

It's So Much More Than A Buying Group

What is it like to become part of a family with 800 other retail jewelers? It happened to us – we were embraced by the Independent Jewelers Organization family sixteen years ago, and we've never looked back. We became partners with all the stores in IJO, as well as the vendor members, and we share knowledge, successes, best sellers, promotions and personal issues about our lives. We have chat channels on the internet where we have access to the membership 24 hours a day.

We've traveled the world with IJO, and attend both their conferences every year, each held in a different city. We've been to Antwerp, Belgium fifteen times so far to buy diamonds, and also to the diamond offices in Israel. We've been to Bangkok, Thailand where we purchased sapphires and visited the sapphire mines, and we purchased chains in the design district in Italy. It's not always about business; we've voyaged as a group to Amsterdam, the Greek Isles, Turkey, Germany, Budapest, Lisbon, Paris and London. While we're together we talk about the friendships we've developed and how lucky we are to be members of this wonderful group. We also share lots of business ideas too! We're looking forward to an Alaska Cruise this summer following our conference in Seattle.



IJO has opened vast windows of opportunity in the jewelry industry for us, both in our local area as well as worldwide. It has enabled us to form partnerships with countless vendors who are also part of the IJO family, and our business has achieved success far beyond our expectations. The educational seminars and networking with other jewelers at IJO conferences has played a huge role in the continued growth of our business.

It's not getting easier for any of us; a record number of independent retailers are closing. What can you do to protect yourself and be able to thrive? Simple – join IJO and become part of our family, where we can all help one another succeed.

Connie Thurmond & Verlon Cross, Connie & V. Cross Jewelers, Bossier City, LA

Call Penny Palmer at 800.624.9252 with questions about membership.



The largest jewelry buying group in the world.

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