

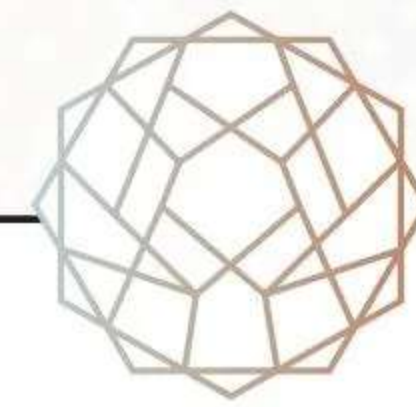
Inside Wimmer's Diamonds MEET THE STAFF!

Wimmer's Diamonds is known and loved as a place where life's special moments begin. We're introducing you to the expert team that starts it all!

Each member of the sales team at Wimmer's Diamonds brings their own touch to the store, and the stories of how they got here are just as unique as they are. From custom designs to selecting the perfect heirloom, they are with you every step of the way. Let's meet them!



AARON WIMMER



Get to know Aaron Wimmer, the man behind the sparkle at Wimmer's Diamonds. With a legacy stretching back four generations, Aaron shares his journey, his daily inspirations, and the joy of working with family and diamonds!

Q: How many years have you worked at Wimmer's?

A: 15, but I have been coming in the store to visit my dad ever since I can remember.

Q: Why Wimmer's Diamonds?

A: I wanted my family's legacy to continue another generation—we are now 106 years in operation and 4 generations into the business—and I thought I'd be good at it. Little did I know that running even a small business, like Wimmer's, is a ton of work. But I wouldn't have it any other way!

Q: What are 3 things that you love about your job?

A: 1. My colleagues—we try to make work fun and light-hearted.
2. I can bring my Frenchie, Rosie, to work with me.
3. And, who wouldn't love playing around with gold and diamonds every day?!

Q: What excites you about your work? What motivates you?

A: I love carrying on the family legacy that was started by my great-grandfather. Now that we have been in business for over a century, it's extremely cool to work with multiple generations of the same family. Personally, I love working one-on-one with our clients—old and new. I also enjoy that each day brings something different.

Q: What is one stand-out memory you have from your time at Wimmer's?

A: Wimmer's has changed names (Fargo Jewelry Manufacturing Co., to Wimmer's Jewelry, to Wimmer's Diamonds) and locations over the years. A stand-out memory for me is in 2021 when we closed down our West Acres Mall and Downtown Fargo locations and built a new, free-

standing store in South Fargo. It was certainly a bittersweet moment in our history to leave spaces where so many memories were created.

Q: What are 3 fun facts about yourself?

A: 1. I love spending time with my family and taking Rosie, my Frenchie, for walks.
2. I love music and can be heard belting out my favorite songs on the way to and from work.
3. I am a bit of a foodie and enjoy finding great places to eat wherever I'm at.

Q: Anything else that you'd want people to know?

A: Without our clients, past and present, Wimmer's Diamonds would not have lasted as long as it has. It's an honor to be in a line of work where I get to share in life's milestone moments with so many people.



TRICIA GATES

Meet Tricia, a cornerstone of Wimmer's Diamonds for over 17 years. Her journey from the busy retail and restaurant scene to the world of jewelry has crafted a career filled with passion, precision, and plenty of sparkling moments. Read on about her story and discover the dedication behind each of her customers' smiles.

Q: How many years have you worked at Wimmer's?

A: 17.5 years

Q: Did you work anywhere prior to this that you'd like to highlight?

A: I worked in retail establishments, but working as a server in restaurants gave me a great foundation for customer service. I think working in a restaurant is a good background for anyone in any career!

Q: Why Wimmer's Diamonds?

A: I had such a great experience with a jewelry salesperson when purchasing my first significant diamond ring. She inspired me and when deciding what career path to take, I instantly thought of jewelry and diamonds. I can communicate and relate to people very easily. It has proven to be the right choice and my home away from home!

