

You Don't Need To Be Huge To Be Successful!

Before we joined IJO, we found ourselves figuring things out by trial and error and often feeling alone in the jewelry industry. After joining in 1999, we found ourselves in a group of more than 800 independent jewelers who shared the same problems yet offered solutions to help!

The IJO conferences are always at beautiful resorts and in exciting destinations and quickly became the highlight of our year. We began making friends, sharing ideas and overcoming challenges. At the seminars we learn from top experts in marketing, accounting and of course, sales. We always return home feeling invigorated by the support of more than 800 noncompeting jeweler members and the partnership of close to 200 vendors.

And, as much as IJO conferences are fun, the side trips are even better. We've visited gold chain factories in Italy, sapphire mines in Thailand, and frequent the diamond district in Antwerp, Belgium. The trips are top-notch and if we're not already traveling with friends, we've made new ones by the end of the trip.

Showing our client a sapphire and telling them we personally chose it in Thailand, or selected this particular diamond out of hundreds directly from the cutters, sets us apart. Our clients love that they can shop locally with a jeweler who travels the world in search of the best!

Our store is less than 800 square feet in size. We have learned from IJO that you don't have to have a mega store to be successful. You do need a family of jewelers, a team of experts, and an amazing group of designers. You need IJO!



Monteca Confer Beisel and Brenda Confer, Confer's Jewelers, Bellefonte, PA

IJO will be at the Gaylord National Resort in National Harbor, MD/DC July 29 – August 3

Call Penny Palmer at 800.624.9252 with questions about membership.



The largest jewelry buying group in the world.

www.ijo.com