



# ENERGIZING ENTREPRENEURIAL COMMUNITIES

*A Pathway to Prosperity*



Source: *Rural Action: Entrepreneurs in Action*, June 2018, provided by [Rural Action](#)

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## Brilliance in Business: Pomeroy's Jewelry Tradition



On any given day of the week, you can visit Clark's Jewelry Store in Pomeroy and be warmly greeted by a person behind the counter. If you're lucky enough that person will be Susan Clark, a lifelong resident and proud supporter of the Pomeroy community. As owner of Clark's Jewelry Store, she takes great care in handling the jewelry tradition that began over 135 years ago.

Situated on Court Street just up from Main Street, the building was built in 1882 by German immigrant, August Goessler. He started Goessler Jewelry after apprenticing in the jeweler's trade as a young boy in Cincinnati. For the past two decades, though, Susan has been the proprietor of the location. Pomeroy is what she describes as "her happy place", so operating her business in Pomeroy is natural. "It was never a question, as an adult I would stay part of this community living and working where everyone is a friend and neighbor," she shared.

With a legacy business such as a jewelry store, Susan views herself more as a 'caretaker' of the tradition than as an 'owner.' Building a jewelry inventory requires diligent reinvestment, and Susan does so with care. It is important to her to cultivate an inventory that is accessible to every budget while also offering high quality pieces.

In addition to meeting the needs of the Pomeroy community with quality jewelry and repair services, Susan said she is delighted to be a part of the growth and awakening of Pomeroy. When asked what has contributed to the success of her store, she replied, "I think the single most important factor influencing the success of any store, including Clark's Jewelry Store, is relationships." For her, success in business is a happy customer.

In this digital age where practically everything can be ordered online and delivered with little to no human interaction, walking into Clark's Jewelry is a breath of fresh air. Susan and her staff are there to ask how the day is with a genuine smile and to help pick out a gift for a loved one. By creating a good experience, Susan hopes to turn first-time customers into life-long friends.

Visit Clark's Jewelry Store at 113 Court Street in Pomeroy or click [here](#) to learn more

