

The  
Desert  
Sun

## DESERT SCENE

SECTION G KATE FRANCO, EDITOR, (760) 778-4688 OR LOCALNEWS@DESERTSUN.COM



ZOE MEYERS/THE DESERT SUN

Philanthropist and businessman Harold Matzner at his home in Palm Springs.

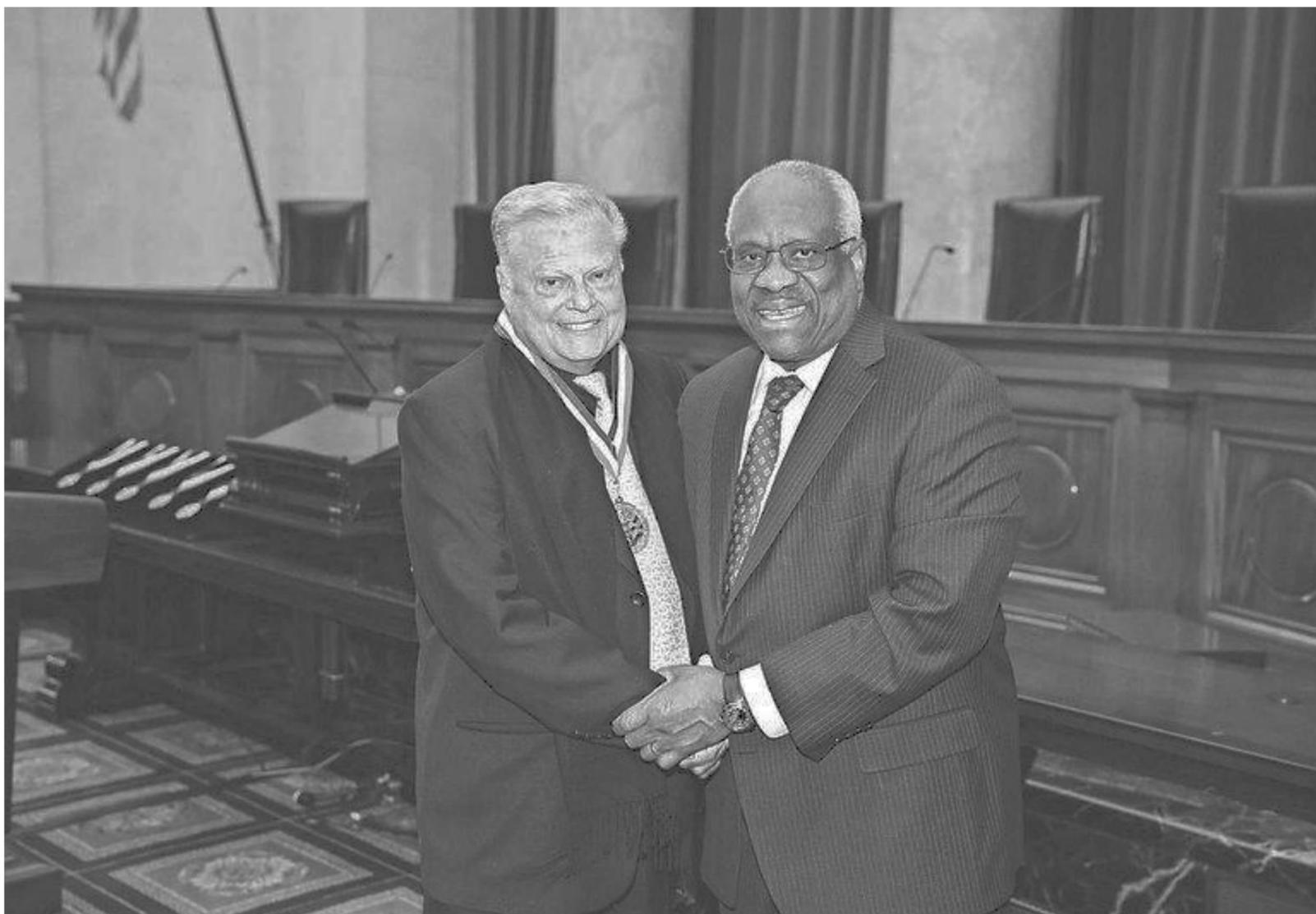
# Happy 80<sup>th</sup> birthday, Harold Matzner

Community celebrates philanthropist's generosity, now totaling nearly \$70 million over past 17 years

ASHLEY BREEDING SPECIAL TO THE DESERT SUN

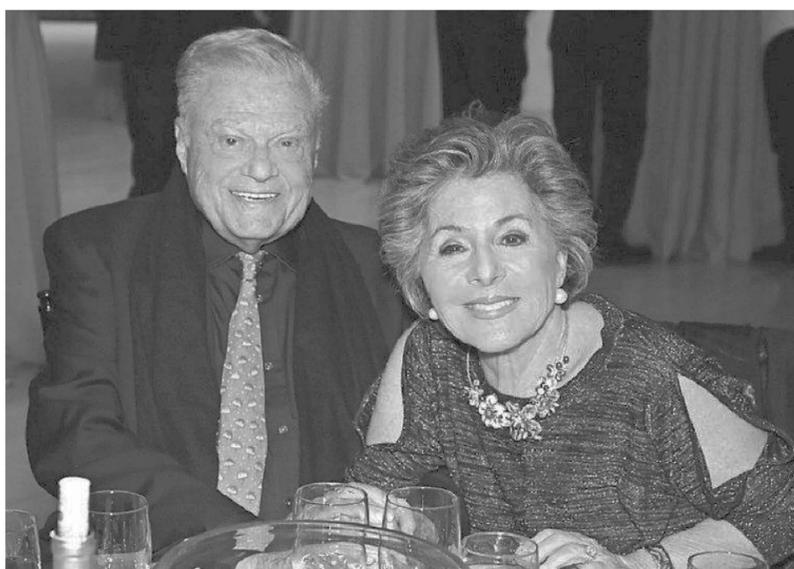
**H**arold Matzner needs no introduction. Aptly nicknamed “Mr. Palm Springs,” the sturdy-looking man with a beaming smile and his own “star” is often at the center of the city’s business and social scene, whether he’s reviving a historic landmark, spearheading a fundraising event, or receiving an award for one of his many charitable operations. Bestowing nearly \$70 million on the area’s nonprofits over the past 17 years, Matzner is one of the valley’s grandest donors.

Please see MATZNER, 2G



HORATIO ALGER ASSOCIATION

Harold Matzner became one of 11 recipients of the 2017 Horatio Alger Award, inducted by Judge Clarence Thomas of the Supreme Court of the United States in Washington, D.C.



BETTY FRANCIS/SPECIAL TO THE DESERT SUN

Harold Matzner and former California Sen. Barbara Boxer.

*“Harold is a one of a kind ... straight from the shoulder, no baloney. Where we find agreement, we forge ahead. If we disagree, we debate and move on. He is one of the most generous people I have ever met and he is matter of fact about it.”*

— FORMER CALIFORNIA SEN. BARBARA BOXER

## Matzner

Continued from 1G

Last spring, the media magnate from northern New Jersey, who made his fortune after coming up with the idea for targeted “shared mail” and says he enjoys sharing his wealth, became one of 11 recipients of the 2017 Horatio Alger Award, inducted by Judge Clarence Thomas of the Supreme Court of the United States.

Named after the 19<sup>th</sup>-century American writer known for his rags-to-riches novels about entrepreneurial men, the award is presented by the Horatio Alger Association of Distinguished Americans, an educational nonprofit that for 70 years has honored the achievements of outstanding individuals and encouraged youth to pursue their dreams through higher education. As an Alger Association member, Matzner joins the ranks of former presidents Dwight Eisenhower and Ronald Reagan, as well as fellow valley residents R.D. Hubbard, Greg Renker and Dennis Washington.

