

FOR IMMEDIATE RELEASE
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Contact: Elisha Snow
Canandaigua Chamber of Commerce
585.394.4400 ext. 203

**CANANDAIGUA ATHENA TEAMS UP WITH SUNY GENESEO LECTURE
SERIES**

CANANDAIGUA, N.Y. – To help bridge the gap college graduates face between college and the start of their career, the School of Business at the State University of New York at Geneseo is teaming up with previous Canandaigua ATHENA Award recipients for a new series of lectures through the Pamela York Klainer Center for Women and Business. The first two events will start at 7:00pm on March 26th and April 23rd in the Sturges Building - Room 219.

The Canandaigua ATHENA group will work in conjunction with Mary Ellen Zuckerman, Dean of the School of Business, and Barbara Howard, Assistant Dean, School of Business.

The series will feature inspirational as well as practical topics, such as how to overcome obstacles and low points that inevitably occur in a career and lifetime -- subjects that are not often addressed in academic study. The lectures will incorporate the eight tenets of the international ATHENA Leadership Model: *The Authentic Self, Relationships, Giving Back, Collaboration, Courageous Acts, Learning, Fierce Advocacy and Celebration & Joy*. ATHENA recipients will share their real life experiences with students, exploring the diverse paths that led to their individual success. Founding Canandaigua ATHENA Sponsors, Randy & Margaret Farnsworth of Randall Farnsworth Auto Group, as well as previous ATHENA recipients, Barbara Fuge, Marci Diehl, and Ellen Polimeni will be on the first panel.

Following the panel discussion, there will be a reception, where students will have the opportunity to speak one-on-one with the panelists.

The Canandaigua Chamber of Commerce hosted the first ATHENA award program in New York State back in 1985 with founding sponsor Randall Farnsworth Auto Group. This year, Canandaigua will present its twenty-fourth ATHENA Award in November 2008. The national ATHENA Award program has grown to include events held in over 400 communities in the United States, and in five countries globally, overseen by the ATHENA International Foundation, as it continues to recognize the accomplishments and leadership of an outstanding woman in each community.

Each year, a Canandaigua area woman is honored for her business and professional excellence; her community leadership; and for her commitment and assistance to other women. The Canandaigua Chamber of Commerce and the Canandaigua Business and Professional Women's club work in cooperation to present the ATHENA Award annually. A portion of the proceeds from the awards dinner goes to support educational scholarships for local women.