

HE'S THE MAN

When it Comes to Jewelry, David Craig Rotenberg is the Man to See

With more than 27 years in business, David Craig Jewelers in the Summit Square Shopping Center is known to many in our community. What is lesser known is that owner David Craig Rotenberg is one of the most qualified and credentialed diamond and jewelry experts in the United States today.

“I’m a triple CAPP from the International Society of Appraisers, which means that I’m Certified in the Appraisal of Personal Property in the disciplines of gemstones, contemporary jewelry, and antique and period jewelry,” he said. “Basically, there are only about twelve of us in the country with those certifications.”

David’s expert credentials go beyond the CAPP. He’s a Certified Gemologist and Certified Gemologist Appraiser with the American Gem Society and holds a Graduate Gemologist Diploma from the Gemological Institute of America. He also founded and is the past president of the Delaware Valley chapter of The International Society of Appraisers, is a past elected board member of the American Gem Society, and is the founder of its Keystone Guild.

David sees his commitment to gemological education as a necessity in serving his clients with the utmost integrity and trust.

“When someone comes to my store to purchase a special piece of jewelry, I want them to know they are getting the highest quality at the greatest value. To me, an informed customer is truly the best customer. My customers know exactly where their diamond rates on the color scale, or what the trademark symbol means on their gold necklace. I like to say that when people leave my store, they leave with the grade (of jewelry) they *knew* they would get, rather than what they simply *hoped* they would get.”

In addition to selling diamonds and fine jewelry, David offers complete jewelry appraisal services and operates an AGS-accredited gem lab on site, a rarity among independent jewelry operators. David’s reputation for appraising jewelry landed him on national television a few years back when he was asked to appear on *Prime Time Live With Diane Sawyer* to appraise diamonds in a segment focused on fraudulent jewelers. He has also appeared on many local network television programs educating consumers about purchasing and appraising jewelry.

These days, David’s television appearances are less frequent, but his jewelry still gets lots of airtime. Lynn Doyle of CN8’s “It’s Your Call With Lynn Doyle” wears all of his jewelry, as does Vaughn Hebron, former Eagles Player and host on Comcast SportsNet. David enjoys his special friendships with these celebrities, but emphasizes that he appreciates working with customers of all backgrounds and budgets. “I frequently work

with young couples selecting the perfect engagement ring or moms and dads picking out special birthday or anniversary gifts. Every customer is special to me and it's my sincerest hope that I will earn their trust and be their jeweler of choice for many years to come."