

BUSINESS SPOTLIGHT



Van Scoy Jewelers is in the midst of its 40th anniversary celebration, and according to owner Caroline Hill, they have no plans on slowing down anytime soon. Beginning as part of the Van Scoy Diamond Mine franchise, Caroline said her business bought the rights to the name in the 1980s and renamed themselves Van Scoy Jewelers. Since then, it has operated as an independent jeweler.

Caroline feels that being independent is what makes Van Scoy so great. She said, "Having a local touch is something some jewelry stores will never be able to grasp. There are these big companies that call themselves jewelers that don't even have one in their store."

The jeweler in question at Van Scoy is Sal Sermania. With over 25 years in the industry, Caroline said, "He can basically fabricate anything and can do much more than fix broken prongs on ring." Sal's workshop is open to the public, and anyone who walks into the store can see him working. Sal is able to take an old piece of jewelry and turn it into something completely different. Caroline continued by saying, "This kind of service is something the mall's stores or internet shops can't do."

Community Involvement is also a big part of Van Scoy Jewelers. Van Scoy Jewelers has been voted as best jeweler by *Berks County Living Magazine* for



10 plus years. The category eventually had to be retired, and Van Scoy was awarded a lifetime achievement award. The award may come from the various events Van Scoy Jewelers hosts throughout the year. Periodically, an artist showcase is held where the store is transformed into an art gallery. Recently, Caroline and Patti Page helped the Girl Scouts earn their Jewelry

Badge in the store. Furthermore, Caroline recently completed a term on the Friends of Reading Hospital Board, has been involved with the Saint Joseph's Charity Ball, and just recently joined the committee for Dancing with the Stars by the Yocum Institute.

In terms of the future, Caroline says they have big plans for their 40th year. They were

named one of the Top 50 businesses in the Greater Reading Area by the Greater Reading Chamber Alliance for two years in 2017 and 2018. Caroline said that November is their official celebration, and she looks to announce big plans come that time. Until then, Van Scoy is getting ready to showcase some new product lines, which will excite a variety of different customers.

Van Scoy Jewelers is located at 2733 Paper Mill Road, Suite X3, Wyomissing, PA 19610; 610.832.3600; www.vanscoy.com.