

Business

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Awards recognize women's work

Athena-Terra:

Chamber, Plaza Motors honor three women for their contributions and accomplishments.

By JAN FRASER

Desert Sun business editor

PALM SPRINGS — Three women known for their professional acumen and community involvement were honored Wednesday with Athena and Terra awards.

More than 500 women and men packed the Marquis International Conference Center ballroom and gave Diane Matzner, Kay Hazen and Roz Bronstein standing ovations.

In its 13th year, the Athena businesswomen-awards program is sponsored by the Palm Springs Chamber of Commerce and Plaza Motors. The Terra award, recognizing volunteerism, was initiated in 1989.

Plaza Motors, the Palm Springs GMC dealer, carries on the tradition started when the Lansing, Mich., Oldsmobile dealer backed the first Athena awards program in 1982.

VIDEO SNAPSHOTS: Before each of the awards was presented, videos — comprised of snapshots and commentary by friends/associates/relatives — of the three winners were shown.

After accepting her award, Matzner thanked her mother and sister-in-law for "exposing her to the world of retail." She said "I adore doing business here (Palm Springs)."

"My biggest strength," Matzner said, "is my husband, who is devoted to my happiness and success." She dedicated her award to her staff. "I couldn't do it without them."

Hazen, who countered the emotionality of the event with humor, said there were two great things about the award: People are "obligated to say only nice things about you" and it is an "opportunity to say thank-you."

PARENTS CREDITED: Hazen had good words for Arlene Rosenthal, who has chaired the Athena awards committee for the past five years, and her boss Rick Daniels — "Pound for pound, the best CEO in the desert."

Bronstein said she was "thrilled to receive the award for doing what I love to do."

She credited her parents, who emigrated from Poland, with instilling her desire to help.

They ran the Sun-Air Drive-in when they came to the Coachella Valley. "My dad used to say that we lived in the house that popcorn built."



Jay Calderon/The Desert Sun

Awards: At an awards ceremony Wednesday, Diane Matzner (left) received the Entrepreneur Athena, Kay Hazen (center) received the Corporate Athena and Rosalyn Bronstein received the Terra Award.

Diane Matzner

Athena (entrepreneur) award

Profession: La Mariposa Boutiques, Aristokatzi Gifts and Virtual Shopping Web site. Mosaics is under construction.

Community:

— **VillageFest:** committee, 1993-94

— **Palm Springs Chamber of Commerce:** board member, 1996-present; vice president/special events, 1995-97; chaired Logo and Slogan Contest committee

— Palm Springs Tourism Division:

commissioner, 1995-97; chaired Hospitality Committee, 1995-97; created and co-organized Walking Tour of Village Inns.

— **College of the Desert:** Institute of Retail Studies advisory board

— **Desert Fashion Plaza:** advisory board vice president

— **Palm Springs:** Event Partnership committee, 1995-96

— **Charity:** Conducts annual Animal Samaritans fund-raisers.

Kay Hazen

Athena (corporate) award

Profession: Vice president, Mine Reclamation Corp. Directs and manages government, community and media relations.

Community:

— **Palm Springs Business Retention and Expansion Program:** chairwoman, 1995-98

— **Coachella Valley Economic Partnership:** founding board member, 1996; vice chair, 1997; legislative committee chair, 1996-97; alternative technology initiatives chair, 1997-98

— **Building Industry Association:** house committee, house auction

chair, associate of the month

— **Regional Access Project Foundation:** 1998 board member, health committee liaison, immunization project co-chair

— **Western Coachella Valley Health Partnership:** 1998 — advisory board member

— **Friends of the Desert Mountains:** board member, 1997-98

— **Palm Springs Chamber of Commerce:** board president, 1991-92 and board member, 1988-93, 1995-97

— **American Heart Association, Desert Chapter:** board president, 1990, and board member, 1989-92.

— **Nortel Palm Springs International Film Festival:** chair,

1991-93 and advisory board member, 1996-98.

— **Brail Institute Associates:** board member, 1995-98

— **League of Women Voters:** board member, 1996-98

— **Palm Springs Savings Bank:** advisory board, 1994-98

— **Coachella Valley AIDS Consortium:** founding board, chair, 1989-90.

— **McCallum Theatre:** co-chair, fall fund-raising event, 1997.

— **Palm Springs/Cathedral City:** Combined City Task Force to combine fire departments, citizen appointee, 1990-92

Rosalyn 'Roz' Bronstein

Terra Award

Profession: Teacher, Palm Springs Unified School District, 1972-90; Teacher of the Year, 1981.

Community:

— **Cahuilla Elementary PTA:**

president, 1961-62

— **Project Headstart:** aide, teacher director, 1966-72

— **Palm Springs Unified School District:** Committee to integrate, 1967

— **University of California Riverside:** Inland Area Writing Project, Educational consultant, 1978-present

— **City of Palm Springs Library:** board member, 1982-87

— **Jewish Family Service:** board member, 1982-96

— **Palm Springs Desert Museum:** docent, 1992-98

— **Committee on Juvenile Intervention Eastern Riverside County Regional Access Project:** chairwoman, 1992-98

— **Court-appointed special advocate (CASA) board,** 1993-94.