

# You Don't Know What You Are Missing

**A**s we approach the 10 year anniversary of our IJO membership, it's exciting to see how far we have come. We believe our decision to join IJO was one of the best choices we have ever made for our business.



The benefits of our IJO membership were felt immediately. We used the education, mentoring and comradery of this great group as well as the Antwerp Diamond Buying Program to double our sales within the first few years of joining. The level of success we currently enjoy – something we could only have dreamed of before -- is a direct result of putting the benefits of IJO to work for our business.



Out of the hundreds of IJO members we have met and now call friends we have not encountered a single one that has felt otherwise. IJO is a special group of jewelers and manufacturing partners that truly believe in helping each other grow and reach your dreams.

If you are tired of going it alone and desire to be in a better place tomorrow, join IJO. Your only regret will be that you did not do it sooner.

**Tim & Sharon Ell, Zorells Jewelry, Bismarck, ND**



INDEPENDENT  
JEWELERS  
ORGANIZATION

BRILLIANCE YOU DESERVE®

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