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The DCA has undergone a wonderful transformation since Terry Chandler stepped in as president. This is the program I wish I had access to when I was in the retail jewelry business. This is the most outstanding program for the retail jewelry industry on the market....at any price. The Diamonds Course and Colored Stones Course offers a complete education in gemology and jewelry on the level required for retail jewelry professionals.

I recently had the opportunity to review the program courses, and it is one of the few programs that I would like to start for myself just for the excellent level of knowledge that it provides.

The Diamonds Course takes the student through all of the steps of how diamonds get from the mines to the retail jewelry stores. And then goes on to provide everything the retail jewelry professional needs to know to provide world class service to the diamond buying consumer.

The Colored Gemstone Course gives a complete overview to the world of colored gemstones in such a manner that it allows the retail jeweler to offer a professional and knowledgeable presentation to consumers, while at the same time keeping it on a consumer friendly level of knowledge and understanding.

If I ever again own a retail jewelry store, the Diamond Council of America Program is going to be required of every employee.