

# A Change For The Better From Day One

**M**y story with IJO began in the fall of 2015 when I received a phone call from Penny Palmer inviting me to join the group. Although I started working in the industry in 1998, I had only recently opened my own retail store in 2012 and was now eligible to join. I remember being excited for the opportunity but also a bit hesitant wondering if IJO could really help my business.



I attended my first IJO show (paid for by IJO) in the spring of 2016 and immediately felt something different compared to other trade shows that I had attended over the past 15 years. Aside from the positive atmosphere, there was a sense of belonging, camaraderie and family that I had never experienced within the jewelry industry. The IJO show schedule is a perfect mix of education, entertainment, and buying paired with travel perks and rebate money! Not only that, if you have



young children, they are welcomed on the IJO show floor which makes it easy to plan a family trip around the show. For me, the IJO show experience is second to none!

Since joining, I've made some amazing connections within the industry, formed lifelong friendships and increased my annual sales from 600K to over 1 Million. Looking back, joining IJO was one of the best business decisions I've ever made!

If you want to grow your business, please do yourself a favor and call Penny Palmer to find out if you're eligible to be part of the IJO family!

**Travis Piper**  
**Piper Diamond Company, Vincennes, IN**



INDEPENDENT  
JEWELERS  
ORGANIZATION

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**For information on IJO membership call Penny Palmer at 800-624-9252. [www.ijo.com](http://www.ijo.com)**