GIA ALUMNI ASSOCIATION™

GIA Alumni Association™ Chapter Handbook

May 2018

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Tourmaline Rough and Polish courtesy of Thomas M. Schneider

Version 1.0

GIA® Alumni Chapter Information

Working together on Common Goals

Since 1931, GIA has been devoted to our core mission – To ensure the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science, and professionalism through education, research, laboratory services, and instrument development. Since 1931, GIA has offered education on diamonds, colored stones and pearls to the global gem and jewelry industry.

As an Institute, GIA has provided education, service and critical research and has shared that knowledge since its inception.

GIA alumni chapters and their members exist to both support and share GIA's mission within their local and extended communities. GIA relies on alumni members to be ambassadors for GIA, and to reflect the GIA mission in their profession. The success of GIA's Alumni Association is reflected in the success of our alumni chapters and members.

Alumni chapters encourage members to be knowledgeable, ethical, helpful and active in the industry, with GIA, and within the communities they serve. A Chapter with this purpose in mind, and programs to support this purpose, is how GIA can, together with its alumni, achieve the objectives of GIA's Mission.

The GIA Alumni Association is represented by more than one hundred thousand members in hundreds of countries. It represents a dynamic, exciting and productive network of industry leaders who are helping to shape the global gem and jewelry community.

At the chapter level, leaders should strive to keep members informed, interested and active in the industry. Chapter members should share the GIA story and mission with future GIA alumni and the local community and help to create and foster the global alumni network.

What is a GIA® Alumni Chapter?

A GIA alumni chapter is an organized group of GIA alumni recognized by GIA who have made a commitment to work as part of the GIA alumni network, uphold GIA's mission and help deliver opportunities for continuing education while building strong relationships with fellow industry members and the public in their region.

The GIA Alumni Association wants to ensure that chapters and all alumni members have ongoing access to the services, benefits and support provided by GIA to further strengthen the alumni community and its relationship with both GIA and the public.

Once officially recognized as a chapter, each chapter will receive:

1. Recognition by GIA with the development of an official chapter logo, GIA chapter email and a listing for the chapter and its leadership on the GIA.edu website.

2. Assistance in developing chapter-specific promotional materials and distributing all chapter communications, including those for the planning and implementation of chapter events.

3. Promotion of chapter events from GIA by email, as well as on GIA's website and social media.

4. Inclusion in GIA alumni membership marketing, mailing and meeting programs.

5. Opportunities to network with alumni representatives locally, nationally and globally.

6. Inclusion in GIA alumni publications.

7. Access to certain alumni information on the GIA alumni database.*

8. Financial assistance, as needed and based upon GIA executive approval, to newly organized chapters to assist with the chapter's establishment and growth.

Please note all records are confidential and are not to be used for any unauthorized purpose.

How Chapters are Formed

To be recognized as an official alumni chapter, simply complete the chapter application and submit it to GIA. A Committee including staff of the GIA Alumni department and other GIA leaders (the "GIA Alumni Committee" or the "Committee") review applications and approve Chapters on the basis of meeting eligibility requirements and the identified need for a chapter in a given area.

Applications must include information on anticipated membership, activity planning, the ability to elect officers and properly manage chapter business, and a summary of the need for a chapter in your location.

After approval, the chapter becomes official once the following is submitted to GIA:

Governing Body

The minimum number of executive officers for the Chapter shall include: President, Vice President, Secretary and Treasurer. The Secretary and Treasurer positions may be combined to one position. These positions are available only for active, qualified GIA alumni in good standing and may be elected at the chapter's first official meeting. Additional leadership roles, such as "Members at Large" or "Committee Chairs" may be approved by the chapter executive officers and the GIA Alumni Office.

Bylaws

A document of the governing rules of the chapter must be submitted for review and approval, following the election of the governing body. The bylaws shall contain the following:

- Chapter Name
- Statement of Purpose
- Membership Dues (if applicable)
- Nominations and Elections of Officers
- Duties of Officers
- Committees
- Meetings
- Dissolution
- Amendment Clauses

Chapter Agreement

The chapter president and the treasurer shall sign a Chapter Agreement with GIA. This acknowledges that the Chapter accepts responsibility for compliance with the GIA Alumni Association Chapter Policies and Procedures, Chapter Maintenance Requirements and all other applicable Institute policies.

Chapter Officer Code of Conduct

GIA requires that each chapter have its officers sign the GIA Alumni Association Chapter Officer Code of Conduct before being recognized as an officer by GIA.