Q: What did that process of starting at Wimmer's look like?

A: I started in the heat of the Christmas Season and was thrown right in. It was sink or swim! I learn best hands-on, so it was a perfect time for me to start.

Q: What are 3 things that you love about your job?

A: 1. Rosie (our shop dog & Queen B- Frenchie).

2. My co-workers (aka—my second family).

3. The art of selling!

Q: What excites you about your work? What motivates you to do your job and do it well?

A: I love assisting people with jewelry that symbolizes something rare and special. To be able to help someone go from not having any idea of what they want or educating them to make a purchase they feel confident enough to give to someone special in their life, or even themselves, is so rewarding! It gives me purpose in my career.

Q: What is one stand-out memory you have from your time at Wimmer's?

A: I have lots of amazing memories throughout the years of working at Wimmer's. There are many fun memories, but the one that has impacted me recently is a heartfelt moment. I had a client drop off a bouquet of flowers and a gift card. She was thankful for me helping her find the perfect engagement ring and assisting her now fiancé with the surprise! I put my heart and soul into all of my clients and it

felt really good to receive such a beautiful thank you! It was the reassurance that I'm doing what I need to be doing.

Q: What is something you want customers to know about you?

A: I love helping people with everything! It doesn't need to be a big diamond or piece of jewelry. Maybe it's fixing a sentimental piece of jewelry that means the world. Seeing people happy, makes me happy. I treat people the way I would like to be treated and I expect the quality I give them to be what I would want for myself.

Q: Anything else that you'd want potential/current customers to know about you, your role at Wimmer's, etc.?

A: I'm known at work for wanting things done in 2 seconds! I like to be prompt and help people in a very timely manner. I'm very communicative and try to deliver your product or service as quickly as I possibly can. I've also done a lot of custom pieces for people. I love the creativity and sentimental stories surrounding it. The emotions they have when picking up their finished pieces are priceless!

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WENDY THYMIAN

With a quarter-century at Wimmer's Diamonds, Wendy has linked her expertise and heartfelt care to every part of her role. Discover how her hardworking roots and deep commitment to personal connections highlight her work and the lives of those she touches at Wimmer's!

Q: How many years have you worked at Wimmer's?

A: 25

Q: Did you work anywhere prior to this that you'd like to highlight?

A: Sears-Jewelry Department. That was my first job when I moved to the Fargo/Moorhead area to attend MSUM.

Q: Why Wimmer's Diamonds?

A: Wimmer's Diamonds used to do repair jobs for Sears. Paul Christianson, still one of our current goldsmiths, recruited me to come work at Wimmer's Diamonds in August of 1999.

Q: What did that process of starting at Wimmer's look like?

A: I was hired by Brad Wimmer. Brad was very hands-on when it came to training each of the staff. He also encouraged everyone to continue their education through GIA and AGS.

Q: What are 3 things that you love about your job?

A: 1. I fell in love with the jewelry industry pretty quickly, and even after graduating with a business administration degree from MSUM in 2003, I decided to make a career out of it. My passion for the industry was fueled by the opportunities Wimmer's provided me by

attending trade show events, furthering my education in diamond grading and eventually becoming the buyer.

2. I love working for a small family-owned business, it has allowed me hands-on experiences and decision-making in the day-to-day business that you would not get working for corporate. Brad, Randy, and Aaron Wimmer have all been great to work for. They care about their people and have been there every day to guide, support, and encourage their staff in their professional and personal lives. Many of us have worked at Wimmer's for a long time and are a tight-knit group that has fun inside and out of work!

3. I love working with our clients to help them choose a piece of jewelry that represents their love for the special people in their lives. When clients come into Wimmer's, they are often celebrating a special time in their lives, and they have chosen Wimmer's to help them show that person how much they love them!

Q: What is one stand-out memory you have from your time at Wimmer's?

