

## Company Spotlight

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### Lead By Example

#### Luz Roemer Roemer Originals

On more than one occasion, Luz Roemer, operations manager at Roemer Originals, a St. Charles-based jewelry store, has showed up on her day off when the store is closed because a customer had a specific need.

"Luz stays after hours almost every day to finish her work and make sure she has covered every last detail," says Melinda Nolan, owner of Roemer Originals. "She has come in on her own time to help take down decorations or to clean the store. She has even gone to the store in the middle of the night to respond to false alarm calls."

Roemer actually preceded Nolan in her tenure at Roemer Originals. Roemer has worked at the store since 1994 and stayed on when Nolan purchased the company in 2005. The two have formed a deep relationship that has led to continued success for the 34 year old company.

"I don't know how I'd ever replace Luz," says Nolan. "She is a rare type. I don't think I could find another person that is so like-minded. She is always willing to jump in and help on anything I need done, and I truly don't think she has ever complained about anything when it comes to her work. If I didn't have her around, I'd be working twice as many hours and be so much more stressed trying to remember all the details and making sure everything gets done. She's like my right arm."

Instead of working hard to try to attract more people like Roemer to the company, Nolan focuses on customer service, employee happiness and community involvement. According to Nolan, the best way that entrepreneurs can find and retain people like Roemer to their company is to set a leadership example.

"Remember that setting an example of hard work, ethics, and integrity are the first priorities," says Nolan. "Most people follow an example. Always treat others as you want to be treated. We are all here to serve: the people we work with, our customers, our families, and our communities. If you treat people right, you usually attract people that respect that and want to do the same."

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