



APPLICATION CHECKLIST - RETAIL FIRMS

Dear Retail Applicant:

Please utilize this checklist to ensure that your application for American Gem Society® membership is complete. The only way the International Admissions Board can get a true sense of your firm's business policies, ethics, and standards is through the information provided by your firm.

NOTE: If there are any branch stores, please include material from each location, including photos.

- Firm application:** Complete all pages, including back cover.
- Student affiliate section of the application:** Complete both front and back.
- Letters of recommendation:** Retail firms must submit two (2) letters from active American Gem Society retailers.
- Photographs – MINIMUM OF 10 PICTURES:**
 - a. Store exterior (including adjoining structures)
 - b. Store exterior (close enough to read signage on front door)
 - c. Store interior of each wall taken from the center of store (N, S, E, W) = 4 photos
 - d. Overview of counters and display area
 - e. Two (2) close-up photos of merchandise display/gem sales area
 - f. Close-up of lab (with individual pieces of equipment listed on back)
- Letter describing your business:** Please write one or two paragraphs on company letterhead describing your business. This letter should include your company's history and evolution, education of owners and employees, your business philosophy and your community involvement, what you feel the American Gem Society is about, why you want to become an American Gem Society member, and what you feel you can contribute to our organization.
- Website:** Provide website address and print out of homepage.
- Appraisal:** Provide a sample of one complete appraisal.
- GIA Education:** On a separate piece of paper, if needed, list all employees who have GIA education and what courses they have taken.
- Advertising:** Provide at least three (3) printed media pieces and any additional direct mail pieces.
- Radio scripts/CD-ROM:** If applicable.
- Television scripts/Written script/DVD:** If applicable.
- Articles:** Send trade publication articles that support your gemological reputation and your involvement in the industry, if available.

ALL APPLICATION MATERIALS BECOME THE PROPERTY OF
THE AMERICAN GEM SOCIETY™ AND ARE KEPT CONFIDENTIAL.