**Membership Elevator Speech**

At the heart of the American Gem Society (AGS) community are innovators, mentors, and highly regarded professionals like you whose expertise and hard work collectively create a stronger jewelry industry. As a fellow member, you’ll harness the power of the collective to solve business challenges, create strategic opportunities, grow your business with valuable tools and benefits, and advance your professionalism along with the members of your team.

As an AGS member, you will have access to key member benefits including:

*Retailer*

* Professional credentials that give you added credibility and reinforce your commitment to ethics, integrity, and knowledge.
* AGS PRO, an on-demand library of training material, including courses, webinars, and articles, allowing you to learn anytime, anywhere.
* Access to our education conference, [Conclave](http://www.ags.org/conclave), which features leading national speakers and industry experts teaching on a variety of topics, leaving you with tactical advice.
* Free marketing consultations to learn how you can leverage our marketing tools and opportunities to better grow your business.
* Business solutions, such as insurance, shipping, financing, health insurance, and more, at exclusive rates.

*Supplier or Sustaining*

* AGS credentials give you added credibility that lets an AGS retailer know you share their commitment towards consumer protection, education, and ethics.
* AGS PRO, an on-demand library of training material, including courses, webinars, and articles, allowing you to learn anytime, anywhere.
* Access to our education conference, [Conclave](http://www.ags.org/conclave), which features leading national speakers and industry experts teaching on a variety of topics, leaving you with tactical advice.
* Directory listings in our Find a Vendor search, connecting you directly with AGS retailers.
* Free marketing consultations to learn how you can leverage our marketing tools and opportunities to better grow your business.
* Business solutions, such as insurance, shipping, health insurance, and more, at exclusive rates.

**Reasons to Join Today**

Professional Credentials

* Professional credentials give you added credibility and conveys your commitment to ethics, integrity, and knowledge, setting you apart from your competition.

AGS PRO and Continuing Education

* AGS PRO is an on-demand library of training material, including courses, webinars, and articles, allowing you to learn anytime, anywhere. Plus, you can establish yourself as a thought leader by submitting content to be featured in AGS PRO.
* Members also have exclusive access to *Conclave* featuring leading national speakers and industry experts teaching on a variety of topics ranging from gemological training to sales, leadership, and marketing sessions.

Business Solutions

* The AGS community receives discounts and resources through strategic partners that make your business more profitable. Visit ags.org/strategicpartners to learn more.

Brand Awareness Campaigns

* Free marketing consultations teach you to leverage your marketing with the power of AGS. We offer tools and opportunities to help grow your business.

The Power of the Collective

* AGS members are part of a community committed to consumer protection, a high standard of business ethics, and ongoing education. Membership offers avenues to build your network with like-minded jewelry professionals, like the AGS Guilds, Young Titleholders, Mentoring Program, committees, and our social media groups.

**Membership Requirements**

*Retail Firm Members*

To apply for membership, the business needs to be at least two years old. A firm individual must have completed or be enrolled in some GIA education, preferably the online Applied Jewelry Professional (AJP) diploma and the 5-day Diamond Grading Laboratory.

Annual membership dues are based on your business volume.

*Supplier Firm Members and Sustaining Firm Members*

To apply for membership, the business needs to be at least two years old.

Annual membership dues are assessed on a value-based model. Your firm will select the plan that best matches its goals for membership, including level of engagement, and pay for the value of that plan. As the value of the plan increases, so does the access to membership benefits and available discount opportunities.