**Membership Benefits Cheat Sheet**

**Retail Firm**

*Education*

* AGS PRO
	+ On-demand access to a library of training material, including courses, webinars, and articles.
	+ Establish yourself as a thought leader by submitting content to be featured in AGS PRO.
* AGS Professional Credentials and Designations
	+ Professional credentials give you added credibility and convey your commitment to ethics, integrity, and knowledge.​
* Courses and Programs
	+ Courses ​
		- AGS Way​
		- Graduate Sales Associate Course ​
		- APPA ​
	+ Programs​
		- Certified Sales Associate ​
		- Certified Gemologist Appraiser ​
		- Practical Guide to Jewelry Appraising ​
		- Accredited Gem Laboratory ​
	+ GIA Education ​
		- Receive 10% savings on tuition ​
		- On-campus laboratories offered
* Conclave
	+ Annual education and networking conference dedicated to expanding your knowledge, broadening your skills, and reimagining your strategies. ​
	+ Experience the energy of the AGS community.​
	+ Meet thought leaders, industry experts, and influencers.​
	+ Solve your business challenges.​
	+ Re-energize and find new inspiration.​
	+ Invest in your most important asset. Your future.
* Confluence
	+ Virtual conference featuring professional speakers focused on a specific subject matter.​
	+ The Schedule of Events allow attendees the flexibility of planning their day around relevant sessions or tuning in for the full event from the comfort of their office or home.​
	+ Lower cost, great value. Plus, access recorded sessions after the event, so you get even more value from your ticket. ​
	+ Interact with the speakers and other members of the AGS community via live chat. ​

*Events and Networking*

* Events Calendar
	+ Educational webinars ​
	+ Member Group Meetings ​
	+ Trade Shows ​
	+ Ad hoc events geared towards connectivity
* Conclave (see above)
* Confluence (see above)
* Regional Guilds
	+ Groups of members organized for area meetings throughout the year.
	+ Guild meetings provide opportunities for educational programs and discussions on matters of mutual interest.
* Young Titleholders
	+ The AGS Young Titleholders (YTs) is a community within the American Gem Society.
	+ YTs encourage the growth and development of young and driven professionals while building connections and a voice among the next generation of American Gem Society (AGS) leaders.
	+ YTs offer webinars, scholarships, and the Mentoring Program
* Member Group social media groups and forums
	+ [Members Facebook Group](https://www.facebook.com/groups/AmericanGemSocietyMembers)​
	+ [Global Guilds](https://www.facebook.com/groups/AGSGlobalGuilds)​
	+ [Young Titleholders](https://www.facebook.com/groups/YoungTitleholders)​
	+ [Appraisal Forum](https://www.facebook.com/groups/AGSappraisalforum)​
	+ [AGS Go](https://www.tripbuildermedia.com/apps/ags365)—Login for features exclusive to members

*Marketing, Promotions, and Advertising*

* Free marketing consultations to learn how you can leverage your marketing with the power of AGS. ​
* Tools and resources to help you better connect with your target audience and grow your business.​
* Find a Jeweler directory listing (including contact form)
* *Spectra*
* *Spectra Update*
* Promotion on AGS Website
	+ Member Spotlight
	+ Member Calendar
* Promotion in Publications
	+ *Brilliance*
	+ AGS Blog
* Social Media Promotion
	+ Sharing posts
	+ Instagram Takeover
* In-store Signage

*Member News & Tools*

* AGS Go
	+ The community's mobile app that puts your benefits in the palm of your hand! ​
	+ Access the membership directory or find experts in the Find a Vendor search, view upcoming events, like Conclave, read Spectra, and more. ​
	+ AGS Go is not just for members—consumers have access to sections of the app, including Find a Jeweler that connects them directly to you. ​
* Digital Badge Program
	+ What is Digital Badging? ​
		- Graphical icon that indicates your credentials and accomplishments, and is displayed, accessed, and verified online ​
		- Can be shared on the website, email signatures, social pages – anywhere a client may research you as a business  ​
		- Online source for clients to learn why you have earned that badge, the methods you took to achieve it, and how you are working to maintain it​
	+ What are the benefits and uses of digital badges? ​
		- Identify skills, knowledge, and competencies ​
		- Inspire learning and signify community ​
* Job Board

