

# Our Advice? Don't Wait Another Day.

**Our IJO Story** began when a sales rep told us that we should check it out. He saw that we were always looking for ways to improve and grow. We attended our first IJO Conference in early 2007.

**Our Financial Benefits** for joining IJO were quickly recognized as many of our current vendors were in the buying group and we immediately began receiving the IJO discounts.

**Our Experience** at that first IJO conference was amazing. We instantly saw that the greatest benefit of IJO was not the buying discount. We will always remember the look on each other's faces walking out of our first team clinic. The genuine openness, ideas and information shared within the group was priceless. We ran with the suggestion of going on an Antwerp diamond-buying trip and it was that trip that lit a fire within us taking our business to new heights.

**Our Friends** in IJO have become some of our best. We have traveled with them, visited their homes, and had them come stay with us. We look forward to seeing them at every IJO conference.

**Our Future** for our business and family is blossoming with IJO's leadership. The track of succession planning seminars helps us to plan for our transition. Our daughter Alex is heavily involved with the Millennial Board which is helping her grow in her leadership and ability to run the company.

**Our Thanks** to IJO and all our fellow jewelers for the way they have all helped us to grow and get through the many challenges of owning and running our own jewelry business.

**Our Advice** is to join IJO for all the tangible benefits, but even more, for all the intangible ones. Today, we have great friends we look forward to seeing and spending time with at each IJO Conference. The financial benefits will be in the way you look at, work at, and grow your business. Don't wait another day.

**David, Alex & Wendy Hevia, Kiefer Jewelers, Lutz, Dade City & Brandon, FL**

**For information on IJO membership please call Penny Palmer at 800.624.9252.**



**The largest jewelry buying group in the world.**

**[www.ijo.com](http://www.ijo.com)**