

## MILESTONES

**I** BELIEVE IT IS NOT MERELY THE YEARS, BUT THE ACHIEVEMENT of milestones and the ones who walk alongside us that make us who we are.

At Arden Jewelers we have recently reached an exciting milestone I'd like to share with you. Dan is embarking on a new venture (read all about it in the next article), and Angelo is stepping into his role at the head of Arden Jewelers. In truth, Angelo has been mostly in this role for some time now, but with Dan's new real estate project, the transition is much more complete. Dan will still be around the shop some days, and he is always available to share his wealth of knowledge and experience. This is an exciting time for all of us, as new beginnings always are, and I hope you will share in the celebration of this milestone.

How do you mark the milestones in your life? As a jeweler, the milestone that I'm reminded of most often is the anniversary. Reading online, I came across this anonymous quote.

*"Anniversaries are milestones, not only markers of the passage of time, but also opportunities to reflect, remember and give thanks."*

- Author Unknown<sup>1</sup>

Anniversaries are an important milestone and such great opportunities to remind those closest to us how much they mean to us. From a jewelry perspective, there are no rules or conventions about what type of jewelry you *should* give on an anniversary. There are 3 stone pieces designed to symbolize our past, present, and future relationship; there are journey pendants meant to show how love grows with time; there are eternity bands representing a lifetime of commitment, and the list goes on. All of these are wonderful and beautiful symbols, but there is one piece of jewelry that most people overlook when thinking of anniversary gifts: the engagement ring.

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*+Huge deals for our clients in both jewelry and real estate*

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# MILESTONES *(Continued from page 1)*

If you're like most people, you're thinking: "We already have an engagement ring, why get another one?" There are many reasons. Maybe your original engagement ring is worn out; maybe you're in a better place financially now than when you were first engaged, and you can finally afford the ring you always knew she deserved; maybe your style or tastes have changed. Upgrading the engagement ring on your anniversary is a great way to show how your love has grown and seasoned since your engagement.

It is with this in mind that I am proud to announce another Arden Jewelers milestone: we are now an authorized dealer of the exclusive and high-quality Simon G brand. We stock not only the popular styles, but also many of the more unique ones, allowing you to express your individuality (of course we can also order any piece for you from the Simon G catalog). We have always been passionate about providing the best quality and value engagement rings to our clients, and this addition is just one more way to do that. Simon G's commitment to quality makes them a great fit for us at Arden Jewelers, and you know we wouldn't have it in our shop if it wasn't an exceptional value for our clients. If you're thinking about an engagement ring upgrade as a gift this year, you owe it to yourself to check out our new inventory of engagement rings including Simon G, Aspen (another exciting new designer line), our new Vintage Elegance estate collection, and many more.



*Simon G.*<sup>®</sup>

And while we're on the subject of milestones, in case you haven't heard yet, Angelo is now a GIA Graduate Gemologist! This prestigious accomplishment has taken several years of diligent study,

and has imparted a thorough knowledge of diamonds, gemstones, precious metals, and jewelry in general. The final exam involved the identification of 20 gemstones with the passing standard being absolute and total perfection. We're all very proud of Angelo for achieving this milestone, and we hope you are too. Feel free to come by anytime to see his shiny new diploma on the wall and to ask him your tough jewelry questions.

Thanks for sharing these big milestones with us, and we would love the opportunity to help you or any of your friends celebrate life's milestones in any way we can.



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## Top 5 Reasons to Subscribe to Our Email Newsletter

We're trying to transition from printed newsletters to emails, but we need your help. Here are some great reasons to subscribe:

1. Help save the planet
2. Get to know your jeweler
3. Stay in touch when you move
4. Feel good about yourself for #1
5. Impress your friends with your jewelry knowledge

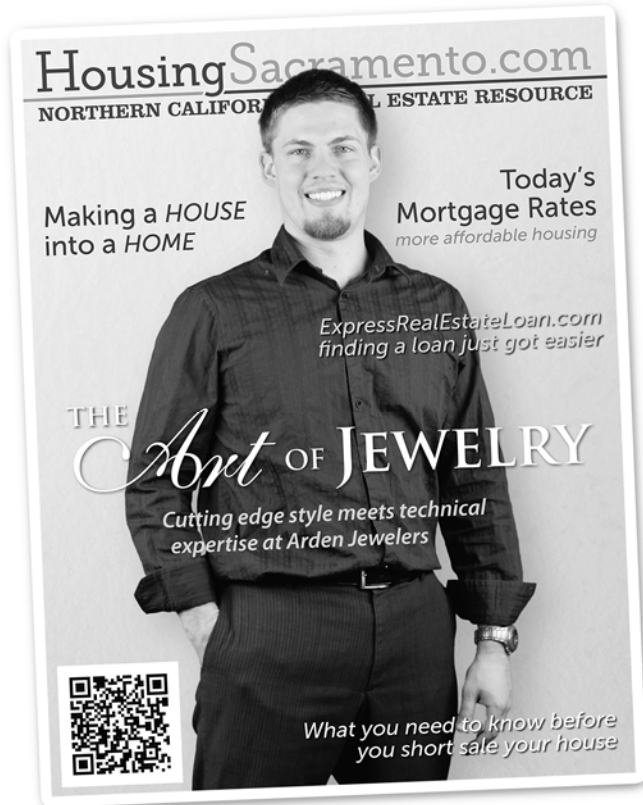
*Convinced? That's great. Just send us an email at [service@mygemologist.com](mailto:service@mygemologist.com) and let us know that you would like to get the email newsletter.*

