

“Standards • Education • Community”

Guild of Jewellery Professionals and Artisans provides the jewellery industry and accessories sectors with much needed support at the “Designer Jewellery” level by ensuring high standards in education, materials, workmanship and service as well as a strong community of experts and aficionados to direct the future of this exciting industry segment. **Expertise and Independence** As a non-profit, independent organization GJPA is able to represent its techniques, procedures and findings without bias or restriction. This transparency is further enhanced by the contributions of its founder, Tanja M. Sadow G. J. G., Trendsetter, Seasoned Jeweller, Gemmologist, Jewellery Designer and Instructor with over 24 years of industry experience and expertise. GJPA's standards and recommendations are based on the Professional techniques and methods developed by Tanja and are constantly under review by senior members of the GJPA community, ensuring relevancy.

GJPA as an information broker

At the core of GJPA is the comprehensive educational system devised to encompass all aspects of the industry segment from professional jewellery-making techniques to product knowledge and business administration. This critical information is disseminated through the community via the talents of qualified GJPA Instructors, Senior Instructors and Specialists. With course modules geared toward the amateur, to courses and white-papers aimed to revolutionize the typical retail designer jeweller business, it is this educational component that provides the cohesive force to grow the community and the industry.

GJPA membership and affiliation

In order to earn admission into the GJPA, individuals must either complete a series of basic-level courses in jewellery making and gem appreciation or prove their industry experience. Instructor, Designer and Specialist designations are subsequently earned based on that individual's educational progression through the GJPA system, or industry experience and degree of involvement within the GJPA community. Organizations wishing to associate themselves with GJPA are required to undergo an operations review and are given a rating based on their degree of participation within the community. **GJPA Services**

GJPA aims to provide a comprehensive array of informational services to members of its community so as to raise awareness, capability and quality of the industry as a whole. These services will include:**For the Ordinary Member (Consumer):**

- Standards Control within Guild: Perhaps the most significant benefit to all members of the GJPA is their confidence in the quality of the information, products, workmanship and business practices of other guild members through the use of formal application, complaint and rating procedures as well as regular reviews.
- Community Membership: As a member of the GJPA community, all members have access to meeting areas, events facilities and information both on-line through the GJPA community web-compendium and at physical location such as GJPA Five-Star Facilities
- Fashion and Industry Updates: Tanja and other GJPA members working in conjunction with the fashion and jewellery industries compile their findings and predictions to create a

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bi-annual report geared toward the most selective of consumers.

- **Global Quality Guide:** Published bi-annually and revised to include the most recent findings in the field, this report offers consumers an insight into the most common materials they will find, including organics, minerals, and metals such as Silver and Gold. The goal of the guide is to provide consumers with a basic quality assessment tool to assist them in making their jewellery component purchases.
- **Guild Instructor Directory:** Consumers interested in extending their knowledge using the proven GJPA techniques and teaching methodology will be able to locate GJPA instructors in their country, region or state. GJPA education centres and qualified Instructor Development centres are included in this guide.
- **Guild Retailer Directory:** Consumers travelling locally or internationally will always be able to locate their nearest GJPA affiliated retailer where they will be sure to receive quality service, materials and GJPA educational materials.
- **Access to design galleries and sales opportunities:** As a member of the GJPA community, consumers may take advantage of the GJPA virtual exhibition centre, participate in locally organized exhibitions and re-sell their designs within GJPA three-star or better retailers.

For the Professional Artisan/Designer:

- All services described above for the consumer
- **Global Recognition and Discount Policy:** Throughout the GJPA community, this category of member will be afforded a degree of recognition that includes preferential use of Local GJPA membership facilities (typically maintained by GJPA affiliated retailers or member-operated special interest groups.) Participating GJPA retailers will, as a condition of their affiliation with GJPA extend a 10% discount to Designer-level members where possible.
- **Preferred Access to Design Galleries and Sales Opportunities:** As part of the GJPA mandate to provide resale avenues to its Designer- and Professional-level members, relationships with local and international retail and organizations and exhibitors will be fostered. The primary source of high-quality designer jewellery appearing in these outlets will be the GJPA members, with special consideration given to local and international Designers. Specifics of the placement and display of jewellery will be handled by these organizations including matters relating to duration of display, commission and placement within designated display areas.
- **Business and Marketing White Papers:** Based on the experience of senior guild members, the GJPA will extend to its Designer- and Professional-level members comprehensive documents outlining strategies, common pitfalls and region-specific regulatory issues designed to assist with the creation and maintenance of home-based designer jewellery businesses.
- **Contacts with Regional Department Stores and Jewellery Resellers:** Organizations who do not or cannot comply with GJPA standards for affiliation but have an interest in sourcing new jewellery designs for their outlets can register with GJPA. These contacts will then be redistributed to Designer- and Professional-level members without prejudice to GJPA operations or standards.