In addition to providing substantial donations to the privately funded Horatio Alger Scholarship Program—one the country’s largest college financial aid programs that benefits some 10,000 underprivileged high-school seniors—Matzner says he’ll also spend his time working directly with the students.

“These kids all come from households with an income of \$20,000 or less—can you imagine that,” he asks, rhetorically. “They’ve had to overcome so much. They need mentors.”

Recently, he spoke to a group of the young scholars about his own humble beginnings and how hardship fostered his success: “The example of my life is a good example to share,” says Matzner, who turns 80 on July 4.

“I told them, ‘Pick something you’re good at. Set realistic goals. Fight for your dreams. Learn something new every day. And never quit,’” he relays, borrowing a quote from Win-



LANI GARFIELD/SPECIAL TO THE DESERT SUN

Shellie Reade (left) and Angie Gerber, with Harold Matzner, longtime executive vice chairman of the board of trustees at the Palm Springs Art Museum.

Please see MATZNER, 4G



# A Star Among Stars!

## Happy 80<sup>th</sup> Birthday to

# Harold Matzner

## Our Very Own Superstar

Thank You for  
Ten great years  
as our outstanding  
Chairman of the Board.

Your great humanity and  
many acts of kindness  
exemplify the generosity  
of the human spirit.

The Board, Management and Staff  
of the McCallum Theatre

The Muses & Patroness Circle  
of the McCallum Theatre

**MCCALLUM**

THEATRE



PALM DESERT, CALIFORNIA

# Matzner

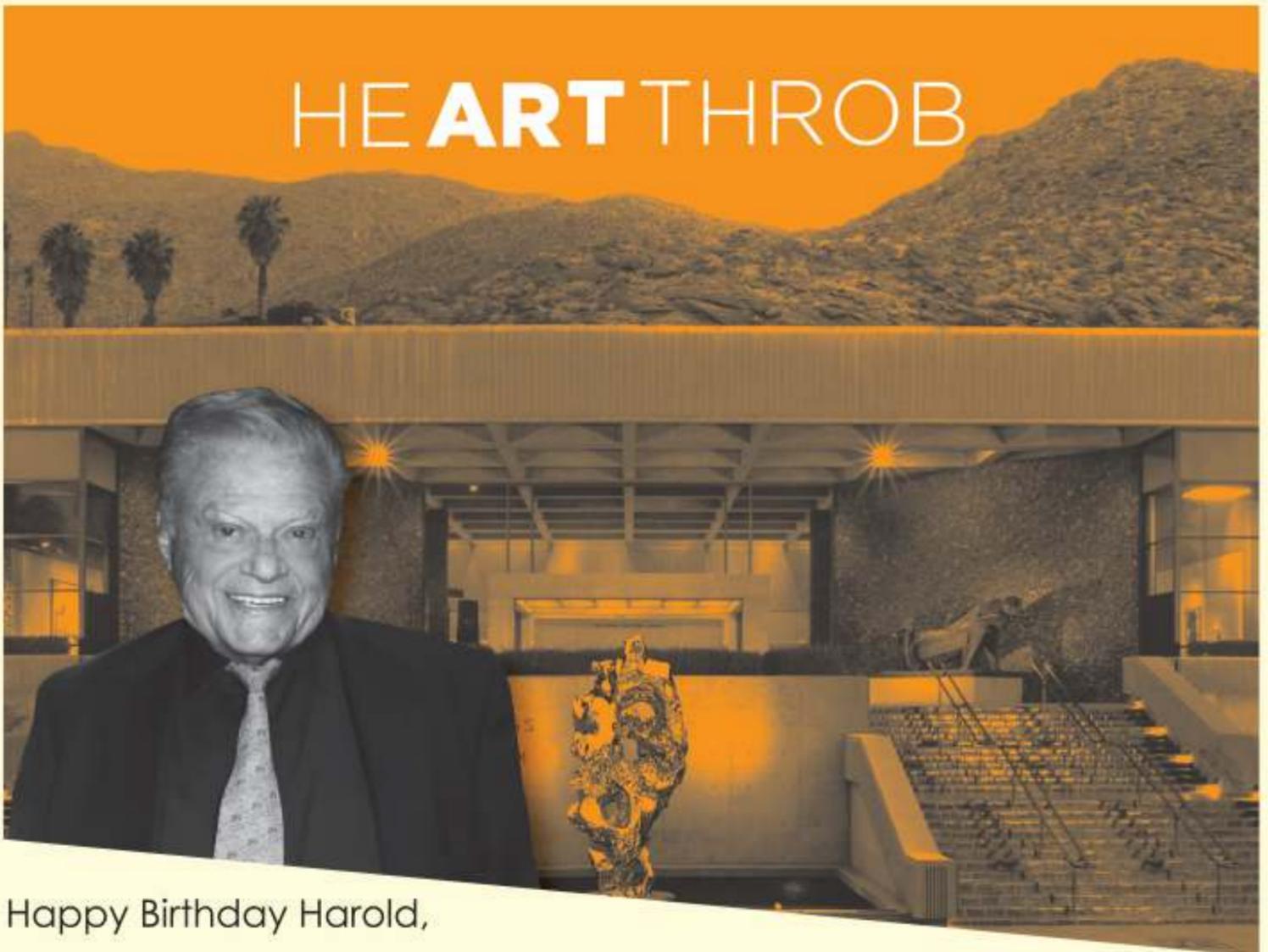
Continued from 2G



MARK CIESLIKOWSKI/SPECIAL TO THE DESERT SUN

Resident doctors who were part of the inaugural class of Eisenhower Medical Center's new School of Graduate Medical Education, surround (kneeling, from left) Alberto Torres, M.D.; G. Aubrey Serfling, Eisenhower president and CEO; Harold Matzner; and Michael Landes.

