

# A Jewel in Newtown

*David Rotenberg, known as David Craig is a rare kind of jeweler whose skills at buying, making and authenticating jewelry have drawn the attention of media luminaries*

by Donna Dvorak

If it's true that diamonds are a girl's best friend—meet David Rotenberg, president of David Craig Ltd. Jewelers, in Newtown. He, too, will become your best friend. His sleek designs and dazzling array of perfectly cut diamonds, precious gem stones, antique and estate jewelry rival any 'haute couture' jewelry on the Red Carpet. If you've inherited gems from previous generations David Craig, aka David C. Rotenberg, will transform them into something new with innovative concepts that have made his name synonymous with jewelry.

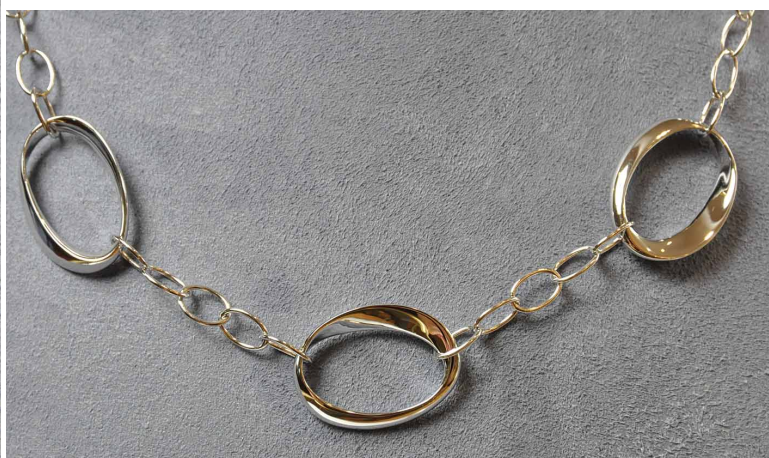
As my husband Bill and I strolled through the front door we were greeted by two friendly Portuguese Water dogs—Dozer and his mother, Gabby. David and his wife, Deborah, own five of these prizewinning dogs and they are members of "Paws for a Cause", visiting hospital patients.

Although it was a cool, rainy day, David Craig Jewelers was bright and lively. While David waited on a customer I examined each jewelry counter. I admit it. I was captivated by the glamour. Whether diamonds, rubies, sapphires, pearls, or the latest sterling silver pieces, David has it all. And, if he doesn't have what you're searching for, he'll custom design a piece. He also carries collectibles like Lladro, fine crystal from Waterford and Gorham, Seiko clocks, Reed and Barton Silver and more. Need to ship a gift? No problem. David will do it for you. He's been in the biz for more than forty years and has traveled to Tahiti to bring back perfect pearls, the National Gem Show in Switzerland, and others.

"In 1966 I answered a jewelry ad for sales, management and trainee and never left the business," says David, proudly surveying his store. "I then worked for a retail stone importer on Sansom Street, which ignited my interest in gemology. I'm now a certified gemologist and certified gemologist appraiser. Debbi



Paul Wesley



and I opened this store in 1981. I've conducted hundreds of appraisals for estate fair market value settlements, estate liquidations and insurance claims. I'm also among a very select group of jewelers who operate a fully-accredited, state-of-the-art American Gem Society Gem Lab here, and one of the only "Triple CAPPS" in the country accredited by the International Society of Appraisers as a certified appraiser of personal property with gemstones, contemporary, antique or period jewelry."

Approximately fifteen years ago Diane Sawyer conducted a nationwide research project that addressed theft by deception, switching gems, and just plain rip-offs. Her producers approached the gem institute and asked for the top gemologist. David's name was mentioned and he did the research.

"I met Diane when I was with the camera crew and producer," he relates. "We sat with her in her limo to discuss the project. They all wanted coffee and we were in the Bethayres Shopping Center so we stopped at Dairy Queen. At that time it was the only place around here for coffee."

Many celebrities have interviewed David on their shows including the late Herb Denenberg, Edie Huggins, Carol Erickson, Dan Cuellar and more. David does forensic gemology work to piece things together for law enforcement agencies including U.S. Customs, and when a story breaks involving cargos of rocks, minerals or jewels he is called. Some of his customers are celebrities like Lynn Doyle, host and executive producer

of CN8s *It's Your Call with Lynn Doyle*, who wears his jewelry on-air. He also loans her jewelry for special events like the Emmy presentations.

"When Vaughn Hebron moved into our neighborhood he played with the Denver Broncos and was on the cusp of a Super Bowl championship. Debbi and I became friends with his family and he asked me to design his girlfriend's engagement ring. He flew me and my then 13-year-old son to the 1999 Denver Broncos Super Bowl game. He proposed to his girlfriend and gave her the ring the night before his team won the Superbowl. Hebron retired from football and established himself as a broadcast personality and still wears my jewelry for on-air appearances and special events. People always mention that they saw my name on the credits for Doyle and Hebron."

However, it's David's way of pleasing his customers that makes him special. He is soft, gentle and quietly helps each customer choose a piece of jewelry that suits their personal expression without the high pressure one might find elsewhere.

"Some sentimental people keep vintage stones from previous generations, but never wear them because it's not their style or the piece has broken," he says. "They want us to custom design a new piece by reusing the gold, silver or stones. I can create a totally new setting in any form, thus turning their cherished family jewelry into something new that they can wear and ultimately pass on to future generations."

David Craig Jewelers Ltd. is many things to many people. "No matter what

our customers purchase, we go over the top with our service and insist that our clients are one-hundred percent happy," he explains. "Recently I flew to another state to personally deliver a ring that was purchased and designed for the client's personal taste."

David constantly gives back to the Bucks County community. He has raised significant funds for "Special Olympics" by holding a celebrity fundraising event, and was honored by the James A. Michener Art Museum for Community Service. He was the recipient of the Presidential Award for Volunteerism 2010 and raises funds for the March of Dimes, Family Services of Bucks County, Red Cross of Bucks County, Police and Fireman's Benevolent Association of New York City after 9/11 and, with Debbi, is the lead volunteer of the Saint Mary Medical Center's Therapy and Service dog departments and their crisis response team. He raises funds for the Cancer Society, Diabetes Foundation, Leukemia Foundation and more. He has also been called in to St. Mary Hospital to aid local rescue workers in removing a child's finger from a steel bearing that had to be cut out—he ran the saw to save the boy's hand.

You can contact David Craig Jewelers, which is located at Ten Summit Square Shopping Center, Newtown, PA by calling 215-968-8900 or by visiting David CraigJewelers.com. ♦

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