Rubellite Rough and Polish courtesy of Thomas M. Schneider

How Chapters are Managed

Even though each chapter operates as an independent entity, we believe the way to build the best global network is to have consistent operating guidelines, to work together to share ideas and engage alumni members and the industry, and to have a shared vision to promote GIA and its mission.

Membership

Maintain a minimum number of 10 participating members (lesser numbers may be approved by the GIA Alumni Committee).

Meetings

Schedule and conduct regularly scheduled meetings for both chapter leadership and general membership. GIA asks that agendas, minutes and photos of meetings be forwarded to the GIA Alumni Office following an event.

Annual Goals and Planned Events

Each chapter should prepare a plan for the coming year's activities which includes a list of goals that the chapter hopes to achieve and planned events for the coming year. A copy of this plan should be sent to the GIA alumni chapter leadership and the GIA Alumni Office.

Chapter Programs and Events

Hold at least two events per year that promote the goals and objectives of GIA's mission. GIA will provide assistance to chapters as needed for all scheduled events.

Officers and Elections

Conduct elections of the governing body to be voted upon by all active members of the chapter. (GIA Alumni Office can provide assistance for conducting digital elections and results.)

Review Bylaws

Bylaws should be reviewed and approved annually by each chapter to ensure compliance with the standards established by GIA. Copies of amended bylaws should be sent to the GIA Alumni Committee annually.

Fundraising

Fundraising campaigns conducted by the chapter must be submitted to and approved by the GIA Alumni Committee. This does not include solicitation of membership dues or event fees, which do not need pre-approval.

Annual Renewal and Review

The GIA Alumni Committee will review chapters annually to ensure ongoing compliance with the aforementioned. Should a chapter be unable to adhere to the criteria listed here then the GIA Alumni Committee may take steps to initiate the chapter suspension and dissolution process.

Important to Know

Legal Relationships

GIA Alumni Association chapters are separate legal entities from GIA, and chapter officers, members and volunteers are neither agents nor representatives of GIA. No agency or partnership with GIA as a corporate entity should be expressed or implied by a chapter or its members.

Use of GIA® name and logo

GIA has created a suite of graphics dedicated for alumni use, and with the exception of these GIA alumni and chapter-specific logos used as prescribed, alumni chapters may not use the corporate trademark, service mark or other intellectual property of GIA, or sell products with the GIA logo (or any GIA marks) without the express, written permission of GIA. Usage guidelines may be found as an appendix to this document.

Promoting and Advertising Alumni Affiliation

Chapter Officers may use their chapter titles in materials distributed for chapter meetings or other chapter activities, and may use the alumni chapter GIA alumni logo as prescribed in the usage guidelines. Chapter officer titles may be listed on a resume, including the dates of service. Recommended form of stating membership status is:

Robert T. Jeweler, GIA GG*
President, GIA Alumni Carlsbad Chapter (2015-2017)

Individual alumni members may advertise their status as a member of the GIA Alumni Association by stating "Member of the GIA Alumni Association" in any form of advertising, and may use the GIA Alumni Member logo as prescribed in the usage guidelines. Under no circumstance should an individual use the corporate GIA logo in this fashion without the express, written permission of GIA. Recommended form of stating membership status is:

Robert T. Jeweler, GIA JDT*
Member, GIA Alumni Association

Example of correct credential usage. Members should use the appropriate credential they have earned from GIA. Complete credential usage guidelines may be found on our website at GIA.edu/alumni-credentials

Appropriate Conduct of Officers and Members

The chapter officers and alumni chapter members will be associated with GIA by their actions and words, and in turn, GIA expects its chapter officers and alumni members to conduct themselves in a manner that is professional, ethical and beyond reproach.

Chapter members (including officers) have no power or authority to sign contracts, make agreements or commitments or take any other action on behalf of GIA that could be binding in any manner. Chapters may use alumni members' address or other personal information for chapter communications and business only. If this information (or any personal information of chapter members) is used otherwise, GIA will take action to remove officers, revoke alumni membership(s) and/or suspend or dissolve the chapter, in addition to other remedies as prescribed by law.

Amethyst Rough

Chapter Suspension and Dissolution

GIA wants its alumni chapters to thrive. To that end, GIA provides various tools, support and guidance to help ensure each chapter's success. Unfortunately, when chapters are no longer viable, they may face suspension and/or dissolution. The following describes the circumstances and procedures that apply when this situation becomes necessary.