Please see MATZNER, 6G



Happy Birthday Harold,

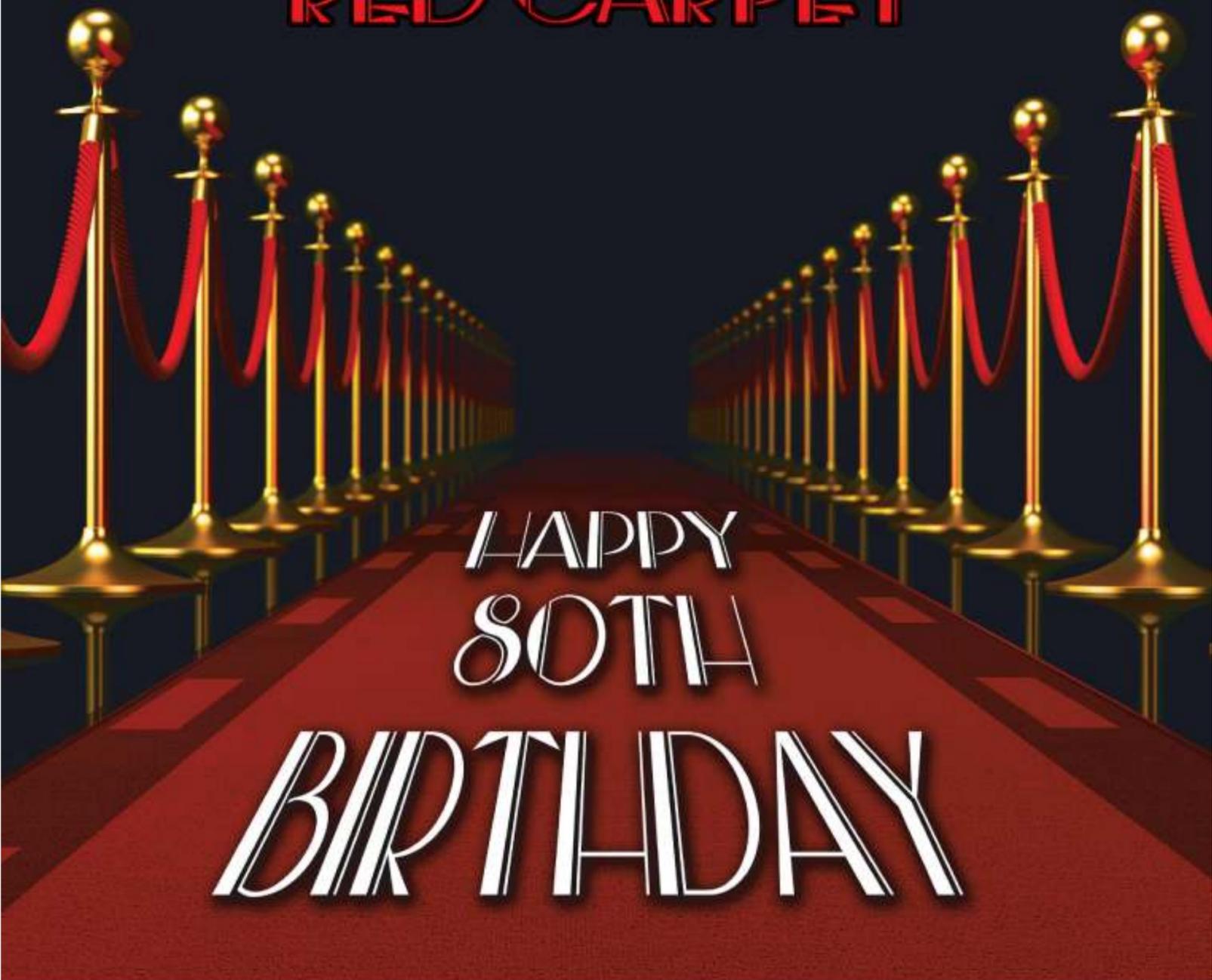
Palm Springs Art Museum celebrates you—our friend, ardent patron, and Vice Chair, Board of Trustees—on the occasion of your 80th birthday.

Your generous support to organizations and groups throughout the valley has made a tremendous impact on this community.

[psmuseum.org](http://psmuseum.org)

  
 PALM SPRINGS  
 ART MUSEUM

HAROLD  
YOU ARE  
UNQUESTIONABLY  
THE BRIGHTEST  
STAR  
ON OUR  
RED CARPET



HAPPY  
80TH  
BIRTHDAY

FROM THE BOARD, STAFF & VOLUNTEERS  
AT THE PALM SPRINGS  
INTERNATIONAL FILM SOCIETY



# Matzner

Continued from 4G



SHANNON WILSEY/SPECIAL TO THE DESERT SUN

From left: BIGHORN Cares donors Shellie Reade, Barbara and Woody Stuart, Vickie and David McFarland, Joan Dale and R.D. Hubbard with Harold Matzner.



MURRAY ROSS/SPECIAL TO THE DESERT SUN  
Harold Matzner and Betty Francis, longtime Coachella Valley society writer and coordinator.

*"The best part of my 60 years as a writer has been the privilege of serving as one small cog in the Matzner Magical Mercy Machine. For nearly two decades I have watched in awe as the machine "fixed" thousands of ills, misfortunes, fears and sicknesses for the needy; yet, at the same time, it was enriching those more fortunate who love art, music, theater, animals, and fun! What many locals don't know is that no matter how many of Matzner's gifts I write about, they represent only a small fraction of his total, anonymous giving."*

— BETTY FRANCIS

Please see MATZNER, 10G

# The City of Palm Springs wishes the happiest of birthdays to Harold Matzner

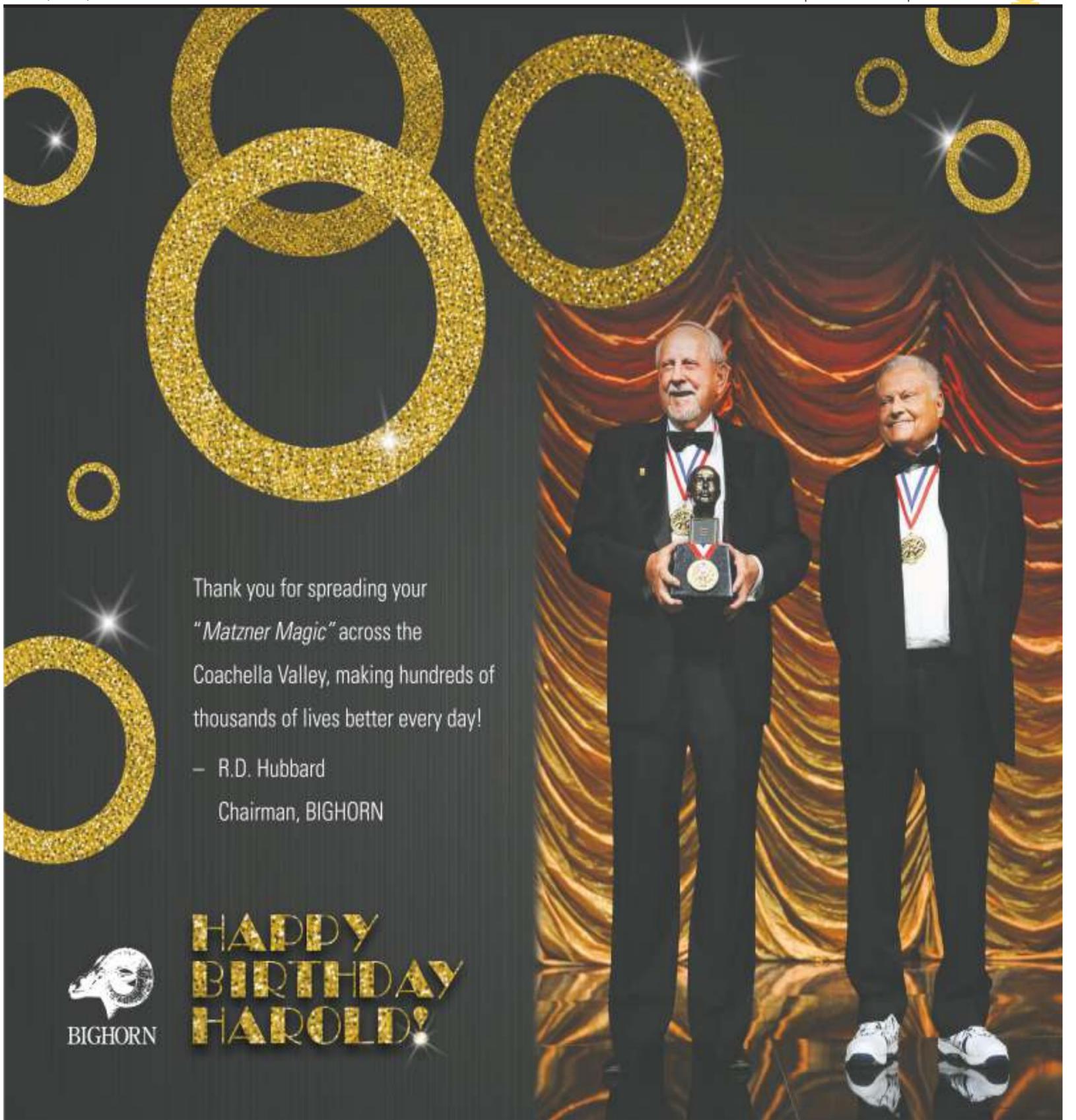
"On behalf of our citizens, the City of Palm Springs would like to congratulate and celebrate Mr. Harold Matzner, Chairman of the world famous Palm Springs International Film Festival and philanthropist extraordinaire, on the milestone of his 80th birthday!"

