

Terry W. Chandler President/CEO Diamond Council of America

Terry's forty-year retail jewelry career began as a trainee for what was then a small family-owned chain of four jewelry stores Michelson Jewelers. He was a store manager, supervisor, Senior Vice President, and partner, in the chain that grew to twelve stores.

Terry has been involved in every aspect of the retail jewelry industry including training, operations, development, management and, now, distance education and association management.

He accepted the full-time role of President/CEO of the Diamond Council in February of 2001. Upon assuming the position, Chandler worked with Performance Concepts and other industry resources to completely update both DCA's Diamond and Colored Gemstone courses. Chandler also led a two-year project to gain re-accreditation from the prestigious Distance Education Accrediting Commission in Washington, D.C., which was granted by DEAC in January of 2005.

During his tenure, the Diamond Council has grown from seventy members representing approximately twelve hundred stores to one of the industry's leading education and training resources, now with nearly 300 members representing over four thousand retail jewelry stores in the United States, Canada, Great Britain, and Australia.

In 2017 Terry, along with the DCA Board of Directors and the Board of Jewelers of America, completed a three-year effort that would lead to DCA becoming an affiliate of Jewelers of America and relocating the DCA offices to New York City.

Four years ago Terry, along with the DCA team, created the Jewelry Career Initiative. The program teaches DCA's Diamond and Colored Gemstone courses in high schools across the country and to veteran's organizations to entice young people and others into the jewelry industry.

Before becoming DCA President, Terry served on the DCA board for twelve years. He has served on the Boards of the Jewelers Vigilance Committee, Jewelers for Children, The Texas Institute of Jewelry Technology, and the Advisory Board of the Atlanta Jewelry Show. Terry is a member of the Jewelers Leadership Forum and serves on the Board of the U.S. Jewelry Council. He is also a member of the 24 Karat Club Southeastern United States and has served as President of that organization. Terry is also a member of the 24 Karat Club of the City of New York and the 24 Karat Club of Southern California.

Terry is a 1994 inductee into Alpha Beta Kappa, the National Honor Society of the Diamond Council of America. Terry received the American Gem Societies prestigious Triple Zero Award in 2018 and the Lifetime Achievement Award from the 24 Karat Club of Southern California in 2019.