



# SUN BULLETIN

NOVEMBER 1998

## 1998 ATHENA / TERRA PALM SPRINGS AWARDS *THE DYNAMIC TRIO*

On December 2, 1998, the Palm Springs Chamber of Commerce and sponsor Plaza Motors will honor the 1998 Athena/Terra winners at its annual Athena Awards Luncheon to be held at Noon in the Grand Ballroom at the Palm Springs Conference Center (formerly Marquis).

The Athena was developed in 1982 in East Lansing, Michigan by Martha Mertz to honor women for their achievements. Turning to Olympus for her inspiration, she chose Athena, goddess of strength, wisdom and courage. The event is celebrated internationally.

*The Dynamic Trio*, so named by Athena Committee Chair Arlene Rosenthal, will share the dais because of their professional excellence and their commitment and contributions to our community. The honorees are chosen by members of the committee, past recipients and community leaders who are dedicated to the goal of choosing women of excellence.

This year's Entrepreneurial Athena goes to *Diane Matzner*, Owner of La Mariposa, Aristokatz, and soon to be completed Mosaic. Diane uniquely designed all her stores, runs all aspects of her businesses, with the support of her eight employees. She never runs out of ideas, and is currently developing a mail order Internet business. Having received numerous awards for gross sales achievements for stores 2,500 square feet or less, and for design, Diane, in her spare time, works to better her community, supports local charities and the arts. She has served on the Palm Springs Tourism Board and the Palm Springs Chamber of Commerce Board. As Vice President of Special Events for the Chamber she created and implemented a trademark souvenir gift line, "P.S. I Love You," a very successful marketing tool for the Chamber.

*Kay Hazen*, V.P. of Mine Reclamation Corp., will receive the Corporate Athena Award. Since 1991 Kay has been responsible for directing and managing government, community and media relations for Mine Reclamation Corp. Before that she served as V.P. Marketing & Administration, Ancillary Services, and Ambulatory Services at Desert Hospital.

Kay has served as chair for the Palm Springs Retention & Expansion Program, Palm Springs International Film Festival, and American Heart Association, Desert Chapter. As a Board member she has served on the Regional Access Project Foundation, Western Coachella Valley Health Part-



From left: Arlene Rosenthal, Athena/Terra Awards Chair, Kay Hazen, Corporate Athena Award, Diane Matzner, Entrepreneur Athena Award, and Roz Bronstein, Terra Award.

Photo by Image Maker

nership, Friends of the Desert Mountains, Braille Institute, League of Women Voters and Coachella Valley AIDS Consortium. After serving as a Palm Springs Chamber of Commerce Board member, Kay served as its 1991-92 President.

Accompanying the Athena Awards is the very prestigious Terra Award. This Award is given to a woman who has spent countless hours volunteering for her community. This year the Terra goes to *Roz Bronstein*.

Roz was a teacher for the Palm Springs Unified School District from 1972-1990 and was chosen 1981 "Teacher of the Year." One of her greatest accomplishments was to serve on the committee to integrate the then segregated PSUSD in 1967. To highlight her community contributions, she has served as a board member for the Palm Springs Library, Jewish Family Services, Jewish Federation, and has been President of the Women's Division. She is currently President of the Docent Council at the Palm Desert Museum and has served since 1992 as the chair for the Committee on Juvenile Intervention for Eastern Riverside County.

The Palm Springs Chamber of Commerce and Plaza Motors are proud to present *"The Dynamic Trio"* for this year's Athena/Terra Awards. We invite you to send in your reservations today (see enclosed flyer) if you have not done so. Seating is limited to 600 and reservations are pouring in.

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