

It's Not Just About The Buying!

Are you capturing as much of your market as you could be?
Are you *the* jeweler in your market area?



You can't say there's one thing in IJO that makes the difference – it's a combination of all things IJO offers, from the educational seminars to team clinics and overall camaraderie among the staff and members that has made me step out of my comfort zone in many ways over the years. When I joined in 1999 I was doing \$450,000 – let's just say there have been a lot of zeros added to that number since! I was hesitant about joining because I felt like I would be a small fish in a giant ocean and feared being ridiculed by my peers. It was nothing like that. IJO has made me the “diamond guy” in my town, and has given me the tools to take my business where it is today.

Scott Wickam, Goldsmith Gallery Jewelers, Billings, MT

Working as a bench jeweler for 20 years and owning a jewelry store are two different things entirely. IJO has helped me transform from bench jeweler to business man, and because of their programs my company is profitable and healthy. When I became involved with IJO I found a community of over 800 independent jewelers that wanted ME to succeed. They made me think of my business as not just a small local jewelry store, but a part of an international organization which has set us apart as “the experts”. Without IJO, we are just another jeweler. IJO makes me want to be more and enables me to be a step above others and be a “Jewelry Retail Leader”. Money can't buy that.

Phillip Pitts, Parris Jewelers, Hattiesburg, MS

