



DAVID GARDNER'S
JEWELERS & GEMOLOGISTS

STUDENT ADVISORY COUNCIL 2017-2018

What is David Gardner's Jewelers?

It is our pleasure to introduce you to David Gardner's Jewelers, Aggieland's premiere jewelry store. Voted one of the "10 Coolest Jewelry Stores in America" by InStore Magazine. We pride ourselves in offering the most incredible brands the industry has to offer, Rolex, David Yurman, Roberto Coin and others. What makes us excitedly different is the fabulous custom David Gardner designs made right here in College Station.

What is the David Gardner's Jewelers Student Advisory Council?

At David Gardner's (DG) we are all about FUN! The DG Student Advisory Council (SAC) is made up of women from various colleges across Texas A&M University. The council aids David Gardner's Jewelers, a Proud Corporate Sponsor of Aggie Athletics, in various decision-making tasks. For example, SAC will provide feedback on new promotions DG is considering, express their opinions on events, consult on product lines, give advice on everyday business practices, and aid in creative marketing efforts aimed toward the student market. Council members also have the opportunity to earn SAC points through volunteering, exposure to in-store promotions, representing DG at student events, and advising DG in giving efforts. These points translate into dollars which can be used in the store toward an item of choice. For example, attending a monthly meeting is worth 50 points which can be used as \$50 in the store.

Benefits of Being a David Gardner's Jewelers Student Advisory Council Member:

- Earn SAC points that can be redeemed for merchandise at the end of May
- Give advice on marketing efforts toward college students
- Assist in planning and executing exciting new events
- Gain decision-making experience for jobs after college
- Contribute ideas to be implemented in business practices
- Expand your Aggie Network
- Build a relationship with a Proud Corporate Sponsor of Aggie Athletics
- Receive a free dinner at every meeting along with other surprises

Expectations of Student Advisory Council Members:

- Attend first meeting on Wednesday, April 5, 2017 at 6:30pm
- Actively participate in monthly meetings tentatively held on the first Wednesday of every month from 6:30 - 8:30pm.
- Come polished and professional to meetings
- Assist with David Gardner's events throughout the year
- Be a David Gardner's Jewelers Advocate

Comments from previous members:

"An opportunity you can't pass up. I loved it. It was so much fun and I felt that my input was very important to your store. I also think that it looks great on a resume, because I've now helped in marketing for a real company which looks better than a student led organization on campus."

"An experience that is not only helping a local business, but educating you in the jewelry business. The experience is really unexplainable; gives self-worth. Get to see your ideas implemented."

"SAC is a great hands on learning experience where your ideas and opinions are genuinely cherished!"



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STUDENT ADVISORY COUNCIL APPLICATION

*****Submit your application by bringing it to David Gardner's Jewelers or via email to davidgardnersSAC@gmail.com by March 10th*****

*****A decision will be emailed to you on March 31st as to whether you will be joining the 2017-2018 Student Advisory Council*****

Name: _____

Hometown: _____

Current Address: _____

Major: _____ Graduation Date: ____/____/____

Cell Phone Number: _____

E-Mail Address: _____

Please Check: Male _____ Female _____

If you were referred to apply by a current SAC member please list their name: _____

1. List organizations that you are a member of, including any leadership positions.

2. What would you like to gain as a DG SAC Member?

3. Describe your favorite piece of jewelry. What does that piece mean to you?

4. Are you available on Wednesday evenings from 6:30- 8:30 p.m. throughout the 2016-2016 academic school year?

Yes _____ No _____

5. Describe a retail store you consider yourself to be a loyal customer of and explain what makes you loyal to this particular store.

6. Which forms of social media do you actively use? Check all that apply.

Facebook _____ Twitter _____ Pinterest _____ Instagram _____ Snapchat _____

Do you follow David Gardner's on any of the platforms previously listed? Yes _____ No _____

7. Name your favorite business or organization to follow on social media and describe why they are your favorite.

8. David Gardner's is passionate about giving back to the community and engaging with on-campus organizations that do the same. Have you ever been to an event where David Gardner's has been a sponsor? If so, please explain your impression of the event.

I understand that this is a competitive application process and should I be chosen as a council member, I am willing to commit to attending the monthly meetings, assisting with David Gardner's events, and be a David Gardner's advocate.

X _____

Date: _____