

A "World to Gain" For The Next Generation

In 1996, I was working part time at my parents' store when they joined IJO. I remember my father's excitement when he returned from their first show -- he was



so motivated by the knowledge he gained and the friendships made he has not missed a show since. We have expanded our business, renovated our store twice, had a significant growth in diamond sales, and have created a lucrative repair business -- all since joining this fantastic group.

I have always loved being a part of my family's business. After college, I became a fulltime employee and in 2007 I attended my first IJO show. Having seen the enormous impact IJO made in our store, I knew it was important for me to take advantage of the tools they offered. Every show I learn something invaluable, but the best thing that you can't get with other groups or at other conferences is the family-like setting and open sharing of ideas. IJO has given me the tools, an instructive outlet and access to people of my own age, in my own situation.

IJO has made huge efforts to support the millennial age group. Having the honor and pleasure of chairing IJO's Next



Generation Advisory Board has allowed me to listen and learn from my peers what is key and necessary in aiding our generations' growth and success

as independent retailers. With IJO and their groundbreaking leadership in this area, the millennials have only the finest future ahead of them.

The experience will not disappoint -- come see for yourself. You have nothing to lose and the world to gain.

Dina Unwin, Sterling Jewelers, Wethersfield, CT



INDEPENDENT
JEWELERS
ORGANIZATION

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**For information on IJO
membership call Penny Palmer
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