



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE  
JUNE 7, 2017

**CONTACT:**  
AMANDA GIZZI  
JEWELERS OF AMERICA  
AGIZZI@JEWELERS.ORG  
(646) 658-5811

## Jewelers of America Expands Affiliation With Diamond Council of America

*The boards of both organizations voted in favor of establishing a new collaborative relationship*

New York, NY – Jewelers of America (JA), the national trade association for businesses serving the fine jewelry marketplace, announced today it is establishing a new collaborative relationship with the Diamond Council of America (DCA), after the boards of both organizations voted this week in favor of a new affiliation agreement. The affiliation would take effect later this year, following a vote by DCA members at the DCA Annual Meeting on July 17, and review by the New York Attorney General.

“I believe that we are stronger together,” says JA President & CEO David J. Bonaparte. “As competition for customer attention increases and margins shrink, industry associations like Jewelers of America and the Diamond Council of America offer real value for the jewelry industry. Through this affiliation, our organizations can better align in our common mission to support jewelry businesses and improve professionalism in the jewelry industry.”

The decision follows a lengthy and thorough review to evaluate the opportunities and benefits to JA and DCA members, including utilizing shared resources, expanding educational resources to jewelry professionals, and strengthening JA and DCA’s contribution to the future success of the fine jewelry industry. While the affiliation offers many opportunities for synergy, both organizations will remain independent. Terry Chandler will continue to lead DCA with the support of the DCA Board of Directors, and the executive management of both organizations remains the same.

“I am so excited about the potential for growth for the Diamond Council of America that an affiliation with Jewelers of America creates,” says DCA President & CEO Terry Chandler. “It will help DCA flourish and cement the longevity of DCA’s mission to provide quality, affordable distance education for jewelry associates to sell fine jewelry with expertise, integrity and professionalism.”

JA Board Chairman Ryan Berg, of Lee Michaels Fine Jewelry, adds, “JA and DCA believe that a more educated sales associate leads to a more confident consumer. Through this affiliation, Jewelers of America enhances its ability to improve education and inspire confidence on both sides of the jewelry counter.”

###

*About Jewelers of America:*

**Jewelers of America (JA)** is the national trade association for businesses serving the fine jewelry marketplace, with the primary purpose of improving consumer confidence in the jewelry industry. Visit [www.jewelers.org](http://www.jewelers.org) for more information.

*About Diamond Council of America:*

**Diamond Council of America (DCA)** is a nationally accredited school that offers jewelers the opportunity to earn professional certifications in diamonds, colored gemstones, and fine jewelry sales through distance education. Visit [www.diamondcouncil.org](http://www.diamondcouncil.org) for more information.

