



# Consider the image of a retail jeweler.

## Are you making as much as they *think* you're making?

In 2016 IJO will celebrate 45 years of helping retailers work smarter to increase sales and profits. Here is just a sampling of some of the feedback we receive regularly:

"If I want to be a \$500K store, then it's okay to be around jewelers in another group who do \$500K and duplicate their ideas. If I want to grow to a \$5 million store then I must associate with IJO people who think bigger than me. I can choose to associate with jewelers who enter into discussions about moving watch batteries from \$9 to \$10 or I can choose to associate with big picture thinkers who double their business every five years through innovation. IJO helps us think bigger." - **John Laughter, John Laughter Jewelers**



"We have totally transformed our store in the past 3 years, thanks to IJO. We have learned how to work smarter and not harder. I used to work 6 days a week 10 to 12 hours a day. Now I work 8 hour days, 4 days a week, except for December. Last year we were up over 25% for the year. That's following a 20% increase for 2012 and 15% increase for 2013. " - **Dan Ingram, Danz Jewelers**



"My father, Mark and I had a wonderful time at the conference and were both amazed at all the knowledge, education and resources available to the independent jeweler. I want to say thank you, because you gave me and my father an invaluable thing. And that is HOPE. Hope for the future, hope for a better business and a better life. You and the IJO gave us that hope that we can do this. We're so excited about all the resources available and we walked away with a wealth of knowledge." - **New member Jason Mongillo, Mongillo Jewelers**



"I just want you to know that IJO has saved our business." - **Bill Howard, J. Howard Jewelry**

To learn if your store is eligible for membership, call Penny Palmer @ 800.624.9252.



The largest jewelry buying group in the world.