

Schers trade the Big Apple for Greenville

Couple love smaller city

By Abe Hardesty
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NEWCOMERS

Taryn and Adam Scher left New York when Adam began his medical residency with the Greenville Hospital System.

They aren't likely to return to the Big Apple soon.

"I was in love instantly with this city. I knew by the end of the first week here we would absolutely never go back up north," says Scher, a Massachusetts native and University of Maryland graduate who worked two years in New York City before her husband's work brought them here.

"There's a different mentality down here that

adds years to your life. And Greenville has everything that New York had — wonderful arts and culture, sports, the outdoors and incredible dining experiences. But you don't have the crime, traffic and cranky people that you find in New York.

"It's the perfect blend of big city and small town," says Scher. "We can always visit New York, but now when I go up there, I can't wait to come home to Greenville."

The Schers had never heard of Greenville until Adam, who grew up on Long Island, interviewed for a residency position here.

Taryn's first surprise came over the phone that day.

"He said, 'This place is

awesome. We have to live here,'" she recalls.

That became a reality a few weeks later. Scher recalls it well.

"I will never forget our first day here. We unloaded our bags into our apartment, and Adam said, 'Come on, I want to show you something.' He drove me down 385 to Beattie Place and we took that left-hand turn onto Main Street. ... It was like exiting reality and entering a fairy tale. The white lights were twinkling on the trees, and we wound up driving behind a horse and buggy.

"As we drove 12 miles an hour down Main Street, I thought, 'We get to live here?'"

The first restaurant visit brought another shock.

"We went to a martini bar and saw that the martinis were \$6. We thought we were hallucinating,"



ABE HARDESTY / Staff

Taryn Scher found a welcoming environment personally and professionally in Greenville.

Scher says, "In New York, if you find a martini for less than \$12, it's a really

good day."

"We were sitting at the bar and another couple

PROFILE

- **Name:** Taryn Scher, owner/operator of TK PR
- **Family:** Husband Adam
- **Education:** University of Maryland
- **Moved to Greenville from:** New York City
- **Hobbies/interests:** yoga, golf

just started talking to us. We didn't know how to react. In New York people aren't really that friendly — people won't make eye contact with you on the sidewalks there. It didn't take long for us to realize that people here say 'hi' to you just walking down the sidewalk."

When Adam completed his residency, the couple wasn't ready to leave Greenville County.

He is now practicing internal medicine with Cypress Internal Medicine in Greer.

Schers leave Big Apple behind for Greenville

Continued from Page 2

"I'd be lying if I didn't say we had our preconceived notions about what we thought South Carolina would be like. We could not have been more wrong," says Scher.

Scher earned a journalism degree at Maryland and says she "fell into" public relations work in New York.

A few months after relocating, the company asked her to serve as a full-time consultant, which forced her to start a company.

"I had no prior entrepreneurial dreams, and knew absolutely nothing about starting or running a

tools I needed.

"The professional community in Greenville is so encouraging and has such a great spirit. I'm positive that if we were still living in New York, none of this would have ever happened," Scher says.

Scher has learned business strategy well. She will be honored Wednesday in Columbia as the 2011 SBA Young Entrepreneur of the Year.

The award is presented annually to a small-business owner, under age 30, whose firm demonstrates consistent growth and the potential for long-term success.

The company formed in 2008 as

the first Fashion Week Greenville for G Magazine.

Scher also regularly donates her services to help make the Greenville area a nationally known destination.

Unlike a city such as Charleston, she explains, Greenville doesn't have a major advertising budget. "Gaining notoriety requires persistence and passion — without a lot of funding."

In 2008, Scher started working to promote Euphoria, Greenville's annual food, wine and music festival dedicated to raising money for local charities while raising Greenville's national profile. "When I first



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