"Thank you, Harold for your tremendous contributions to our community and for all that you do to promote the Palm Springs destination to the world. Your spirit, generosity and love for your city will go down in history as an important part of the special magic that makes Palm Springs, like no place else."



With Warmest Gratitude,  
Robert Moon, Mayor | Ginny Foat, Mayor pro tem  
Geoff Kors, Councilmember | Chris Mills, Councilmember  
J.R. Roberts, Councilmember | David H. Ready, City Manager

[www.palmspringsca.gov](http://www.palmspringsca.gov) | [www.VisitPalmSprings.com](http://www.VisitPalmSprings.com)



Thank you for spreading your  
 "Matzner Magic" across the  
 Coachella Valley, making hundreds of  
 thousands of lives better every day!

— R.D. Hubbard  
 Chairman, BIGHORN



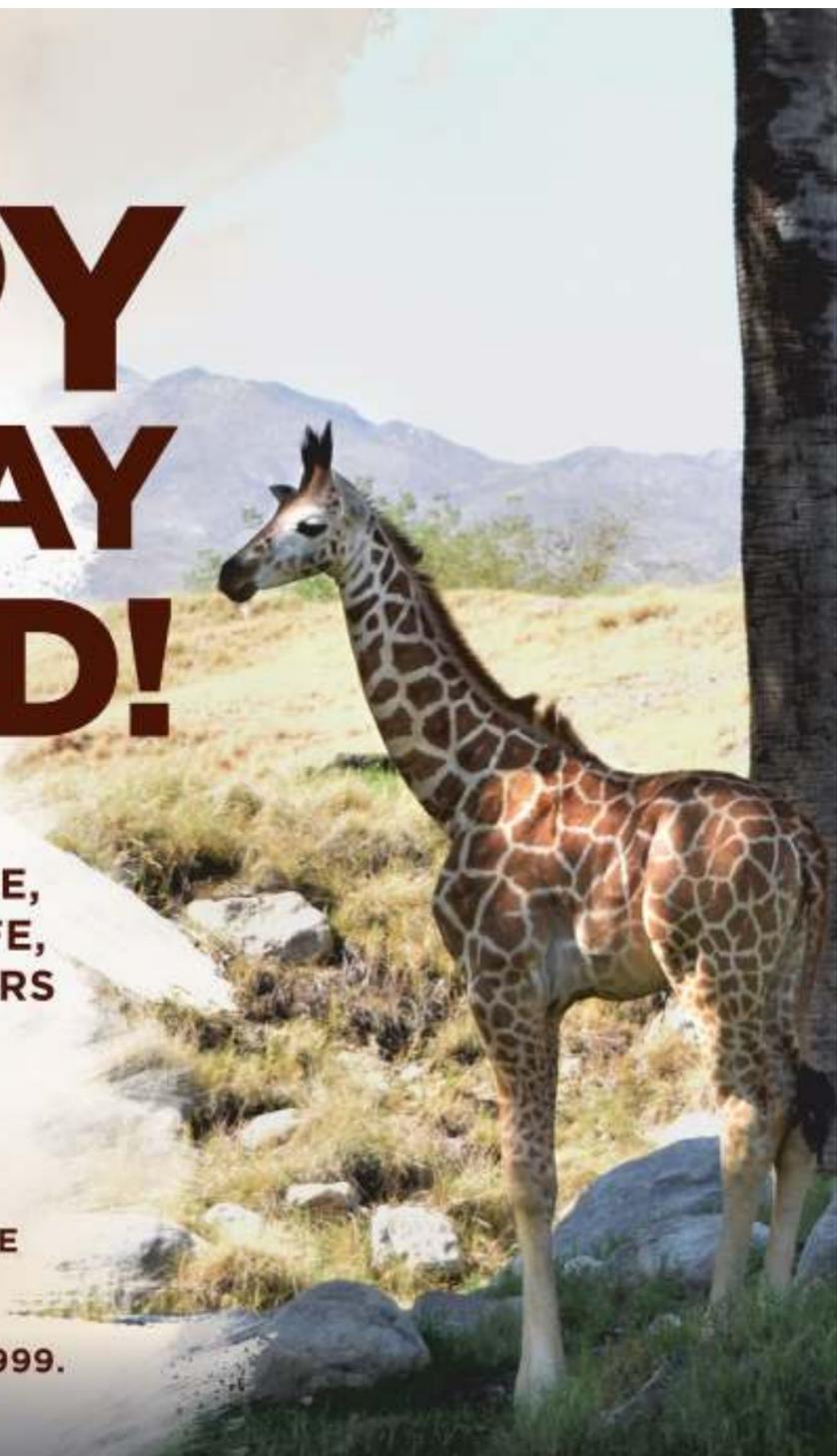
**HAPPY  
 BIRTHDAY  
 HAROLD!**

# HAPPY BIRTHDAY HAROLD!

**JUST LIKE YOUR NAMESAKE,  
 BABY HAROLD THE GIRAFFE,  
 YOU ARE HEAD & SHOULDERS  
 ABOVE THE REST!**

**WE THANK YOU FOR YOUR  
 UNWAVERING SUPPORT.**

**IT'S A TALL ORDER TO HELP SAVE  
 THE MAJESTIC GIRAFFE  
 BUT EVERYONE CAN HELP.  
 TO DONATE, TEXT "DESERT" TO 91999.**



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 LIVINGDESERT.ORG



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 PALM DESERT/INDIAN WELLS

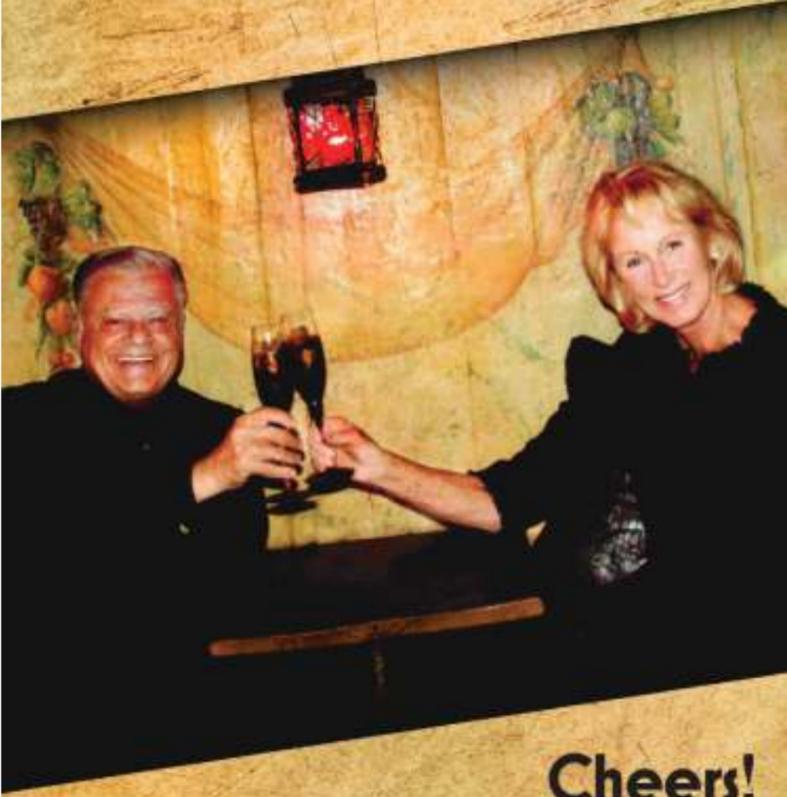
PURCHASE YOUR TICKETS ONLINE • FREE PARKING • OPEN DAILY

#THELIVINGDESERT   

# 80 YEARS YOUNG!

Happy Birthday to a man who never gives up, will not quit on anything, and is most generous and supportive of people and endeavors.