Suspension and Dissolution of a Chapter by the Chapter

a. A chapter may be suspended if there is no longer an interest or ability by the chapter's governing board or its members to maintain the chapter. The GIA Alumni Committee will acknowledge the chapter suspension when it receives notification from the chapter's governing body of such situation. The Committee shall then promptly inform GIA of the chapter's suspension status.

b. If, after one year from the date of suspension, the chapter has not been reactivated, then the chapter may be dissolved by majority vote of the GIA Alumni Committee.

Suspension and Dissolution of a Chapter by GIA

a. The GIA Alumni Committee may suspend a chapter if it fails to meet the chapter criteria as previously outlined.

b. When suspension or dissolution becomes necessary, the following process will be followed:

I. A written notification of suspension will be sent to the chapter's governing body by the GIA Alumni Committee. This notification shall include a request to participate in a meeting with members of GIA Alumni Committee to discuss the chapter's status, preferably in person.

II. A meeting will be conducted with representatives of the chapter's governing body and the GIA Alumni Committee to discuss possible alternatives for the continued viability of the chapter.

III. Depending on the outcome of this meeting, the Alumni Committee will make a recommendation regarding the chapter's ongoing status (continuance, suspension or dissolution).

IV. If, after one year from the date of suspension, the chapter is not reactivated, then the chapter may be dissolved by the majority vote of the GIA Alumni Committee with approval from the GIA executive leadership team.

GIA® Alumni
Applications and Agreements

Chapter Application

I/We as GIA alumni member(s) wish to form a GIA alumni chapter recognized by GIA.

_____
Name 1

_____
Email

_____
Name 2

_____
Email

_____
Name 3

_____
Email

Proposed Chapter Name: _____
(The GIA Alumni Committee must approve the chapter name before official use)

What community of GIA Alumni does this chapter look to serve? _____

To your knowledge, where is the nearest existing GIA Alumni Chapter located?: _____

Please share any other information you would like GIA to know about this proposed chapter: _____
_____

Please provide the name and contact information for Chapter communications with GIA:

_____
Name

_____
Proposed Title

_____
Email

_____
Phone Number

_____
Address

_____

Chapter Agreement

The organization known as the (Name) hereby agrees to become an official chapter of the GIA Alumni Association. The (Name) shall conduct its business in accordance with the GIA Alumni Association's Chapter Policies and Procedures, and all other applicable Institute policies.

By signing below, I acknowledge and affirm that I have read, reviewed and understand the policies and guidelines as they pertain to running (Name) and agree to comply with such policies. I further understand that adherence to these policies is a requirement for my chapter to remain in good standing with GIA.

This Agreement is effective upon execution and will terminate upon dissolution of the chapter, or execution of a subsequent Agreement, which is required in the event of the election or appointment of a new chapter president.

_____   _____

Manager, GIA Alumni Relations   President

_____   _____

Vice President, GIA Education   Treasurer

      _____

      Chapter Name

GIA® Alumni Chapter Officer Code of Conduct Agreement

I agree to fulfill my duties as chapter officer of the GIA Alumni during my term of office. As part of this agreement, I agree to:

❑ Uphold the spirit and integrity of the GIA mission.

❑ Serve as a volunteer, without compensation, and support the worldwide mission of the alumni throughout the development of chapter activities.

❑ Carry out my duties as an officer in an ethical manner at all times, and avoid any situation or action that could be viewed as conflicting with the overall mission of the alumni.

❑ Direct the activities of the Chapter toward the goal of maintaining professional contact with GIA alumni and others with a common interest.

❑ Use the GIA name only in accordance with these Chapter guidelines and in compliance with GIA policy (found on GIA's website and as may be amended from time to time).

I have read and understood the "GIA Alumni Association Handbook" and agree to uphold as set forth the policies as described. I recognize that failure to comply with any of these terms may result in revocation of my status as a Chapter officer, or as a member in good-standing of the GIA Alumni Association, and may result in suspension or dissolution of the chapter I represent.

_____
Print Name

_____
Chapter Officer Signature

_____
Date

_____
Officer Position

_____
Chapter Name

Please submit this document upon completion to alumni@gia.edu

GIA® Alumni Chapter Toolkit

This toolkit is designed to help you start, manage and grow your GIA Alumni Association chapter. The material provided is informational and may be used for reference and guidance as needed.

Sample Chapter Bylaws

Article I
NAME

This organization shall be known as the GIA Alumni (Chapter Name). It is a charitable and educational entity as described by (indicate any legal or governmental code defining charitable or educational entities in the region – delete if not applicable).

Article II
PURPOSE

The purpose of this GIA Alumni Chapter is to further the interests of the (location) and the GIA alumni in this geographic region; to establish closer contact between the Institute and its alumni; to promote education and activities beneficial to alumni and the Institute; to assist in the recruitment of students and to publicize and promote the gem and jewelry industry to professionals and consumers.

