

MOJO'S ANTIQUE BARN

■ by BRENT HARM
IDA COUNTY COURIER

Jo Puhmann, owner of Mojo's Antique Barn in Cherokee, is living out her dream. She has long had a love of antiques, and now has her own store to buy and sell them, along with other unique items. Puhmann shared some details about her business.

“All the way around, I love my shop totally. I followed my dream, and my dream has come true.”
— Jo Puhmann

“This was my dream six years ago,” she said. “I jumped in with both feet and started out with most of my vintage and antique stuff, and sold that. Now, I rent spaces out. I have 45 vendors in here right now renting booth spaces from me, and I’ve got 203 consignors that bring me items, and I sell it for them on consignment. I also do estate sales, sometimes in people’s homes, otherwise, I bring everything here in my big back room. We set everything up, then open the doors to the public and let them shop.”

MoJo’s Antique Barn features items from a variety of places.

“My vendors find items from all over,” said Puhmann. “They go to sales, and garage sales. They’re always on the hunt for everything. My guys that are in here like to find the old farm places and old barns, to get the primitives and stuff like that.”

Jo also has a wide-ranging customer base.

“I’ve had customers from all over,” she said. “They’ve come from California, South Carolina, Maryland, and all over the United States. I’ve even had customers from Denmark, England, and Australia. I have a big clientele out in Colorado. When I go to Colorado, I take a full load out and usually come back with a full load.”

Puhmann talked about how she first got interested in antiques.

“My dad got me into antiques,” she explained. “Him and I spent the last few years of his life antiques, and we always had a lot of fun. He kind of got it in my blood. I had been to several different stores around the Midwest, and I said ‘someday that’s what I am going to do.’ It just seemed to be the right time in my life to do it six years ago. I kind of jumped in with both feet and wasn’t sure how it was going to turn out, but it’s turned out very well. It’s just my love for antiques, and I’m a people person. I love the people, and I love to meet people from all over.”

Jo has learned a lot since starting the business.

“I studied a little bit, read up on it, and then I just basically went out on a whim. Everyday, I learn something new. There have been a lot of antiques that come into my store, that I had no clue what they even were. So, I do my research pretty diligently. Some things are hotter than other things, it just depends on the time of the year. The primitive, or rustic, wood pieces always seem to go pretty quick.”

MoJo’s Antique Barn has expanded its activities.

“I have grown, and I do estate sales now,” said Puhmann. “Twice a year, I do a big flea market, and that’s always in June and September. This year will be my second annual car show. I’m doing a car show on the same day as my flea market again. Last year, it was a huge hit.”

Jo explained how her estate sales work.

“When I do estate sales, I go into people’s homes,” she said. “After they have been through them, I take all their things and bring them here to the store. Sometimes I have them at their home, and I just do a big sale, like three or four days in a row, and I sell all their merchandise or property for them.”

MoJo’s Antique Barn has grown in popularity faster than Puhmann has room for.

“One of my biggest challenges is having enough room,” she said, “because I’ve got a big waiting list of vendors that want in.”

Puhmann shared the most rewarding aspect of running an antique store.

“My favorite part of this whole store is seeing all the unique pieces that come in, and then again the people, because I meet people from all over. All the way around, I love my shop totally. I followed my dream, and my dream has come true. I love the people, and I love my store. I feel that I have a lot to offer for a lot of people, and that makes me happy. I’ve never heard anybody walk away from my store and say there was something that they couldn’t find.”

COME AND FIND YOUR 'GOTTA HAVE IT'



Photo by Brent Harm • Ida County Courier

Happy to show off her stuff: Jo Puhmann, owner of Mojo's Antique Barn in Cherokee, stands next to a few of the unique items at her store.



Photo by Brent Harm • Ida County Courier

A large selection of antiques: Mojo's Antique Barn in Cherokee has a wide variety of antiques and collectibles.



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