May you experience many more years of good health with lots of friends around you.



**Cheers!  
Salute!  
Cin Cin!**

**All my love always,  
Shellie**



*Dear Harold!*

*It's hard to know how many candles to blow this year — you have given so many wonderful years to all of us. Happy, Happy Birthday to an extraordinary man and a dear friend, who just happens to sport the best sneakers in town.*



*We adore you!  
With Love,  
Sarah and Leo*

Desert AIDS Project wishes Harold Matzner a

# HAPPY 80TH BIRTHDAY

Thank you for supporting our mission to enhance and promote the health and well-being of our community.



**Desert AIDS Project**  
care :: prevention :: advocacy



# Harold Matzner

Finally coming of Age

A life full of adventure every day & night, Harold you are entering another era.

Keep up the good work, we can't do it without you.

Your Pal, Donna





Harold Matzner (pictured) says his father became a minority partner at a small printing company in the inner city, where Matzner worked after school getting his feet wet in journalism.

COURTESY PHOTOS

## Matzner

Continued from 6G

ston Churchill. Perseverance, he added, was the cornerstone of his own triumph. "It was clear to me from an early age that the harder you work, the more successful you become, and the luckier you get."

Another piece of advice Matzner has for all youngsters nowadays is to attend college.

"It teaches you to problem-solve, builds relationships, and opens doors," he says. "And business is all about relationships."

"Having a college education is much more important than it was in my day. ... It was important then, too—but I couldn't do it." Matzner struggled with dyslexia, and "just about managed to get through high school." He didn't think he had a shot at graduating college, so instead he turned to business. "I'm a natural salesman and strategist," he says.

Matzner's business acumen made him a lot of money, but success, he says, comes in many forms. "It can be financial, spiritual ... what's important is how you see yourself and that you feel good about yourself and the affect you have on others' lives."

For him, the generosity of his own financial accomplishment has allowed him is what makes him feel most successful.

### In the beginning

Born the elder of two sons to industrious but financially struggling parents, Matzner says he learned the value of hard work when he was small. The family shuffled from one low-income home to another, and shared an apartment with his grandfather, a cantor, when they couldn't make ends meet. Eager to learn and also to help ease some of the financial burden at home, Matzner delivered newspapers and sold seeds and dog food door-to-door, when most boys his age were doing "kid" activities.

"I saw my parents struggle, certainly financially—but they never, never gave up," Matzner recalls of his father, who worked for the government's Work Projects Administration, which helped employ other struggling Americans, and his mother, who held odd jobs here and there, but mostly served a domestic role. "I remember she worked very hard around the house, and she was an optimist with a lot of energy and a smile always on her face. They were both very hard-working people, and honest. I've never met anyone more honest than either of them."

Later, his father became a minority partner at a small printing company in the inner city, where Harold worked after school getting his feet wet in journalism. "What I really wanted to be in those days was a baseball player," he concedes. "But I was a foot too short and didn't have the athletic ability or eyesight." Aware of the irony of his early dream, he laughs and adds, "This was not a realistic goal!"

The former Brooklyn Dodgers fan (he's now a Los Angeles Dodgers devotee) did manage to score a job on the sports desk of the *New York World Telegram* though, where he got to travel with the Yankees and eat creamed chicken until it was "coming out of my ears." He even shared a few drinks and "off-the-record" chats with Casey Stengel. But the quick study had a hard time keeping up with the other journalists. "My dyslexia made it hard for me to write, and these other writers were all A's," Matzner recalls. "So I thought, 'Whoa, I can't really do this well. I'm going to go do something I can do well.'"

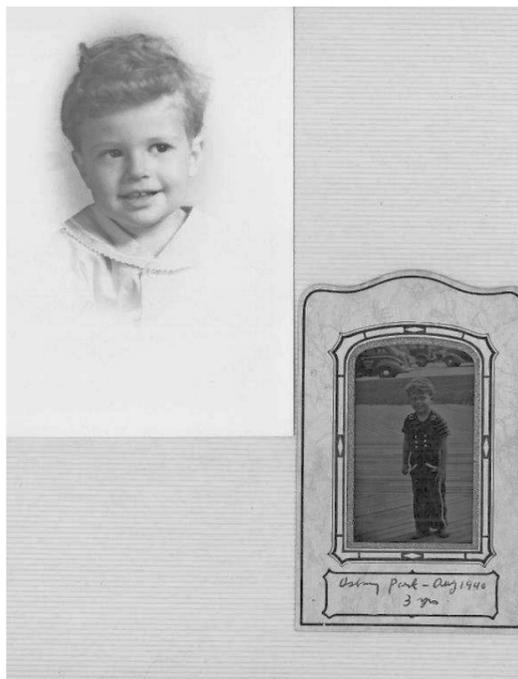
Born a salesman with common-sense strategy and a spirit that "keeps me in the game," Matzner turned back to the printing business. In the early 1970s, he had the idea to start his own free weekly newspaper that would be delivered to every home in a specific area, giving independent supermarkets and drugstores an advantage over businesses relying on paid newspaper advertisements. ("Those



Matzner as a young child.

*"I've had the pleasure of knowing this 'Renaissance Man' for many years. Harold is the epitome of style, savvy and talent – in everything he's ever undertaken. No one has done more for our beautiful Coachella Valley than this kind and gentle man. HAPPY 80TH!!!!!!!!!!!!!!"*

— PEGGY CRAVENS



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Eager to learn and also to help ease some of the financial burden at home, Matzner delivered newspapers and sold seeds and dog food door-to-door when most boys his age were doing "kid" activities.

Please see MATZNER, 11G



Harold Matzner, Donna MacMillan and Helene Galen speak to the audience during the 2015 McCallum Theatre annual gala benefit.

LUCAS ESPOSITO/THE DESERT SUN



Harold Matzner, Clarissa Farley and Jim Houston at the Desert Cancer Foundation's Gift of Life Celebration in 2012.

GERRY MACEDA/SPECIAL TO THE DESERT SUN

## Matzner

Continued from 10G

reached only about 25 percent of homes," he explains.) Published through his New Jersey-based company, CBA Industries, Inc., Matzner's high-penetration paper was the springboard for private-saturation mailings. "The concept is still extremely effective today," says Matzner, who remains CEO of CBA Industries. "Even in the digital age."

### Mr. Palm Springs

Matzner migrated to Palm Springs a little over 30 years ago, where he's been an integral part of the city's burgeoning landscape and culture. Residing in the same mountainside home he found "by accident" back in 1985, which he shares with his life partner Shellie Reade and two Cavalier King Charles spaniels, Buster and Buster, Matzner enjoys many aspects about valley life, from swimming and nature walks to working with numerous nonprofits and community-minded groups. "I think it's the best place to live eight months out of the year," he says. He and Reade spend the other four months between an apartment in New York City and a "farm-like" country house surrounded by apple trees and scenic trails in Washington, Conn.