Article III
MEMBERSHIP

Section 1   All students who have completed at least one eligible GIA course or program are recognized as GIA Alumni by GIA.

Section 2   All members shall be authorized to vote.

Section 3   This organization does not discriminate on the basis of race, color, national origin, religion, gender, sexual orientation, veteran status or disability. This non-discrimination covers membership and access to treatment and employment in the group's programs and activities.

Section 4   Payment of dues to a GIA Alumni Chapter is the decision of each chapter's governing committee. Payment of dues is not required by GIA for participation in any alumni program or for alumni member recognition. Chapter's may charge nominal annual dues to support the sustainability and advancement of offerings to members and will often provide chapter member benefits (as defined by each chapter) with annual dues. Regardless of payment participation, all qualified alumni will continue to receive all chapter activity announcements from the GIA Alumni Office.

Article IV
OFFICERS

Section 1   The officers of a GIA Alumni Chapter shall consist of a president, vice president, secretary/treasurer and must be qualified GIA Alumni Members who live in the geographic region served by the alumni chapter. These officers shall constitute the Executive Committee of the Chapter. All officers shall be elected for two-year terms, with the exception stated in the following section. Chapter Officers in executive committee positions may serve no more than two successive terms – four years total – in the same Officer position.

Section 2   The terms of officers shall be staggered during the first election. Offices of president and vice president shall be elected for two-year term; secretary and treasurer shall be elected for a one-year term. In each succeeding election, officers shall be elected for two-year terms.

Section 3   Vacancies in any office prior to the expiration of term may be filled by a vote of the general membership or if a general election is not feasible may be voted by a majority of Executive Committee members from among the active members of the association for the unexpired portion of the term.

Section 4   Any officer may be removed, either with or without cause, by a written ballot with a simple majority of the membership responding; however, no less than a 10 percent response of the total membership is required for removal. An officer may resign at any time by written notice to the Executive Committee. Any such resignation shall take effect upon receipt of such notice or at any later time specified therein.

Sample Chapter Bylaws (cont.)

Article V
DUTIES OF OFFICERS

Section 1   The president shall preside at all meetings of the association and of the executive committee. The president shall make committee appointments and shall be an ex-officio member of all committees. The president will lead the overall operations and programs of the Chapter. Serve as the primary contact and work directly with the GIA Alumni Office. The president is responsible to ensure all charter and annual review materials are submitted to the GIA Alumni Office in a timely manner.

Section 2   The vice president shall assume the duties of the president in the absence of that officer and shall render assistance in the performance of the business of the association. The vice president shall chair at least one of the standing committees of the association.

Section 3   The secretary shall keep an accurate account of the activities of the association, including business meetings. The secretary shall act as historian and keep record of all contact information for Chapter officers.

Section 4   The treasurer shall keep an accurate account of all financial transactions of the association and shall report on these matters at all general meetings. Collect and deposit dues, and fees for special events and fund-raisers in accordance with policies and procedures established by the Chapter and/or GIA.

Section 5   Chapter Ambassador(s) should be determined by the chapter Executive Committee for participation in bi-annual GIA Global Forum meetings (conference calls with GIA executive leadership). A Chapter

Article VI
COMMITTEES

Section 1   The Executive Committee

a. The Executive Committee shall always consist of the elected officers, but may also include ex-officio officers, and the immediate past president, all of whom shall have voting rights.

b. The Executive Committee shall direct and administer the day-to-day operation of the organization.

c. Meetings of the Executive Committee shall be called at the discretion of the president or a majority of the members of the committees. When necessary, actions of the committee may be carried out by telephone or by mail, with simple majority ruling.

Section 2   All Other Committees

a. All other committees shall be established by the Chapter's Executive Committee.

Article VII
MEETINGS

The Executive Committee is suggested to hold quarterly meetings, and should hold at least two meetings per year. General Chapter Meetings shall be called as needed.

Article VIII
NOMINATIONS AND ELECTIONS

The Nomination Committee shall be appointed by the president. The committee shall present at least one nominee for each vacancy and shall have obtained prior consent from each nominee. Ballots must also have space for write-in nominees.

Elections may be by vote at a regularly scheduled meeting, or via a secure, independent digital election platform, with a simple majority required for election.

Article IX
DISSOLUTION

Dissolution of this association shall be determined as outlined in the Chapter Policies and Procedures

Article X
AMENDMENTS

Amendments to these bylaws may be made by an affirmative vote of 2/3 majority of those members in attendance at any regular meeting of the Chapter. An intended amendment vote must be announced in advance and included with the messaging and invitation to the regular chapter meeting in which it is intended to be held.

