

There Are Jewelry Stores and Then There Are IJO Jewelry Stores

We are proud to be a nine year IJO member and among the most respected jewelry professionals in the industry.

Our affiliation with IJO began in 2007, and we have since traveled to many exciting

destinations, attended numerous seminars, formed valuable business relationships, and made lifelong friends along the way. The amount of knowledge we've gained from team clinics, networking with other independent jewelers and learned from experts in the



business is immeasurable and something which we hold with a great amount of pride.

Some of our fondest memories over the last decade are of IJO diamond buying trips to Antwerp, Belgium where we

inspect the world's finest gems to bring home to our customers in eastern West Virginia and the surrounding area. There is no greater satisfaction as a small business owner than knowing our patrons benefit from the relationship we hold with IJO—through custom buying trips, promotions, accounts with top industry vendors, fresh marketing ideas, current trends, technology and social media campaigns. You can't ask for much more from a business association, yet we continue to return from every event feeling rejuvenated and inspired.

With IJO we will continue to grow, improve and stay relevant in the industry with the support of their large network of independent jewelers around the world.

Dave & Lori Ettinger, Bechdel Jewelers, Inwood, WV



For information on IJO membership call Penny Palmer at 800-624-9252. www.ijo.com

