



Whether you are looking for the perfect wedding ring, customized jewelry, or anything in between, Steve Pronko Diamonds can help. Since they opened their doors in 1928, they have treated their customers like family by including them in every step of the process, making their jewelry dream a reality, while making them feel right at home. In this month's Small Business Spotlight, Nick Pronko tells us more about what has made his family's business a local icon.

**Your business has been in operation since 1928, to what do you attribute its longevity?**

We value our customers and consider them a part of our family. We treasure our customer relationships and strive to go above and beyond for them in any way we can to make their experience in our store as great as possible.

**How has the jewelry business changed over the years?**

Like many industries, it has changed a lot. E-commerce has affected small jewelry stores in both positive and negative ways. Creating a virtual experience for our e-commerce customers has allowed us to keep up with the changing times.

**You offer personalized consultations to your customers, can you explain what they entail?**

The process is simple. Customers can either call or email us with their idea. Once our custom design experience team fully understands their vision, we bring their idea to life. We can also

repurpose old jewelry, using existing gemstones to create a new piece of jewelry with sentimental meaning.

**What advice would you give to someone looking to custom design a piece of jewelry?**

It all starts with an idea. You should start the design process early, because the custom design process can take up to two months, depending on the piece we are creating and how many changes you make along the way. Each step of the process is communicated with the customer and needs to be approved before moving on to the next step.

**How has being a Chamber member helped your business?**

Being a Chamber member has been important for our business because we absolutely love connecting with and supporting other businesses in the area. We value the amazing work the Chamber does, and we're grateful for the local business connections we've made through our membership.

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**Get in the Spotlight!**

Every month, The Greater Scranton Chamber of Commerce features a member small business in the Small Business Spotlight. Don't miss your chance to be seen! Visit [scrantonchamber.com](http://scrantonchamber.com) to apply for membership or to fill out a Small Business Spotlight application today!

