

# Joining IJO Was Life Changing

In September 2006 my wife Melinda and I opened our first and only Jewelry store. With my 25 years' experience as a bench jeweler and Melinda's Marketing degree we were excited for the future, but we really knew nothing about growing a business.

In 2010, we were introduced to IJO by one of our vendors and literally, a door was opened to new opportunities. After going to our first convention we were blown away by how friendly and helpful everyone was! We now have seminars with industry experts that cover every facet of the jewelry business, from inventory management and marketing to human resources. We meet with jewelry store owners from all over the country and Canada, many of whom invite us to their homes and stores to see how they run their



businesses. By sharing experiences with other stores, we have learned more about how to run a business than we could ever read in a book. In between the conferences

we keep up with trends and new ideas on the Indy Channel.

Since joining IJO not only has our business flourished, we travel all over the country and Europe to some of the most beautiful places we can imagine. And the best part is, we get to do it with some of our best friends. IJO didn't just change our business, it changed our lives.

**Rick & Melinda Sanders**  
**Sanders Jewelers, Gainesville, FL**



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JEWELERS  
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To learn if you're eligible for membership in IJO, call Penny Palmer at 800.624.9252.  
[www.ijo.com](http://www.ijo.com)