

IJO...A Game Changer For Us!

We have been in the jewelry industry for 40+ years and have seen and experienced a lot of ups and downs. When we joined IJO we were stagnant – not growing as we would have liked. It had become hard to compete.



When IJO invited us to attend a show and see it for ourselves, it was a game changer for us. We joined immediately and felt re-energized and inspired! IJO offers so much – education, support, networking, excellent top vendors who are willing to help us succeed. The team clinics are amazing – it's where we get to know our fellow members and hear what is working for them, or what is not working. It's brainstorming with other jewelers and getting fresh ideas about our trade. Every seminar we attend gives us new perspectives. We walk away with the idea of trying just a few things we learned, and we walk away a winner!

We also have built our bridal business by going to Antwerp, Belgium. This has really had a major impact on our bridal sales. We



not only meet our goals but exceed them. We go twice a year, and have had the wonderful opportunity to enjoy a side trip along with our jeweler friends to

Portugal. We would never have done that on our own. It was an experience of a lifetime!

Being members of IJO, we also have managed to take more time for ourselves. Prior to joining we felt like we were spinning our wheels and getting no where. We spent so much time struggling with our day-to-day business. We have learned so much and gained so much by being a part of the IJO family. It has become a valuable relationship that has made a measurable difference to us. We continue to grow as a small independent jeweler, and continue to make a difference in our community.

Jim Wolf, James Wolf Jewelers, Mason OH



For information on IJO membership call Penny Palmer at 800-624-9252. www.ijo.com