A: Remembrance pieces are the most emotional. When someone has lost a loved one and they want to take a loved one's ring and remake it so

they can wear it to remember them by can be very painful. But in the end, when we have remade it and they can continue to wear it and cherish the memories they have with them, it helps bring them peace.

Q: What is something you want customers to know about you?

A: I love working with all my clients, but I especially love talking to farmers who come in to shop. Having grown up on a farm, I can always relate and have lots to talk about.

Q: What are 3 fun facts about yourself?

A: 1. I grew up on a dairy farm. My parents still farm and raise cattle today. I often go home to help during the calving season and have helped bring many newborn calves into this world!

2. In the spring and summer, you will find me tending to my yard and many outdoor flowers!

3. My coworkers like to give me a hard time about my cleaning and neat freak tendencies!

Q: Anything else that you'd want potential/current customers to know about you, your role at Wimmer's, etc.?

A: I'm really good at changing watch batteries! Done many in my 25 years.



LIZ PALMER

Say hello to Liz Palmer, whose passion for jewelry shines as brightly as the pieces she helps create at Wimmer's Diamonds. With nearly a decade at Wimmer's, Liz shares her insights on the sparkle of customer service, the joy of helping couples, and the fun of daily surprises in the world of fine jewelry!

Q: How many years have you worked at Wimmer's?

A: 9.5 years

Q: Did you work anywhere prior to this that you'd like to highlight?

A: I worked in the restaurant industry prior to Wimmers and that really helped me improve my customer service skills and it also helped me be able to communicate with many different personalities.

Q: Why Wimmer's Diamonds?

A: I loved that Wimmers is a small family-owned business that has been in Fargo for many years!

Q: What did that process of starting at Wimmer's look like?

A: The first couple of months involved getting to know all the jewelry basics. Learning all about different gemstones, diamonds, and types of gold, and getting familiar with the store.

Q: What are 3 things that you love about your job?

A: 1. I love getting to help couples find their dream engagement rings.

2. I love my coworkers— there are only 9 of us!

3. And, I love that every day is different; some days it's filled

with bridal couples, and some days it's filled with helping people with repairs.

Q: What excites you about your work? What motivates you to do your job and do it well?

A: The smiles on the customers' faces when we restored their heirloom piece of jewelry or the smiles when they have their new engagement ring on their finger.

Q: What is one stand-out memory you have from your time at Wimmer's?

A: One stand-out memory is going to Boston to attend Hearts on Fire University with my co-worker. It was such a fun week learning and meeting other people in the industry.

Q: What is something you want customers to know about you?

A: I love helping customers create one-of-a-kind custom pieces. We can take your old diamonds and create brand-new pieces that you can hand down to the next generation.

Q: What are 3 fun facts about yourself?

A: 1. I love reading thrillers! My favorite author is Frieda McFadden.

2. I love spending time at the lake in summer! Pontoon rides

on Pelican Lake are good for the soul!

3. I love spending time in Arizona in the winter! Something about no snow and above zero temps makes me happy!

Q: Anything else that you'd want people to know?

A: I love my job! I don't think I go a day without laughing and just having a good time at work. Although this job does have a few challenges at times, most days are filled with smiles and some good laughs!

As you can tell, the Wimmer's Diamonds team's focus isn't solely on selling jewelry, but on building relationships and being a part of life's most significant moments.

At Wimmer's Diamonds, every piece tells a story, and behind every story are the faces you've just met—stop in to start your own story!

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Join the Team at **WIMMER'S DIAMONDS**

Ready to start a new chapter in your career? If you're passionate about delivering outstanding customer service and creating lasting memories, consider joining the team! Currently, Wimmer's is looking for a **Jewelry Sales Associate** who shares a commitment to excellence and community.

Submit your resume and cover letter today to wendy@wimmersdiamonds.com, and explore how you can contribute to the legacy of Wimmer's Diamonds, a cherished Fargo institution for over 106 years.

The team looks forward to welcoming you to the Wimmer's family — whether it's through the next step in your career or your next heartfelt investment!



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