*Business Solutions*

* Jewelers Mutual Group
	+ Experienced underwriters and knowledgeable agents will help you build a solution to meet your needs and budget.
		- Jewelers Block Policy; Businessowners Policy; Commercial Umbrella Liability Policy; and various add-ons for extra peace-of-mind
	+ Going beyond insurance, Jewelers Mutual Group is supporting the jewelry industry with a comprehensive line of products available to you through the Zing platform. The Zing platform is available for anyone in the jewelry industry and features tools like JM™ Shipping Solution, JM™ Care Plan, and a retail insurance appraisal tool.
* Wells Fargo
	+ Offers the American Gem Society credit card program that is designed to drive traffic to your store, grow business, and generate customer loyalty. Benefits of the program include consistent customer approvals, competitive credit limits, attractive quarterly promotions, and volume-based rebates that put money back in your pocket. Plus, they offer exclusive rates on their credit card processing as well as the Wells Fargo technology fund to cover store’s needs (based on availability and subject to approval). Wells Fargo also provide fraud prevention tools, such as access to their Fraud Prevention Department and through the partnership with Intellicheck, an easy-to-use mobile app that speeds up approval of credit applications to rapidly complete sales with good customers while stopping fraudulent credit account openings. Program merchants will be able to access this for free within a shared transactions pool.
* Scholarships
	+ Young Titleholders Conclave Scholarship​
		- Full, complimentary Conclave registration ​
	+ Young Titleholders AGS Way Scholarship​
		- Full, AGS Way course ​
	+ Beatrice Shipley Scholarship​
		- GIA will fund the full cost for an on-campus Graduate Gemologist Program in New York or Carlsbad to complement the full scholarship for the AGS Certified Gemologist® title, funded by AGS.
* Mentoring Program

**Supplier and Sustaining Firm**

*Events and Networking*

* AGS community is comprised of the industry’s most successful jewelers​
* Grow your business with our monthly Retail Firm member mailing list ​
* Generate brand awareness and affinity within the community through utilization ​
* Events Calendar - Maximizing growth through member events!
	+ Educational webinars ​
	+ Member Group Meetings ​
	+ Trade Shows ​
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* Confluence (see above)
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* Young Titleholders
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	+ On-demand access to a library of training material, including courses, webinars, and articles.
	+ Establish yourself as a thought leader by submitting content to be featured in AGS PRO.
* AGS Professional Credentials and Designations
	+ AGS credentials give you added credibility that lets an AGS retailer know you share their commitment towards consumer protection, education, and ethics.
* Conclave
	+ Annual education and networking conference dedicated to expanding your knowledge, broadening your skills, and connecting you with retailers in person.​
	+ Build relationships first, and leverage for business next.​
	+ Apply to be a speaker and establish yourself as a thought leader.​
	+ Solve your business challenges.​
	+ Re-energize and find new inspiration.​
* Confluence
	+ Virtual conference featuring professional speakers focused on a specific subject matter.​
	+ Schedule of events allows attendees the flexibility of planning their day around relevant sessions or tuning in for the full event from the comfort of their office or home.​
	+ Lower cost, great value. Plus, access recorded sessions after the event, so you get even more value from your ticket. ​
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* Free marketing consultations to learn how you can leverage your marketing with the power of AGS. ​
* Tools and resources to help you better connect with your target audience and grow your business.​
* Retail Firm Membership Mailing list (automatically provided monthly)
* Profile in all Directories (Find a Vendor)
* Dedicated eblasts
* *Spectra*
	+ Member Spotlight and article submission
	+ Advertising
* *Spectra Update*
	+ Member Spotlight and article submission
	+ Advertising
* Promotion on AGS Website
	+ Member Spotlight
	+ Member Calendar
	+ Supplier Style Picks
* Promotion in Publications
	+ *Brilliance*
	+ AGS Blog
* Social Media Promotion
	+ Sharing posts
	+ Instagram Takeover

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	+ The community's mobile app that puts your benefits in the palm of your hand! ​
	+ Access the membership directory or find retail clients in the Find a Jeweler search, view upcoming events, like Conclave, read Spectra, and more. ​
	+ Advertise within the app to stay top of mind with retailers.
* Digital Badge Program
	+ What is Digital Badging? ​
		- Graphical icon that indicates your credentials and accomplishments, and is displayed, accessed, and verified online ​
		- Can be shared on the website, email signatures, social pages – anywhere a client may research you as a business  ​
		- Online source for clients to learn why you have earned that badge, the methods you took to achieve it, and how you are working to maintain it​
	+ What are the benefits and uses of digital badges? ​
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