GIA® Alumni Chapter Officer Code of Conduct Agreement

I agree as a member of a GIA Alumni Association chapter to:

❏ Uphold the spirit and integrity of the GIA mission

❏ Support the worldwide mission of the GIA alumni throughout my participation in chapter and other related activities

❏ Behave in an ethical and professional manner, and avoid any situation or action that could be viewed as conflicting with the overall mission of GIA or my alumni chapter

❏ Not represent myself nor my business as an affiliate, associate or partner of GIA

❏ Use the GIA Alumni Membership name and logo only in accordance with GIA policy (found on GIA's website and as may be amended from time to time)

I recognize that failure to comply with any of these terms may result in revocation of my status as a chapter member, or as a member in good-standing of the GIA Alumni Association, and may result in suspension or dissolution of the chapter I represent.

Chapter Member

_____

Print Member Name

_____

Member Signature

_____

Date

_____

Name of GIA Alumni Chapter

Please return completed document to your chapter Secretary.

Special Event and Meeting Planning

It is important that the officers establish and commit to an activity plan for each year in advance. Chapter members receiving an activity schedule will be assured that their chapter is thinking ahead and has a well-defined program of activity. Chapters are required to hold regularly scheduled meetings, and two events per year that promote the goals and objectives of the chapter.

Check for balance. Do you have continuing programs as well as one-time events? Are programs well-spaced throughout the year? Are you appealing to the wide range of interests your local alumni represent? Do you have a good blend of events?

Establish a committee for planning and execution of any event you wish to sponsor. Membership on the committee may range from one member to many individuals with several co-chairs.

Encourage non-board members to volunteer on event planning committees. The more involvement you seek from regular members, the stronger your alumni organization becomes.

Notices

Notices of chapter meetings or special events are to be distributed through the GIA Alumni Office by email, to provide the best outreach to GIA alumni members in the region. To request that the GIA Alumni Office send out a notice, the following procedures should be followed:

- The chapter may prepare a draft of the notice and email it to the Alumni Office before distributing or publishing. The GIA Alumni Office will subsequently use this draft to edit and produce an invitation, and to digitally distribute the finalized notice to all alumni in the chapter's region.

- The draft notice of the activity should be sent to the Alumni Office at least three (3) weeks prior to the event. To ensure production time, posting on GIA.edu and the appropriate GIA social media, as well as, sufficient advance notice for potential attendees.

Who Pays the Bill?

With the exception of those events sponsored by or arranged through GIA or the Alumni office in advance and in writing, all expenses to plan and host events will be the responsibility of the chapter. Charges should be well estimated in advance so that the Chapter can ensure adequate funding expenses.

Publicity

Good publicity brings alumni to meetings, but also puts the chapter and the Institute at the forefront of the community. Chapters should aim to share information with as broad an audience as applicable.

As a reminder, the GIA Alumni Association would appreciate your cooperation in scheduling your events and activities so that they are not in direct conflict with major GIA events.

Indicolite /rough and Polished courtesy of Thomas M. Schneider

Example Meeting Types

There are many types of meeting formats that can be used to accomplish the mission and objectives of GIA and its alumni chapters. The following are some examples:

Informational Meeting

The informational meeting is designed to inform Alumni Association members on relevant, timely topics for our industry. Topics can include current industry or economic trends, general business information, gemological developments, jewelry manufacturing tips or specialized knowledge such as estate or antique jewelry. An educational program can consist of a single speaker, panel discussions, hands-on workshops and multimedia presentations.

Seminars or Weekend Workshops

Seminars or weekend workshops can be very exciting and rewarding. These types of meetings require detailed advance planning but can be beneficial to the Chapter members. Careful consideration should be given to the cost involved for each member as well as for the chapter. Advance marketing and publicity on such events is vital to its success. Additional information and assistance can be obtained by contacting the GIA Alumni Office.

Chapter Sponsored GIA Education Classes (Typically at GIA Campus Locations Only)

GIA is committed to bringing industry professionals together for invaluable career-enhancing information and networking opportunities. Gemology-based courses that are designed to meet the needs of an ever-changing marketplace will help to broaden and enhance the skills of Alumni members. This allows a chapter to host a GIA class with the Institute's professional Education team at a time that is convenient for the Chapter members. Due to GIA accreditation requirements, formal GIA courses (such as Diamond Grading Lab Classes) may typically only be offered on a GIA campus. Seminars and other GIA offerings that are not categorized as education may be offered at other locations. Chapters that purchase GIA seminars for a special rate may charge members a fee to cover the initial cost of the seminar while raising additional funds for the Chapter at the same time.

