



FOR IMMEDIATE RELEASE
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Colorado Women's Chamber Names Finalists for 2010 ATHENA Award

Denver, CO – March 8, 2010 – The Colorado Women's Chamber of Commerce (CWCC) has selected Heidi Crum, 10 til 2, Robin Heller, Western Union, Paula Herzmark, Denver Health Foundation, Anna Marie Larsen, Larsen Consulting International and Jill Tietjen, Technically Speaking Inc., as the five finalists for 2010 ATHENA Award. The winner will be announced at the ATHENA Award Gala, April 29 from 5:30 to 9 p.m. at the Seawell Ballroom, 1101 13th Street in Denver, CO.

The ATHENA Award honors the Denver woman who strives toward the highest levels of personal and professional accomplishment, who excels in their chosen field; devotes time and energy to their community in a meaningful way, and forges paths of leadership for other women to follow. The 2010 ATHENA Award is given to the outstanding woman leader, who demonstrates excellence, creativity and initiative in their business or profession, provides valuable service to improve the quality of life for others in their community and assists women in reaching their full leadership potential.

Delta Dental is the 2010 ATHENA Award Gala premier sponsor along side The Gay and Lesbian Fund as a Sustaining Sponsor, the Better Business Bureau, Qwest Communications, Sam's Club, & Xcel Energy as supporting sponsors and Gavin's Sewer Service as the Beverage Sponsor. The CWCC also welcomes ColoradoBiz Magazine, Creative Touch Video Services and CBS4, with Kathy Walsh as the event emcee, as media partners.

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Tickets for the Gala are \$160 for members, \$185 for non-members and \$1,800 for a Sponsor Table which includes a seating for ten and company name on event program. Gala tickets are available online at www.cwcc.org until 5 p.m. on April 26. Tickets will not be available at the door.

The ATHENA Award Gala is a semi-formal event that includes a silent auction and live auction, reception, dinner and awards program. Additionally, Colorado School of Mines will present the 2010 four-year Florence Caldwell Achievement Scholarship recipient at the Gala.

About the Finalists:

Heidi Crum, CPA, is the founder of 10 til 2, the first staffing company in the nation to concentrate solely on permanent, professional, part-time employment. Crum is also being honored this year by the Denver Business Journal as one of their "Forty under 40" award recipients. Crum sits on the board of directors and acts as Treasurer of Sewall Child Development center. She is also treasurer of the board of her local "District 5 COPShop"

Robin Heller holds the position of Executive Vice President of Operations and Information Technology for Western Union. Heller serves on the board of directors for Junior Achievement, Rocky Mountain Inc. and is also on the Wise Women Council for the Women's Vision Foundation in Denver. Heller was a finalist for the Denver Business Journal Award for Leadership in Banking and Finance.

Paula Herzmark is the Executive Director of the Denver Health Foundation as well as chair of the board of directors for the Denver Health and Hospital Authority, Colorado's major public safety net institution. Harzmark is involved with numerous charitable organizations within our community including Adoption Option, The Listen Foundation and Mile High Girl Scout Council.

Anna Maria Larsen co-founded Larsen Consulting International, an executive search, coaching and strategic consulting firm. Larsen is currently serving her second term as member of the national Board of Governors of the American Red Cross. Larsen was also appointed to a four year term as lay advisor to the National Conference of Catholic Bishops, and was elected to its Executive Committee.

Jill Tietjen is President and CEO of Colorado-based company, Technically Speaking Inc. Tietjen regularly speaks about women in engineering and various leadership topics. She is also the author of local best seller, *Her Story: A Timeline of Women Who Changed America*. Tietjen is a member of the board of directors for the Georgia Transmission Corporation of Tucker, Georgia as well as numerous non-profit organizations in Colorado.

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About the Colorado Women’s Chamber of Commerce:

Since its creation in 1988, The Colorado Women’s Chamber of Commerce (CWCC) has played a significant role in growing business in Colorado. The CWCC was the nation’s first chamber of commerce focused on creating a successful economic community for women in business. With more than 1,200 active members, the CWCC is currently one of the largest women’s chambers in the nation. With the mission of creating an environment and the resources conducive to our members’ business success, the CWCC is the premier organization that provides opportunities and visibility for women in business through relationship development, education, mentorship, partnership and alliances.

For more information on the Colorado Women’s Chamber of Commerce, call 303-458-0220, e-mail info@cwcc.org or visit www.cwcc.org.

About the ATHENA Foundation:

Back in the early 80’s, ATHENA International’s founder, Martha Mertz was asked to serve on the Board of Directors of the Lansing Michigan Regional Chamber of Commerce. After finding herself to be the only business woman serving on the Board and discovering that her Chamber had only once honored a woman, Martha quickly recognized that the Chamber’s boardroom did not reflect the reality of the community. Martha worked with her Chamber to recognize the leadership of outstanding professional and business women in the community and advocated to provide opportunities for them to move into leadership positions. The first ATHENA Award was presented in 1982—and the ATHENA spirit was born.

This concept led to the idea of acknowledging and honoring those quiet leaders, mostly women, whose efforts were adding immensely to the fabric of their communities while they remained unacknowledged and not visible as leaders. The ATHENA Award® was created to raise up one outstanding role model each year in a community to put a familiar face and voice to the idea of leader. After 2½ decades of fierce advocacy on behalf of women leaders, ATHENA celebrates a global reach as this message resonates around the world.

– *Athenafoundation.org*

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