sonal schedule.

-The organization of information into three applicable blocks:

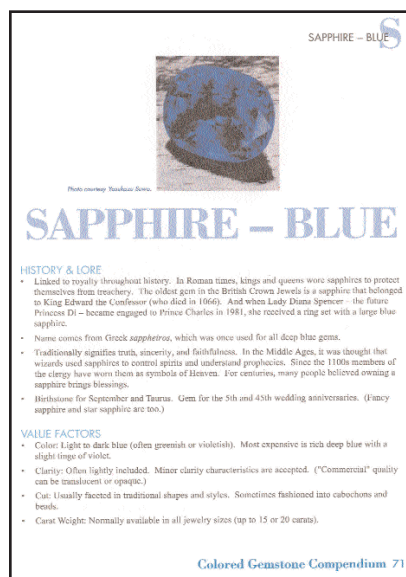
Lessons 1-7 NEED to Know

Students will be able to put their newfound knowledge and skill to use right away. We put the most important things a professional should know - the license to stand behind the jewelry retail counter - right up front. Students can read information, practice the skills, and immediately use the information in their sales presentations.

Lessons 8-11 NICE to Know

The second group of lessons adds background information - the "fluff" behind the sales pres-

entation - to the learner's repertoire. It includes interesting facts and background information to bring the sales presentation to life.



Continued on Next Page

Lessons 12-16 Professional Skills and Attributes

The third part hones in on all the necessary skills, attributes, and ancillary awareness the true jewelry professional should possess. It includes sales training, tips for care and cleaning, display concepts, and proper representation technique.

The lessons present information in such a way that both knowledge and skills are developed. With each bit of information presented, the student is directed how to use or apply that information. Throughout the text are examples like, "The fact is ___ and you should tell your customer ___". Concluding each lesson is a "Follow Up Checklist" - a list of practical exercises the student can use to apply the information just learned.

The course provides the opportunity for feedback and the application of learning materials to both independent self-study and to interactive group-study. Most of the lessons end with a self-test. Answers and page references (so the student can easily find the explanations to questions they missed) are on each self-test. Four questionnaires (#2, #7, #11, #16) are submitted to be graded by an instructor. Both

the self-tests and the questionnaires can be completed by individuals or in group discussion.

The exercises in the "Follow-up Checklists" are applicable to staff meetings or general floor meetings to hone diamond-based skills.

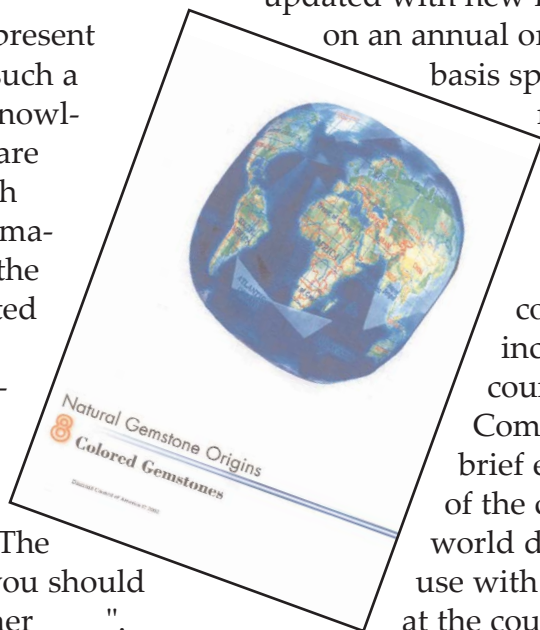
The format can be easily updated with new information on an annual or biannual

basis spanning the normal shelf-life of the course.

The course also includes a counter-top Compendium - a brief encyclopedia of the colored gem world designed for use with customers at the counter. The

Compendium includes key information and photographs for almost 50 gems - the gems the typical retailer is likely to encounter. The Compendium is a tremendous resource for the salesperson to learn more about individual gems and to answer common consumer questions.

DCA also plans to prepare annual or biannual updates to the course to summarize changes, additions, or deletions to the information presented based on current events, trends, discoveries, etc., with a general plan for a full course revision after 5 - 8 years.



DIAMOND COUNCIL
of AMERICA



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