## ❧ A NEW VENTURE ❧

*Bringing a jeweler's professional care and service to the world of real estate*

Angelo's big story in Housing Sacramento Magazine (see picture below) brings up another big story for Arden Jewelers. Dan Parisi, the founding partner of Arden Jewelers, is embarking on a new venture. I [Dan] am beginning a real estate enterprise with all of the lessons I've learned about customer care from my years in the jewelry trade.

You've heard the story of the guy who liked a business so much he bought it. Well, I hated my and my family's real estate experiences so much that I felt a mission to start a business of my own.



I thought there must be a better way to offer real estate services with compassion and fair prices and without all of the stress. I wanted a professional real estate service that could communicate clearly all of the complexities of a real estate transaction.

Subsequently, I associated with CLA Realty, becoming *CLA Realty – Sacramento & Foothills* with the mission to serve clients with compassion and get them the best deal available. The goal is to remove as much stress as possible and to clearly and accurately communicate the costs and the why's of the transaction.

CLA Realty – Sacramento & Foothills and my new web site [HousingSacramento.com](http://HousingSacramento.com) combine to serve my family, friends, clients, and community with skilled, empathetic real estate services and information.

[HousingSacramento.com](http://HousingSacramento.com) is a hub for real estate services like buying and selling houses. You can find real estate loans and mortgages at the best

possible rates, information and services for short sale properties, interviews with interesting people, as well as DIY projects and much more.

As a professional gemologist, I have earned your trust in the past. If you have any real estate needs or know of anyone that does, let me and my carefully selected team of seasoned real estate professionals earn your trust again.

[HousingSacramento.com](http://HousingSacramento.com) is up and running but very much in the building phase. Check it out and let me know what you would like to see on the site. You can email me at [dan@housingsacramento.com](mailto:dan@housingsacramento.com) or you can connect with me on our Facebook ([facebook.com/HousingSacramento](https://facebook.com/HousingSacramento)) and Google+ pages.

If you know me at all, you know I have a heart to serve people with the best deal possible. Real estate sales and loans are very complicated and litigious transactions, but I will work tirelessly to serve you the very best deal possible.

# Jewelry Repair FaQ

## WHAT IS GOLD PLATING?

Gold plating is the process of depositing a thin layer of gold onto the surface of jewelry. This is done by immersing the jewelry in a liquid containing chemically bound gold molecules and then using electricity to adhere those molecules to the jewelry's surface. Molecules are the key to understanding gold plating.

The amount of gold used is on the molecular level. This means that only a very thin layer of gold covers the surface. Gold plating produces a layer of gold around 0.5 microns thick. A micron is roughly equal to 4/100,000 or 0.00004 inches. Gold plated jewelry is often indicated with a "GP" marking stamped somewhere on the piece.

Heavy Gold Electroplating is gold plating with a minimum thickness of 2.5 microns. Look for an "HGE" stamped on the jewelry to indicate that it is Heavy Gold Electroplated.

On the other hand, gold flashing (or washing) is thinner than standard gold plating. Gold flashing is only about 0.175 microns (or 0.000005 inches) thick.

## WHAT IS RHODIUM PLATING?

Rhodium is a member of the Platinum family of metals, but it is actually whiter and harder than platinum. Rhodium plating is done the same way as gold plating, and it produces a bright white finish on the jewelry. Some alloys of white gold naturally have a yellow tint to them, and so they require regular rhodium plating to keep looking white.

~ Jewelry Coupon ~

**25% OFF + Rush Service**

**On Jewelry Repair**

25% off any repair + standard repairs will be ready in 2 business days for no extra charge with coupon.

*Expires: June 30, 2013*

~ Real Estate Coupon ~

**\$500 GIFT CERTIFICATE**

**To Arden Jewelers**

When you close a real estate transaction (refinance, list a home, buy a home, etc.) with Dan.

*Must start the transaction before June 30, 2013*

Arden Jewelers has proudly served the Sacramento area for over 20 years. Feel free to call or come by with any questions about this newsletter.

