

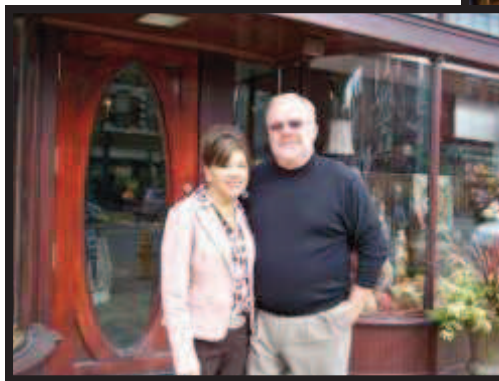
Membership Showcase

Feldman Jewelers

In October, Niki Cummings Volmrich celebrated 25 years of running Feldman Jewelers. Although she never pictured herself selling jewelry for a living, a quarter century later she has become synonymous throughout the Franklin Area with all things shiny.

The oldest retail business in Venango County, Feldmans has changed hands only a few times since it was opened by Mr. B.J. Feldman in 1871, and has always been a small, family-owned business. Niki's parents, Nick and Helen Cummings, purchased the business in 1986 and entrusted the management of the company to Niki from day one. Just out of college with some part-time jobs at local jewelry stores under her belt, it was truly trial by fire, she said. "My dad literally handed me a checkbook and said here's what you have." She had to learn quickly, but Niki is the first to admit she never could have done it alone. Her father taught her many valuable lessons about running a business within your means. One of her favorite memories is from the first year she was in business. She desperately wanted to replace the carpeting inside the store, but her father told her she should not buy it if she couldn't afford to write the check. That day she figured out exactly how much the carpet would cost and started saving. A year later, when she approached her father about getting new carpet for the

store, she was proud to say the cash was in hand to pay for it.



Her next teacher was fine jewelry manager, Jennifer Huff, who has been working at Feldmans for 30-plus years and showed Niki the ropes when she first started. She also attributes much of the store's success to her husband and co-owner Doug Volmrich, whose knowledge of the jewelry market is indispensable to the business. Niki said her staff has become like family over the years and they have been through a lot of ups and downs together. "I am so blessed to have such a good team," she said.

Feldmans has enjoyed the reputation of offering fine quality jewelry for nearly a century and a half. They sell modern and estate pieces with an ever-changing inventory from diamond brokers worldwide and focus on customer service and quality. Feldmans is much more than a jewelry store. They are a local showcase for a unique collection of giftware and home décor items.

Feldmans has expanded into two



^ Inside Feldman Jewelers < Owners Doug and Niki Volmrich

other businesses under Niki's direction. Something Clever, a women's clothing and accessories boutique opened in 2003. The baby gifts were so popular there that a third shop, Something Baby, was added this year at Liberty Galleria.

"I love Franklin, and Doug has become an integral part of the community and has fallen in love with it as well." That love is unmistakable when considering how involved Niki and Doug are in local organizations, community projects, and charities, and the care they show to their customers.

Congratulations to Niki and Doug on all their success at Feldman Jewelers and for being one of the unique small businesses that make our community so special! Here's to another 25 years!

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