Field Trips

Chapters should consider opportunities for field trips in their areas. Consider gem and jewelry related facilities, auction or design houses, museums, gem mines and fossil digs. Also consider a destination activity or social event as a field trip to grow chapter networking and its community.

Social Meeting

Social meetings can promote and improve professional and personal relations among members in a relaxed atmosphere. Socials provide an excellent opportunity for members to network with industry professionals and share their knowledge or experiences of the gem and jewelry industry. Such meetings can also provide chapters with the opportunity to raise funds to pay for other activities, speakers, etc. Socials can take the form of dinners, dances, banquets, auctions, receptions or picnics.

Please note that GIA has implemented a program to provide certain speakers and presenters at chapter events at no cost. Please contact the GIA Alumni Office for more information on topics and availability.

Speaker Scheduling - Planning Checklist

Chapter Name

Event Name   Date

Speaker Contact Details

Name

Images/Photos provided and approved by chapter and/or speaker: ❏ Yes ❏ No

Email   Phone

Company   Website

	Description	Chapter Leader Responsible	Date Completed
❏	Confirm speaking date, time and location		
❏	Request bio, headshot/images, title and topic synopsis from speaker		
❏	Request any A/V needs from speaker		
❏	Determine meeting location, based on chapter budget, speaker needs and expected attendance		
❏	Submit Chapter Event Request and Chapter Event Announcement Form to GIA Alumni Office for announcement production and distribution. Request must be submitted a minimum of 3 - 4 weeks in advance.		
❏	Send speaker a copy of the meeting notice		
❏	Receive copy of speakers travel itinerary		
❏	Provide directions or arrange travel to meeting location		
❏	Contact speaker one week prior to event to review details		
❏	Confirm speaker travel to and from the meeting		
❏	Identify Chapter Leader(s) to arrive and meet the speaker at event venue 45 – 60 minutes before start time for set-up		
❏	Identify Executive Chapter Leader who will introduce the speaker at the event (use bio for introduction details)		
❏	Purchase a small speaker gift (if approved) NOTE: NO GIFTS may be given to or accepted by GIA staff		
❏	Collect receipt copies to reimburse speaker expenses		
❏	Send thank you note to speaker		
❏	Complete Post-Event Meeting Form and send to GIA Alumni Office		
❏	Send Post-Event photos to GIA for possible use in GIA publications and social media		

Event Announcement Form – Example

<center>

[Chapter Name]
presents

[Title of Presentation or Seminar]

With

[Name of Speaker(s)]

</center>

[Describe the event and what is planned - Example] In this lecture and hands-on seminar, you will learn the best methodology to grade diamonds for clarity with a microscope and loupe. Through the application of proper lighting techniques and viewing geometry, clarity characteristics will be easier to identify. Incorporating the proper systematic approach to grading will lead to grades that are more accurate and provide conclusive identification of clarity characteristics.

[Give a brief bio on the speaker – Example:] Robert Jeweler is a celebrated mineralogist who has served as Chair of the Mineralogy department at the University of Arizona since 1997. Dr. Jeweler is best known for…

Event Details

Date:	[Date]
Time:	[Start Time – Finish Time]
Cost:	[Please remember to include costs for Members and Non-Members, if applicable] To purchase your tickets, please go to [include website or phone number to register]
Location:	[Address – remember to include name of hotel, building, or conference center, in addition to street address and any room/suite number information]
Event:	(Optional) [Include any information about your chapter, its officers, or information
Host/Sponsor:	[About any third party who is hosting or sponsoring the event.]
Questions:	If you have any questions or need more information about the event, please contact [Include Contact information, FAQ, Website, etc.]

Chapter News (Optional)
Include any information you might like to share about your chapter – upcoming events and meetings, news about past events or chapter members, etc.

GIA Alumni – Global News (Optional)
Include information provided by the GIA Alumni Office or from GIA's alumni webpage regarding upcoming GIA events, Continuing Education Programs, or other Global Alumni News.

