

July 21, 2005  
FOR IMMEDIATE RELEASE

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## **JA DEVELOPS SELF-ASSESSMENT TOOL TO HELP MEMBERS WITH CONFLICT DIAMONDS ISSUE**

**NEW YORK CITY** — Jewelers of America (JA) has developed a self-assessment checklist to help its members meet their responsibilities under the Kimberley Process Certification Scheme and the World Diamond Council System of Warranties.

This self-assessment tool, which is available in the members only section of [www.jewelers.org](http://www.jewelers.org), is designed to help JA members and their staffs evaluate their knowledge, policies, and practices regarding conflict diamonds. The checklist serves as a reminder of what policies a JA retail jeweler should have in place and as a self-appraisal of how effectively they are carrying out those policies.

The checklist asks a series of questions regarding store policies on conflict diamonds and gives three options for answering—"yes," "somewhat," and "no." If a storeowner and their staff members are able to answer "yes" to all the questions on the checklist, they can be confident that they are upholding their responsibilities as a retail jeweler. If a JA member or anyone on their staff checks off an item as "somewhat" or "no," that represents an opportunity for improvement.

"The Kimberley Process Certification Scheme and the WDC System of Warranties helped stem the flow of conflict diamonds," said JA President and CEO Matthew Runci. "They also presented the jewelry industry—including retailers—with important new responsibilities. JA's self-assessment checklist will help our members make sure they are carrying out those responsibilities."

A summary of the conflict diamonds issue and a set of talking points for use with

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consumers, media, and advocacy groups are also available on the website. JA members who are unfamiliar with the issue can read the summary and talking points prior to using the checklist in order to properly acquaint themselves with the subject matter.

“I strongly encourage JA members and their staffs to visit the members section of [www.jewelers.org](http://www.jewelers.org) and utilize these tools,” said Runci.

Non-members who wish to gain access to the self-assessment checklist and to be eligible for JA’s other member benefits and services, are invited join Jewelers of America by calling 800-223-0673 or visiting [www.jewelers.org](http://www.jewelers.org) for membership information.

*Jewelers of America, Inc. is the national trade association for retail jewelers. With more than 11,000 members nationally, JA also works locally through its state and regional affiliates. JA advocates high social, ethical, and environmental standards, promotes professional business and leadership skills, and enhances its members’ profitability by offering education, certification, marketing and cost-saving programs.*

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