

Cha-ching

Just moments after opening, hospice's thrift shop rings up sales

By Angela Jones
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BERRYVILLE — A few minutes after the store officially opened, the register tape started flowing.



Joy Melancon, manager of the Berryville Blue Ridge Hospice Thrift Store, makes the first sale at the store moments after its official opening at 10 W. Main St. on Thursday. Eddie Wisecarver, 80, of Berryville bought two quilts and said the sale was special because he was born and raised in the building. His family owned a clothing store on the first floor and lived upstairs.
(Photos by Ginger Perry)

Blue Ridge Hospice unveiled its fourth thrift shop on Thursday. The Berryville store joins those in Purcellville, Winchester, and New Market.

The shop at 10 W. Main St. is housed in the space formerly known as the Once Again Shop. On Thursday morning, a group of people gathered there for its official ribbon-cutting and grand opening.

Before the cutting of the ribbon, hospice Chief Executive Officer Ernest J. Carnevale Jr. said the organization was excited not only to open the shop, but also to be in Clarke County.

Based in Winchester, Blue Ridge Hospice provides in-home care for terminal patients in Winchester and Frederick, Shenandoah, Warren, Clarke, and Page counties, along with western Loudoun County.

The organization also operates an eight-bed residential center in Winchester.

Hospice solidified its Clarke County presence in April 2006 with the opening of its satellite office on Buckmarsh Street in Berryville.

Mayor Richard G. Sponseller, who participated in the ribbon-cutting, said the shop “fits just perfectly” into the heart of the town.

And the town, he said, “is always happy to have a new business in beautiful downtown Berryville.”

Sponseller said he is sure the thrift shop will do well in Clarke County because people know and appreciate the mission of Blue Ridge Hospice.

“It’s a top-notch organization. They do wonderful work and serve the community in wonderful ways,” he said. “People will be more than willing to support the business.”

While the store’s first shoppers browsed racks of clothes and made their selections, Carnevale said the newest addition to the hospice holds a special place in his heart.

When the thrift shop idea came about, he wanted to open the first store in Clarke County. But because of a lack of space, the first was opened in Purcellville.

The Berryville store is one of three to open in 2007. A New Market shop was launched in early April, and the group’s fifth store will open in Stephens City around August, Carnevale said.

Last year, the Winchester and Purcellville stores netted more than \$125,000 for hospice. The money is used for patient care services.

“If we generate revenue for our patients,” Carnevale said, “it’s well worth it.”

The Blue Ridge Hospice Thrift Shop will be open from 9 a.m. until 5 p.m. on Monday through Saturday. For more information, call 540-955-2840.

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Raynette Harris of Leesburg sorts through clothes at the Blue Ridge Hospice Thrift Store that opened on Thursday in Berryville. Last year, two stores earned more than \$125,000 for the hospice; by year’s end, five stores should be open.