Event Detail Report

Please complete the following details to request production of GIA support to build, distribute and publicize your alumni chapter event. Complete this form, along with an accompanied GIA Alumni Chapter Event Details Form (invitation sample) and submit to alumni@gia.edu

Today's Date	Alumni Chapter
Chapter Contact Person	Leadership Position
Email	Daytime Phone

Proposed Event

Event Date

Details Confirmed: ❏ Yes   ❏   No

Event Title/Topic/Activity	Event Speaker (if applicable)

Speaker Contact Details (if applicable)

Name

Is Speaker a GIA Alumnus: ❏ Yes   ❏   No

Email	Phone
Company	Website

Images/Photos provided and approved by chapter and/or speaker: ❏ Yes   ❏   No

Speaker Bio provided and approved by chapter and/or speaker: ❏ Yes   ❏   No

Desired Email Communication Date (from GIA to members)

Note: For best results please submit to GIA for production 3 - 4 weeks prior to the scheduled event for event notice editing, assembly, promotion and email distribution. Please use separate request forms for each mailing and/or event. Please mail, fax or deliver all chapter requests and support materials to alumni@gia.edu

Chapter Event Report

Please submit this form and event photos to alumni@gia.edu within 30 days following the event.

_____
Chapter Name

_____
Name of Event

_____
Location

_____
Number Attended

_____
Date of Event

Give a brief description of the event for GIA *AlumConnect* or GIA *Insider* recognition: _____

_____

Would you suggest the event speaker or activity to another chapter? Provide brief explanation: _____

_____

Please list any suggestions for improving the program in future and/or your Chapter's next scheduled event and date: _____

_____

_____
Signature

_____
Name

_____
Position in Chapter

Thank you for your assistance in completing this form. Your event report information will be used for chapter publicity in the *AlumConnect* quarterly newsletter and for planning future alumni programs. Photos of the function are also suggested and may be used for publication. Please label the photos and include names of individuals in photograph, if appropriate.

GIA Alumni Association™
Brand Guidelines

Brand Guidelines

GIA encourages alumni to promote their membership in the GIA Alumni Association and has created a special suite of logos and graphics expressly for use by GIA alumni members, chapters and chapter officers.

The way members of the Global GIA Alumni Network present themselves is important, so while we encourage alumni to use these materials, it is important that they are used consistently and properly.

All materials, for individuals and chapters, are provided electronically. Please visit the alumni area of our website, GIA.edu or contact our alumni team by email at alumnilogo@gia.edu, for more information on how to register and receive the alumni materials.

Once you have received the materials, please read through the following pages to make sure you use them properly. Feel free to reach out to the GIA Alumni Office for any assistance.

Property Rights and License

The GIA alumni materials are the protected intellectual property of GIA and may not be used, copied, distributed, altered, sublicensed or shared except as described in these guidelines or with the written permission of GIA.

GIA is granting a limited, non-exclusive and non-transferable license to its registered alumni to use and display the GIA Alumni materials in newsletters, print materials, websites, advertising and other related communications as described in these guidelines.

By registering, downloading and/or using the materials, you agree to take responsibility for how the GIA alumni materials are used by you and your representatives. Please be diligent in ensuring anyone you provide with access to these materials also understands and is required to follow these guidelines.

How to Use Alumni Materials

Please:

- Represent yourself accurately: Information must be factual and correct, and used in accordance with these guidelines.
- Cite proper titles and course names when listing GIA Education Credentials.
- Be careful not imply a connection, affiliation or association between you or your business and GIA outside of your standing as a GIA alumni member (or chapter officer, as applicable).
- Do not alter the appearance, placement or ratio of any GIA Alumni Logo, and be sure the logo is used in accordance with these guidelines.
- Use the GIA alumni materials in signage for display in retail or office locations, sized and placed in a manner that does not give the impression of affiliation or association with GIA.
- Use alumni materials in newsletters, print materials, websites, advertising and other communications that promote you or your business
- Do not include materials on items defined as work-product. Some examples of work-product include appraisals or grading reports, certificates that recognize an educational or professional achievement, or other official documents that are presented to your customers.

How you promote your GIA academic achievements is also important. Guidelines on how to use and display GIA credentials may be found on our website at GIA.edu/alumni-credentials

GIA® Alumni Member Logo

The GIA Alumni Member Logo is available by registering online and submitting your request at GIA.edu/alumni-logo-request. You will be asked to acknowledge and agree to the usage guidelines at that time.

Only active, registered GIA alumni who have successfully completed a GIA course or program and received a passing grade on the final exam may use the GIA alumni member Logo. Please note that each individual alumni member must contact GIA directly for his or her materials and that materials may not be shared for use by other alumni members.

The Logo may be used on business cards, newsletters, print materials, websites and other professional communications, but not on items defined as work-product.

For any other use not described here, or if you are not certain whether a use is permissible, please contact the GIA Alumni Office by email and include an example of the use in question.

