

Jewelry – Consumer, Retailer and Supply Chain Vendor Complaint Hotline - Nation-Wide Web-Site

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Striving for Excellence – ALWAYS **“Excellence, is not an act, it is a Habit!!!!!!”**

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## **Jewelry – Consumer, Retailer and Supply Chain Vendor Complaint Hotline - Nation-Wide Web-Site**

Everyone within the Jewelry Industry should spend, donate and support an Independent Jewelry – Consumer, Retailer and Supply Chain Vendor Complaint Hotline - Nation-Wide Web-Site

A Simple yet complex Web-Site so that anyone nation-wide can easily file and fill out one single complaint sheet and it would be automatically sent to the proper authorities at the city, county, State and Federal Level so that the consumer doesn't have to fill out multiple complaint forms for each organization or agency.

It also has a secure portal for Suppliers and Supply Chain Vendors as this will also be a powerful tool to help combat Supply Chain Vendors of Questionable means who do things that shouldn't be doing as this is how the Supply-line and Supply-Chain becomes instantly tainted.

It would all be based on and Run off of Zip Codes of the Complaint and Zip Code of the Offender

This would be Three (3) Separate Complaint Hotlines all integrated into One (1) Unit

- #1. Consumer Complaint Hotline
- #2. Retailer Complaint Hotline
- #3. Jewelry Appraisers & Their Appraisal Hotline
- #4. Supply Chain Vendor Complaint Hotline

It would automatically send off email copies to the following;

Better Business Bureau – City, State, Regional and Federal Level  
City Attorney, at both locations (Zip Code) if they are different  
County Attorney, at both locations (Zip Code) if they are different  
State Attorney General's Office,  
Consumer Fraud Division, at both locations (Zip Code) if they are different  
Jeweler's Vigilance Committee  
The Offending Jeweler's Zip Code Address  
The Offending Jeweler's Home Office if it is a Regional or National Chain Store

If it is about a Jewelry Appraiser and Their Appraisal(s)

It will be sent to the Organization(s) the Appraiser Belongs to as well as the others listed above

This will handle all complaints up to and including Cruise Ships and Cruise Lines, Ports of Call in other countries so that these complaints can be written about in length in Travel Magazines and On-Line Blogs and other news and information centers. These would be sent to the State's Attorney General's Office and also the U.S. Attorney General's Office at the Nation's Capital so they can take it up with the cruise lines and the offending countries involved at a diplomatic level.

This will show and prove there is a Systemic and Chronic Problem taking place and things need and must be done.

**It is way past time to start holding everyone liable, responsible and accountable for their actions**

With a National Jewelry Complaint Website that is automated it will streamline things and produce quicker rapid response from multiple agencies and organizations so that a quick and timely resolution can be achieved.

Everyone in the industry should help fund this much needed project on an annual basis

Then an annual report needs to be published in the Trade Magazines and also with National Newspapers and magazines as to how many complaints have been filed and how many have been successfully resolved to the consumer's satisfaction.

**Retail Jeweler's Complaint Hotline:**

The Retail Jeweler's Complaint Portion would be nearly identical but slightly different

This would handle Deceptive, Fraudulent and Misleading Advertising in Print, Radio or On-line Media and on-line social networking and on-line advertising.

Such as GIA Certified Jewelry Appraiser, Master Gemologist, and other Fraudulent and Deceptive Advertising of Titles that are non-existent or misrepresented as to how it is listed

Factious and Misleading Sales Promotions and Claims

**The Jewelry Industry and Appraisal Industry has to start actively and aggressively policing itself.**

**If not then outside forces may have to be called in, such as knowledgeable experts within the field to teach and train attorneys how to sue the guilty parties individually or even massive group CLASS-ACTION Lawsuits.**

**Just like Doctors who teach attorneys how to mount a successful Medical Malpractice Lawsuit.**

To continue to turn a blind eye to these glaring problems makes the Jewelry Industry and Appraisal Industry just as Guilty and Complicit as the ones who are perpetrating the fraud and deception.

You would all be shocked and surprised as to how quickly these infractions would quickly drop in numbers if everyone would start actively calling these Frauds and Charlatans out and holding them publicly accountable and liable.

In most instants a simple formal letter alerting the offender to their infractions will quickly and easily stop or correct it.

If it continues then another letter needs to be sent by a Law Firm and if it continues then formal legal litigation action needs to take place.

Once the guilty have been sued in open court then it becomes a matter of public record and those names can then be printed for all to see.

Settling out of court and a signed Non-Disclosure Agreement presents a problem as it give the guilty a way to hide and be kept out of the public record but at the same time more costly for them.

### **The Supply-Chain Vendor Complaint Hotline**

This will be a VERY POWERFUL TOOL as well

Especially with the Synthetic Lab-Grown Diamond Issues and Highly Treated Colored Stone Issues

This way it will instantly alert large Retail Jeweler Buying Groups such as AGS-Registered Suppliers, IJO-Supplier / Vendor, RJO-Supplier / Vendors and other Jewelry Buying Groups.

All Suppliers should be including a written sworn statements on each and every billing and invoice statements as to them Vigilantly screening all of their melee diamonds and large diamonds by stating in writing what Tester(s) / Device(s) they are using and that they will stand behind their diamonds and colored stones to those they supply and re-sell to down the supply chain and that they are correctly identified and tagged with Nature of Origin and/or Treatments described by AGTA-Standards of Colored Stone Treatments.