

D I A M O N D C O U N C I L  
o f a m e r i c a



*A Not-For-Profit National Educational Foundation*

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**APPLICATION FOR MEMBERSHIP**

Trade Name of Applicant \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Website Address \_\_\_\_\_ E-mail \_\_\_\_\_

Corporation     Partnership     Individual     Other (*Describe*) \_\_\_\_\_

Principal Executive \_\_\_\_\_ Title \_\_\_\_\_

Education Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Note:** Dues may be deductible to members for Federal Income Tax Purposes as ordinary and necessary business expenses. Dues are not deductible as charitable contributions.

*“The mission of the Diamond Council of America is to provide quality, affordable education to its members’ associates enhancing their ability to sell fine jewelry with expertise, integrity, and professionalism.”*

Number of Years in Business: \_\_\_\_\_

Number of Stores: \_\_\_\_\_

In a sentence or two, please describe your store(s): \_\_\_\_\_  
\_\_\_\_\_

Total Number of Sales Associates (*full-time equivalents*): \_\_\_\_\_

DCA’s Bylaws, Article II, Sec. 2(b), state: “An applicant must specialize in the sale to consumers of diamonds and other precious gems; and, in addition, not less than 80% of an applicant’s sales shall be made up of (or alternately, 80% of sales area shall be devoted to) diamonds, other precious gems, karat gold and watches.”

Percentage of sales in diamonds, other precious gems, karat gold: \_\_\_\_\_

Percentage of sales area for diamonds, other precious gems, karat gold and watches: \_\_\_\_\_

Average annual diamond sales (*percent*): \_\_\_\_\_

DCA’s Bylaws, Article II, Sec. 2(c), state: “*Industry-mindedness*: An applicant must be dedicated to the general welfare, high standing and prosperity of the entire retail jewelry business, as manifested, for example, by active participation in the Jewelers of America, Inc., or some other reputable association dedicated to these goals.”

List industry associations, other organization activities, and other evidence of industry-mindedness: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DCA’s Bylaws, Article II, Sec. 2(d), state: “*Financial Stability*: Because the Council’s image, and the image of its members, could be damaged if its members are not financially sound, an applicant must demonstrate financial stability, as manifested, for example, by a JBT rating of not less than 2 or excellent credit references.”

JBT Rating \_\_\_\_\_ or other credit references \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other information useful in determining your eligibility: (e.g. principal brands carried by your firm) \_\_\_\_\_

DCA's By-Laws require an eligible DCA Executive member sponsor of each application.

Sponsor's Name and Firm \_\_\_\_\_

Sponsor's Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

I certify, in making this application, that all information is true and correct. I agree that if my membership in the Diamond Council of America is approved, it will be contingent upon my continuing to meet the ethical qualifications of that organization. I further agree that if my membership should cease for any reason, I will voluntarily return to DCA all materials bearing the DCA name and seal with no reimbursement to me and I will cease to claim any further association with that organization.

\_\_\_\_\_

*Date*

*Signature of Principal*

The following enclosures must be submitted with this application. Please check each item you have enclosed.

- Photographs of Store Exteriors
- Examples of Radio or Television Copy
- Photographs of Store Interior
- Sample of Diamond Guarantee (*if any*)
- Catalogs and Brochures

*Please Note:*

New DCA members are required, to maintain membership, to have a minimum of one individual of the firm a graduate of DCA's Diamond Course within one year of membership approval.

Certifications from the Diamond Council of America may not be displayed by any DCA member until such time as at least one executive/employee of the firm has successfully completed the DCA Diamond or DCA Colored Gemstone courses of study.

**By executing this application, applicant acknowledges and consents that DCA may employ and utilize an independent investigative organization to verify applicant's membership qualifications, credit and other relevant facts, and applicant specifically hereby consents to any such investigation.**