Preferred Treatment

GIA ALUMNI MEMBER

Alternate Treatment

GIA ALUMNI MEMBER

GIA® Alumni Chapter - Specific Logos

GIA will create an official chapter logo for each recognized chapter as it forms.

Only active, recognized GIA Alumni Association chapters may use chapter-specific logos and solely for chapter business and activities that support the identity, development, and growth of the chapter. The chapter logo may not be used for any other personal or business purpose.

The logo may be used on newsletters, print materials, websites and other communications related to the chapter in accordance with these guidelines.

Any other use of the chapter logo must be done with the assistance of the GIA Alumni Office. Materials and artwork for items such as business cards, website headers, welcome and event signage and other materials may be requested from the GIA Alumni Office by alumni chapter officers.

The GIA Alumni Chapter - Specific Logo is available by request from the GIA Alumni Office at alumnilogo@gia.edu

Preferred Treatment

GIA ALUMNI CHAPTER MILE HIGH-COLORADO

Alternate Treatment

GIA ALUMNI CHAPTER MILE HIGH-COLORADO

Graphic Files

Alumni and Chapter logos may only be reproduced from master digital artwork available from GIA.

All elements in each logo are contained in one graphic file.

GIA ALUMNI MEMBER

- Seal – GIA Alumni
- Alumni sub-brand:
  - » GIA Alumni Association (logo for GIA only)
  - » GIA Alumni Member (logo for all Alumni)
  - » GIA Alumni Chapter (chapter-specific logo only)

Elements in the file will resize proportionately when the logo is resized. Please do not crop, overlay or alter the logo in any way.

Logos are available in four-color, black and white versions in PNG and EPS formats. Please let the GIA Alumni Office know if you require a different file type when making your request.

Clarity and Clear Zones

Clarity – For GIA Alumni Association Logos to be recognized and retain their strength, they need to be clearly visible and set apart from competing imagery.

Clear Zones – A clear zone is the amount of space required to surround the edge of a logo. This separates the logo from other design elements and allows the logo to breathe.

X = CAPITAL LETTER HEIGHT

CLEAR ZONE

CLEAR ZONE

Using the logo on a photograph or over a non-solid background

Using a logo on a photograph or other image requires an area within which the logo has room to breathe and maintains sufficient contrast from the image. It is difficult to place a logo on a high-contrast image. Maintain legibility by choosing the area of least complexity. For maximum recognition, there must be at least 50% contrast.

Remember:

- Do not crop the logo in any way
- Do not stretch or distort the logo in any manner
- Do not screen all or part of the logo or apply a low-contrasting background
- Do not create patterns from all or part of the logo
  - » Patterns dilute the logo's importance and decrease readability

Color

There are three variations for the member specific GIA Alumni Association logos, each differentiated by use of color.

Full Color Logo

4-color process gold equivalent: C:30 M:37 Y:59 K:3

RGB equivalent: R:151, G:128, B:91

GIA gold for web: 967840

(A browser-safe choice that best represents GIA gold online.)

One-Color Logo

Logo used in all black – When colors available fall outside of the GIA palette, the entire logo may be in one color of your choice. Logo can be printed over a photo or a non-solid background.

Reverse/White Logo – Logo is white, used on a solid, contrasting background


Misuse of GIA Colors

- Do not use a second color in any element of the seal
- Do not use shadows, color fills, gradients or other elements behind and through the seal
- Do not use the gold logo on an image that is busy or is in a gold hue
- Do not use a different color for each of the logo elements
- Use gold for the seal only

Proper Treatment

Improper Treatment

Please do not alter the logo by moving elements, changing colors, proportion or orientation. Please also refrain from combining the logo with other elements where it may create an impression of a misleading or inaccurate representation between GIA and its alumni.
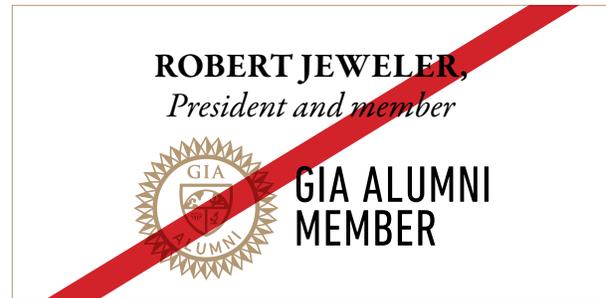
Example of misuse – giving the impression that you work for GIA

Example of misuse – giving the impression that you are endorsed or sponsored by GIA

Example of misuse – giving the impression that GIA is related to your work product

GIA

The World's Foremost Authority in Gemology™