

# Vendors Are Part Of The Family, Too!



**6**ostbye joined the Independent Jewelers Organization (IJO) 15 years ago and the impact on our company was noticeable immediately. It was clear there was something special going on. The energy, positivity, and success of the IJO members was measurably significant and contagious to all.

It can be lonely running a store but when you are a member of IJO you are never by yourself. You have a network of non-competing independent jewelers you can trust who are there to help and support you anyway they can. They become both your advisory board and your best friends. You develop a network of owners and stores that are just like you that allows you to share and grow together.

What makes IJO special is the resources it offers its members. Whether it's seminars, team clinics, or 1 on 1 coaching at the shows, Antwerp diamond buying trips, IJO Branding Program, a health insurance program for you and your staff, the INDY message board, and much more, the offerings from IJO are significant to help your

business succeed in today's very challenging retail environment. The common theme of IJO is that everyone is working together to improve and get better every day.

We value greatly being a vendor in the IJO family as they are professional, progressive and fun. As our industry evolves, IJO members are working together to grow and gain market share in their communities.

For the past 10 years, Ostbye has sponsored IJO's new member breakfast. As a result, I meet the new stores joining IJO. They come for many different reasons but the results are the same. Through IJO, it is now easier for them to reach their goals and achieve their dreams.

If you are looking to take your business to the next level, I strongly recommend and encourage you look at IJO. Give Penny Palmer a call today – or Mary Moses Kinney if you are a vendor interested in membership – and enjoy the ride. I look forward to personally welcoming you to the IJO family as we both get better together.

**Craig MacBean, Ostbye, Minneapolis, MN**

**See if you qualify to join IJO at their summer conference August 4-8 in Seattle!**

**Call Penny Palmer at 800.624.9252**

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