In the desert, Matzner is perhaps best known for revitalizing the Palm Springs International Film Festival with the opening-night Awards Gala, a hip stop on the Oscars campaign trail that has put the festival back in the black after near-collapse; salvaging the tired Palm Springs Tennis Club and turning its lunchroom into the swanky Spencer's Restaurant, which he named after his late Siberian Husky and uses to host several charity events; and helping to spearhead the city's Measure J plan, implementing a 1-percent sales tax increase that's helped fund a more-than-\$200 million downtown development project in addition to a \$10 million-per-year surplus that he says will rebuild infrastructure.

Please see **MATZNER, 13G**

*"Harold is someone who has a long history of success and charity, a man of action and not just words. His accomplishments and charitable deeds require a book. His discussions and enthusiasm gives us what we need most — and that is leadership. Harold, most importantly you are my friend."*

— JIM HOUSTON

CONGRATULATIONS

*on Your 80th*

BIRTHDAY

HAPPY BIRTHDAY  
TO OUR AMAZING FRIEND  
*Harold Matzner*

WE HONOR HIS SUPPORT FOR ALL  
HIS GENEROSITY  
HIS LEADERSHIP  
AND HIS FRIENDSHIP

HE IS THE ONE AND ONLY  
*Harold*

WE LOVE HIM AND  
WE CAN'T IMAGINE THE DESERT  
WITHOUT HIM

*Helene Galen + Jamie Kabler*



From left: Barbara Fromm, Barbara Keller, Helene Galen, Michael Childers, Harold Matzner, Annette Bloch and Terri Ketover.

PHOTOS BY LANI GARFIELD/SPECIAL TO THE DESERT SUN



Jerry and Barbara Keller (left) with Harold Matzner.

## Matzner

Continued from 11G

But what many don't know about the community activist is the extent to which he gives, or that he doesn't profit from any of his affiliations, including Spencer's. "I like to be a proponent of say, Measure J, without being accused of being self-serving," he says.

For almost a decade, Matzner has served as Chairman of the Board of the McCallum Theatre in Palm Desert, whose board once included 38th president Gerald Ford and whose stage has seen such comedic icons as Lucille Ball and Andrew Lloyd Webber's "Phantom of the Opera" before it hit Broadway in the Big Apple. At the Palm Springs Art Museum, which rivals major metropolitan art museums with a collection of works by artists including Ansel Adams, Pablo Picasso and Andy Warhol, and where Matzner has served as Executive Vice Chairman for many years, he's helped plan and fund the addition of its two satellite locations in Palm Desert and on Palm Canyon Drive in Palm Springs. He also serves on the Board of Trustees and Board of Governors at Eisenhower Medical Center, as well as the Barbara Sinatra Children's Center Board of Directors.

Eisenhower, Matzner says, is one of the closest projects to his heart—literally. "I care a lot about all of the charities that bring hope to people, but this one saves lives," explains Matzner, who has personally sought care at the \$700-million hospital for heart problems. "It's incredible that we have a hospital of this [caliber]"—he turns to ask his assistant to confirm that the 50-bed ER will soon add another 10, making Eisenhower an exceptional size for such a small city—with such unique ideas."

Matzner is also a benefactor to several other health and wellness organizations, including the Desert AIDS Project, Desert Cancer Foundation and Stroke Recovery Center, as well as such assistance programs as Safehouse of the Desert, FIND Food Bank, and Pegasus Riding Academy, to name just a few. He also serves on the boards of the Palm Springs Resorts and the Greater Coachella Valley Convention and Visitors Bureau, which seek to attract visitors to the valley and make its economy even more robust. His loyal support for the economy of Palm Springs, as well as the health, education and cultural experience of its people, has earned him numerous honors, including the Citizen of Distinction Award from College of the Desert, "Philanthropist of the Year" by the Association of Fundraising Professionals, "Businessperson of the Year" by the city's Chamber of Commerce, and the Richard M. Milanovich Humanitarian Award by the Agua Caliente Band of Cahuilla Indians.

Even at 80, Matzner remains active with CBA Industries—he frequently commutes to the East Coast by a private air-office—and has no plans to retire. "I retired when I was 39," he says. "I made a lot of money, went to Acapulco for a 'few weeks,' and stayed for 11 years. Whenever I think about retiring, my mind flashes back to something that already happened—life is a collection of memories, you know, and mine are wonderful. I retired at the right time. It's not necessary for me to do that again."

Asked what age he would choose if he could be any age again, Matzner takes a long pause: "That's a tough question. ... Well, I'm fully content at 80. There's nothing I would change. I'm really blessed to have the resources I have that I can share."

And the Coachella Valley is fortunate to have such a passionate and generous donor among its community members.

*"To my legendary friend, Harold Matzner. You are a beacon of shining light for your constant generosity in the desert. Thanks for being my unfailing friend for the past 25 years."*

— MICHAEL CHILDERS

*"I think of Harold as PhilanthropyMan — our own desert superhero — clad in his signature black suit and white sneakers, he uses his superhuman generosity, compassion, warmth, intelligence, leadership and heart of gold to make our community a better place to live!"*

— TERRI KETOVER

*"One would certainly be in error of rebuking Harold for his infamous white tennis shoes—instead, better to laud him for his incredible charisma, kindness, and his unmatched benevolence. If you are truly fortunate, you get the extreme privilege of calling this paragoned man a friend. Happy Birthday Buddy! Much love."*

— MARK ANTON & SCOTT HISTED

*"Congratulations! Harold on a milestone birthday; you have the energy of a 25 year old. Keep it going! Thank you for being the "brand-man" and always making the image of Palm Springs a top priority. Kudos for setting your own brand and making white sneakers a style-statement. Big HUGS."*

— JUDY VOSSLER



# HAROLD MATZNER



## THE WONDERFUL MAN *with the* WONDERFUL SMILE

THANK YOU FOR YOUR LEADERSHIP!

THANK YOU FOR YOUR TIME COMMITMENT!

THANK YOU FOR YOUR GENEROSITY!

AND, THANK YOU FOR THAT  
WONDERFUL SMILE!

**Happy Birthday and Congratulations  
from the Board of Directors, the staff  
and most importantly the children that are  
helped everyday by your outstanding  
contribution to our two organizations.**



Barbara Sinatra Children's Center  
FOUNDATION

BARBARA SINATRA CENTER  
FOR ABUSED CHILDREN

# HAROLD

## CHEERS TO EIGHTY YEARS!

HAPPY BIRTHDAY TO A GREAT FRIEND, CONFIDANT, AND AN ALLEGIANT SUPPORTER. YOU ARE LOVED, ADMIRER, AND RESPECTED BY SO MANY. THANK YOU FOR MAKING A DIFFERENCE IN THE LIVES OF LITERALLY THOUSANDS OF SOULS.

