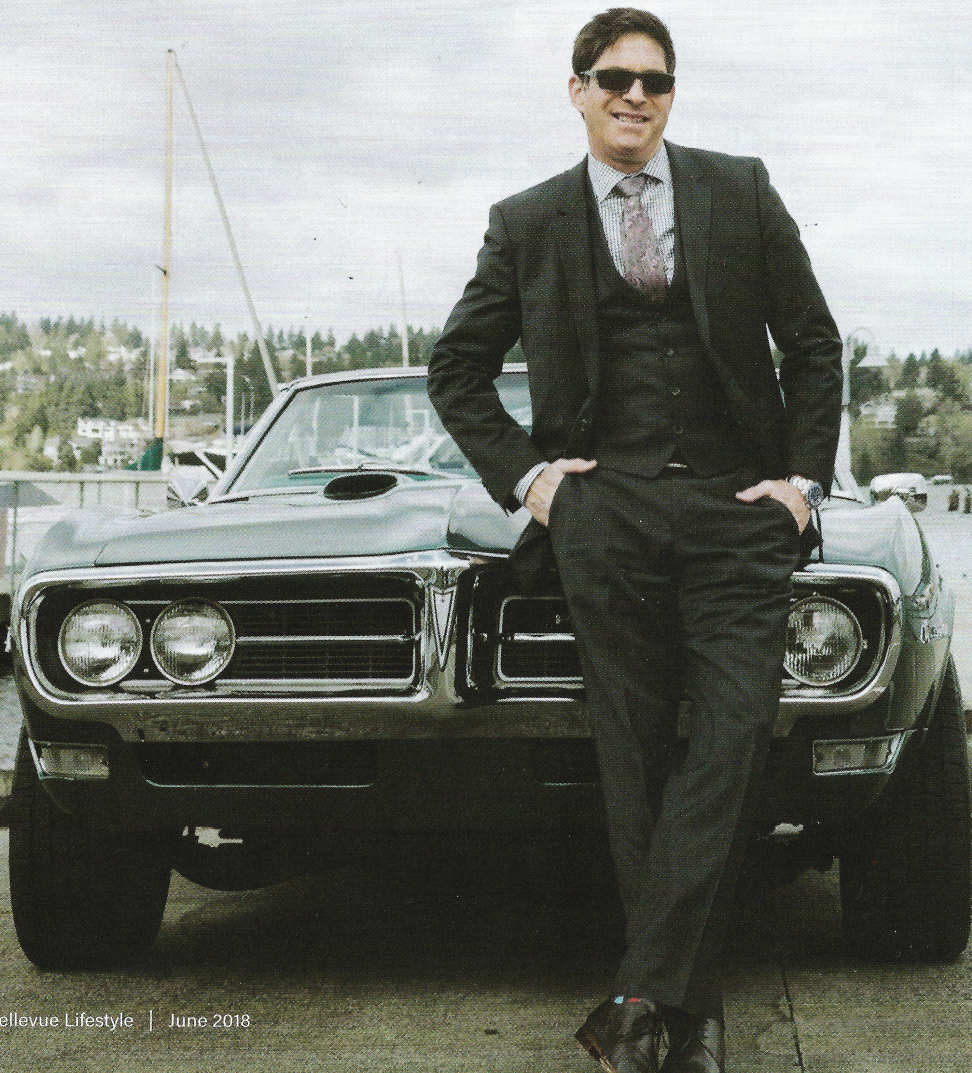


# PRESIDENT RIDE-ALONG

CO-PILOTING WITH A  
LOCAL PRESIDENT

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ARTICLE JORDAN BLAINE  
PHOTOGRAPHY KARA MERCER





## ME & MY CAR

**DRIVER** STEVEN GOLDFARB

**HOME** BELLEVUE

**OCCUPATION** PRESIDENT OF ALVIN  
GOLDFARB JEWELRY

**A FIFTH-GENERATION JEWELER ON HIS MOTHER'S SIDE AND SECOND ON HIS FATHER'S, STEVEN GOLDFARB GREW UP DISCUSSING JEWELRY AROUND HIS CHILDHOOD DINNER TABLE.**

"I remember being 8 years old when the president of Rolex watches would be at our house for dinner," the president of Alvin Goldfarb Jeweler says.

After graduating from Mercer Island High School, Steven made the leap across the water to study political science at the University of Washington.

"The most important lesson I learned in college was how to study and learn; and of course, the UW is where I met my wife, Fredda."

It was not until the day of graduation he decided to join his father, Alvin, in the family business.

Steven isn't just the president of a luxury business; he is multifaceted. Deciding to fulfill a life-long desire to learn a musical instrument, he took up guitar at age 50. His most recent interest is in restoring a 1968 Pontiac Firebird convertible.

"My dad always drove cool cars and often talked about getting an old one," he says. "When he passed away, I was inspired."

The Firebird is the same make and model as the one Steven had in high school; choosing the Firebird was easy.

"It's not the best-known '60s muscle car, but it's very distinctive looking," he says. "It has a lot of big American chrome."

"People honk and wave when they see it, and my wife loves it."



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