

Sharing The Joy Of True Brilliance

In early 2000 I was encouraged by Shane Decker to join IJO; he insisted it would help me, keep me focused and help my business grow. But I was not eligible due to a territory conflict. In late 2007 our industry changed, our cash flow diminished, and by 2008 I was concerned about whether we'd survive.



In early 2010, as I began wondering "what will I do?", I received a call from Penny Palmer at IJO. I was finally eligible to join and get a free trip to their next conference. Having been exposed to other shows I wasn't expecting much, but the first day I went to seminars I discovered something different – jewelers cared about other jewelers. This was something totally new and classes were taught to help me make my business better.

I went to the IJO Business College (Boot Camp!) where my store was disassembled and put back together, with the broken things fixed. Signage, appearance, staffing, salary, marketing, open-to-buy... things I never really understood were explained to me. I had been in the business 24 years and was amazed at what I was learning. In 2010 I found a family that cared about my success and my growth.

In 2011 we saw a 30% increase in sales and a net profit we hadn't seen in 3 years. In 2015 we experienced our best year ever. IJO gives you the tools; you just have to use them. I've grown more in knowledge in the past 6 years than any other time in my 30 year career. I'm thrilled to be a part of the IJO family, the classes, the round tables, the people, and of course the IJO staff.



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