MARK ANTON AND THE BOARD, STAFF, AND CLIENTS OF AAP-FOOD SAMARITANS



[aapfoodsamaritans.org](http://aapfoodsamaritans.org)

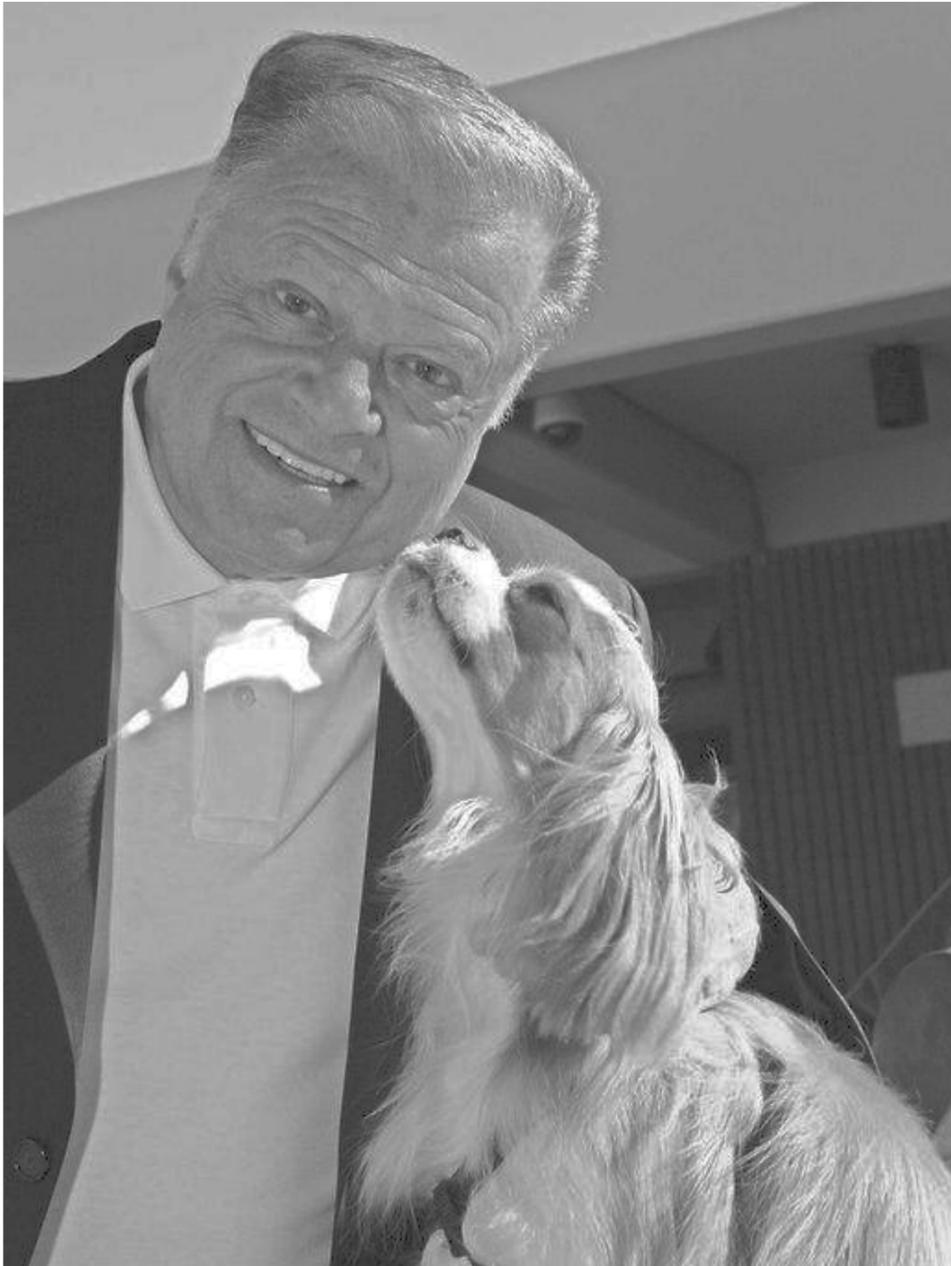
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**Matzner** Continued from 13G

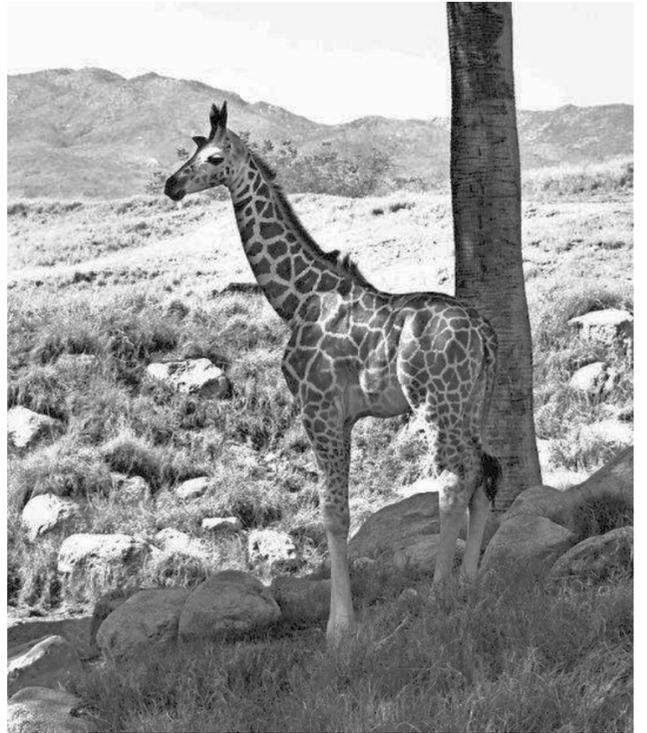
**“HAROLD I, MATZNER THE MAGNIFICENT, MAY YOU REIGN OVER THE KINGDOM OF PHILANTHROPY ANOTHER 80 YEARS!”**

— SANDY WOODSON



Matzner and Buster, one of his beloved Cavalier King Charles spaniels.

COURTESY PHOTO



SUBMITTED BY THE LIVING DESERT

The Living Desert's baby giraffe, born April 28, was named Harold, after Harold Matzner, who gifted the zoo \$50,000.



DEL FRANCIS/SPECIAL TO THE DESERT SUN

Matzner enjoys the pirate's treasure chest at the spooky entrance to one of the famous Houston Halloween parties.

*“I met Harold in 2000 when our friend Dave Baron and then Desert Sun Marketing Director Michelle Krans arranged a meeting at Harold’s request to discuss the Palm Springs International Film Festival. Those that know Harold are aware he only thinks big and he was determined to build the festival into a world-class event. Harold and I shared a desire to see the festival grow but for nearly three hours we debated the merits of Harold’s desire for The Desert Sun to publish a daily section focused on the festival. As has been the case with Harold’s commitment to the Coachella Valley he was willing to do whatever was necessary to build something that would benefit the entire valley. He believed the daily section could help market the festival and we finally came to terms. It was during this meeting that I learned of Harold’s unbelievable talent to solve problems that others would walk away from. Our friendship grew from that day on and I will always appreciate his support during my time at the Desert Sun and his continued support to this day. Happy Birthday my friend.”*