For the Professional Instructor:

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- All services described above for the consumer- and designer-level members
- Listing in Guild Instructor Directory: Consumers interested in extending their knowledge using the proven GJPA techniques and teaching methodology will be able to locate GJPA instructors in their country, region or state. GJPA education centres and qualified Instructor Development centres are included in this guide. All GJPA Professional Educators are automatically listed in this directory according to their current region of operation.
- Instructional Materials and Transparent Teaching Costs: GJPA educators have at their disposal the endorsed teaching materials created and refined by senior members of the GJPA community. These materials include, but are not limited to manuals, instructional videos, handouts, slides and pre-packaged kits containing the tools and materials needed to complete each GJPA educational module. Said materials will be made available directly from the GJPA or through GJPA Four-star Retail outlets. Pricing for these kits is fixed and clearly communicated to instructors and retailers. GJPA's retail price lists for instructional materials factor in considerations such as distribution costs and acceptable re-sale mark-ups to ensure Professional Educators a consistent and reliable source of their educational materials.
- Recognition Systems: As GJPA educators proceed to teach more students, expand their areas of expertise and participate in the community, they will be rewarded with titles and certificated recognizing their participation. Recognition of these individuals may extend to preferred placement within GJPA Instructor Directories, highlights or other coverage in GJPA newsletters, and discounts on GJPA educational materials. Recognition of these educators is conditional solely on their activities within the community and cannot be purchased or otherwise accelerated.
- Instructor Industry Updates: Tanja and other GJPA members working in conjunction with educational institutions as well as the fashion and jewellery industries compile their findings and predictions to create a bi-annual report geared toward other educators in the field of designer jewellery.

□ For the Retailer:

- Listing in the Guild Retailer Directory: Consumers travelling locally or internationally will always be able to locate their nearest GJPA affiliated retailer where they will be sure to receive quality service, materials and GJPA educational materials. Retail affiliates of GJPA will be assured of an up-to-date listing including relevant details such as course offerings, facilities, etc.
- Guild Supplier Directory: As part of the GJPA mandate to ensure quality and fairness in the industry, the GJPA will maintain and distribute a listing of suppliers whose business practices meet GJPA Standards. Such practices include fair treatment of employees, legal and above-board customs declaration practices and a proven track record of quality products and business-like dealings with retail and wholesale clients. All GJPA retail members will have access to quarterly updates to this directory which includes contact details, information about the type and volume of products offered.
- Prearranged Terms, Volume Pricing: To assist GJPA retailers in locating suitable business relationships, the GJPA will endeavour to negotiate certain volume pricing and payment terms for its affiliated retailers with suppliers participating in the GJPA community. Such terms and discounts will not be enforced by GJPA and will be the sole responsibility of the business parties directly involved in any transaction. It is the intention of the GJPA to provide a conducive environment for its retailers and suppliers to do business and GJPA shall endeavour

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to investigate disputes that should result in revision of either Supplier or Retailer directories.

- **Operations White-papers:** Based on the experience of senior guild members, the GJPA will extend to its Retail-level members comprehensive documents outlining a variety of operations-related retail activities. These documents include detailed guidelines as to implementation of new procedures or modification of existing systems and cover aspects of retail operations such as Human Resources, Inventory Control, Traditional and Web-based Marketing, Quality Control, Product Packaging and re-Packaging, Visual Merchandising, etc...

- **Rating System:** GJPA affiliated retail members will be able to take advantage of the GJPA retailer rating system, providing members of the GJPA community with an immediate understanding of the facilities and services offered by the participating organizations.

 - 3-Star members will conform to GJPA quality and pricing guidelines.

 - 4-Star members will offer courses either on- or off-site through the use of GJPA endorsed Education Professionals.

 - 5-Star retailers will provide membership (meeting and/or reference areas) and suitable training areas as well as meet requirements for 3- and 4-star retailers.

- **Access to Guild Members for Selected Promotions:** Subject to approval by GJPA, affiliated retailers will have indirect access to local and regional GJPA member mailing lists to promote relevant events or activities they have organized. GJPA shall never release its membership lists to its affiliates, but rather forward suitable communications where appropriate for its affiliates. When fees are involved for the distribution of said communications these shall be borne by the affiliate.

- **Instructional materials for Resale:** GJPA will provide endorsed instructional materials, including equipment kits to retailers wishing to resell these products. GJPA will require retailers to abide by the fixed-pricing policy of educational materials, but will factor in a generous margin for the sale of these items, and by its very existence, ensure an increasing demand for these materials.