— BOB DICKEY

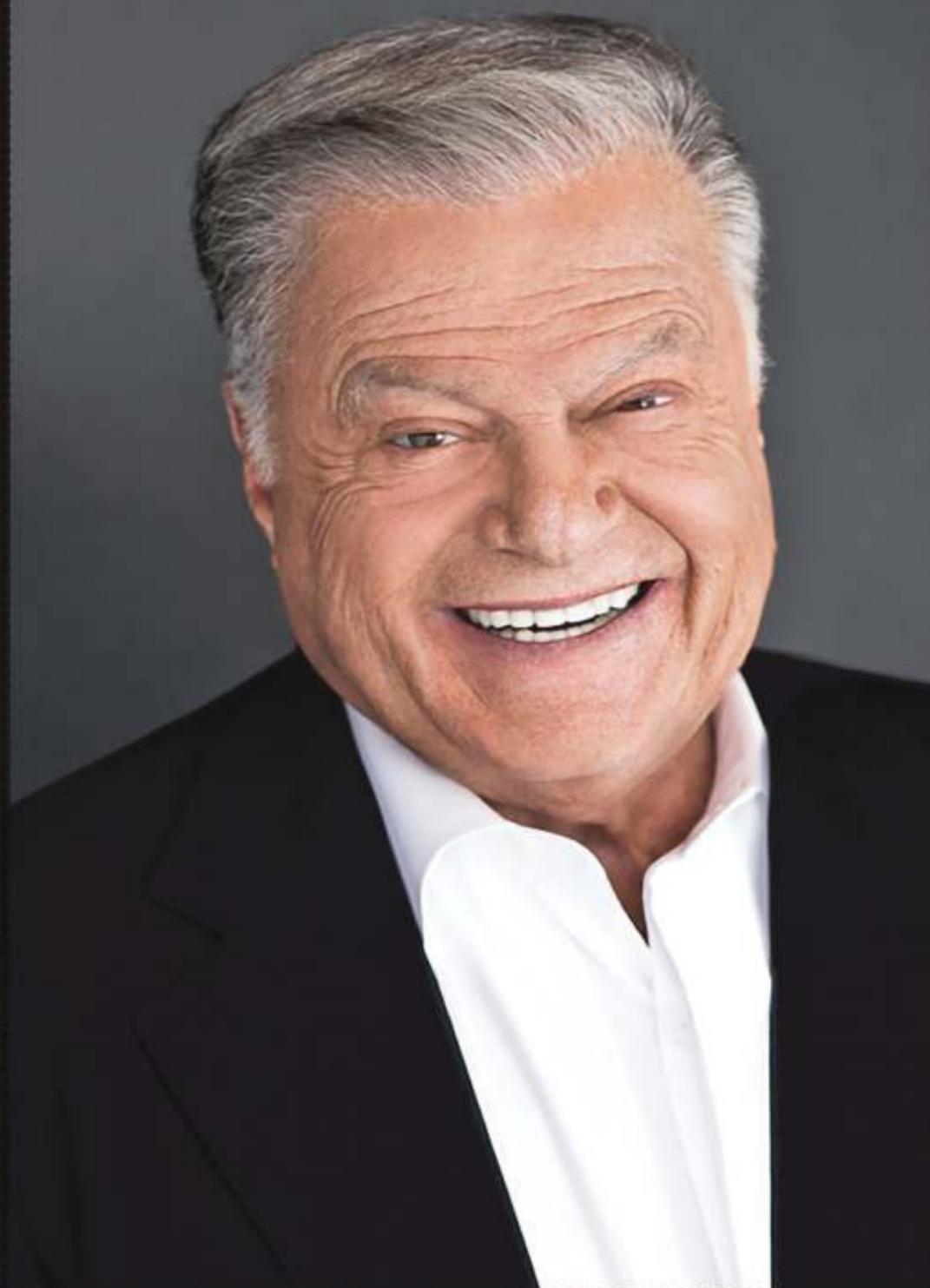
Please see MATZNER, 18G



LANI GARFIELD/SPECIAL TO THE DESERT SUN

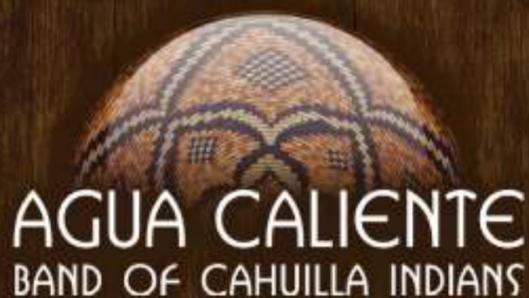
The family of the late tribal chairman Richard Milanovich were joined by Harold Matzner as they toured the familiar canyon sometimes referred to as “Mother Nature’s ballroom.” From left: Tristan Milanovich, Matzner, Reid Milanovich, Melissa Milanovich and Scott Milanovich.

The Agua Caliente Band of Cahuilla Indians  
is proud to honor Harold Matzner's  
giving spirit to the Coachella Valley  
by celebrating his birthday

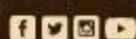


**Ah cha ma (Thank you) Harold!**

Harold Matzner is a long-time friend of the  
Agua Caliente Band of Cahuilla Indians



[aguacaliente-nsn.gov](http://aguacaliente-nsn.gov)



# Matzner

Continued from 16G



VIVIAN BEST/SPECIAL TO THE DESERT SUN  
Richard Linklater, director of "Boyhood"; Ava Duvernay, director of "Selma"; Harold Matzner, Palm Springs International Film Festival chairman; honoree Chris Rock; and honoree Steve Carell share some time together at the Variety Creative Impact Awards brunch at the Parker Palm Springs in 2015.

*"I have never met anyone with the passion, drive and stamina of Harold Matzner. He is a force of nature, filled with the kind of strategic thinking that has made the McCallum Theatre the success it is today. Happy Birthday, Harold. Know that you have impacted so many lives through your philanthropy, your guidance and your thoughtfulness. We are a better community because of you."*

— MITCH GERSHENFELD

*"Happy 80th to my 'Cancer the Crab' friend. I, too am, 'Cancer the Crab.' We have something in common! Thank you for everything that you do in our valley. You are a wonderful human being! Wherever you are, go celebrate!"*

— NELDA LINSK



RICHARD LUI/THE DESERT SUN  
Harold Matzner (right) with Jamie Kabler and Helene Galen share a laugh on the red carpet at the 2016 Palm Springs International Film Festival Gala.

Please see  
MATZNER, 19G



RIO Dancers with, from left, McCallum Theatre President Mitch Gershenfeld, McCallum Chairman Harold Matzner and Shellie Reade.

DAVID A. LEE PHOTOGRAPHY/SPECIAL TO THE DESERT SUN

## Matzner

Continued from 18G

## WHAT IS \$70 MILLION OF CHARITABLE GIVING WORTH?

DR. MONA KHANNA  
SPECIAL TO THE DESERT SUN

In March, Harold Matzner, whose benevolence has made him one of the Coachella Valley's most beloved philanthropists, was inducted into 2017 membership in the prestigious Horatio Alger Association.

One of only 11 Americans in the 2017 member class, Matzner's extraordinary local giving was a factor in his selection.

Matzner has perfected the art of giving through high-profile charitable acts as well as anonymous philanthropic generosity. He is one of the most visibly active community members whose loyalty to the Coachella Valley has helped

transform it into a thriving year-round and travel destination. His deep desire to passively sustain his local philanthropy – in addition to active giving – has resulted in the ongoing re-investment of profits from his famed restaurant, Spencer's at the Mountain, back into the community.

All told, Matzner estimates he has pumped north of \$70 million into Coachella Valley organizations. That's \$3.5 million annually for 20 years of giving.

It's probably difficult for most of us to envision the purchasing power of that large of a number, so here's a list of what \$70 million can buy in today's world:

1. Today's value of a \$100 Bitcoin investment from seven years ago.

2. 412 Massive Ordnance Air Blast (MOAB) bombs, better known as Mother of All Bombs.

3. Almost 600,000 Swarovski rhinestone dog collars with 9-rows of crystals.

4. 124,113 gold medals awarded at the 2016 Rio Olympics.

5. 5,385 Rolex Diamond President Women's champagne watches with 18K yellow bracelet and 18K yellow bezel.

6. Five of Bob Hope's Palm Springs 23,366-square-foot home with 10 beds and 9.75 baths, which reportedly recently sold for \$13 million.

7. One reimbursement to New York City and Palm Beach County, which have incurred "extraordinary law en-

forcement personnel costs" since Election Day associated with protecting Mr. Trump's residences.

8. 2,916 of America's top-selling standard Toyota Camry car at an MSRP of \$24,000.

9. Six slots to the world's biggest e-sports game, League of Legends.

10. One recently-built suburban Dallas high school football stadium with a video scoreboard, artificial turf, multi-level press box, weight room, wrestling room and seats for 18,000, consistent with the saying "Everything's bigger in Texas."

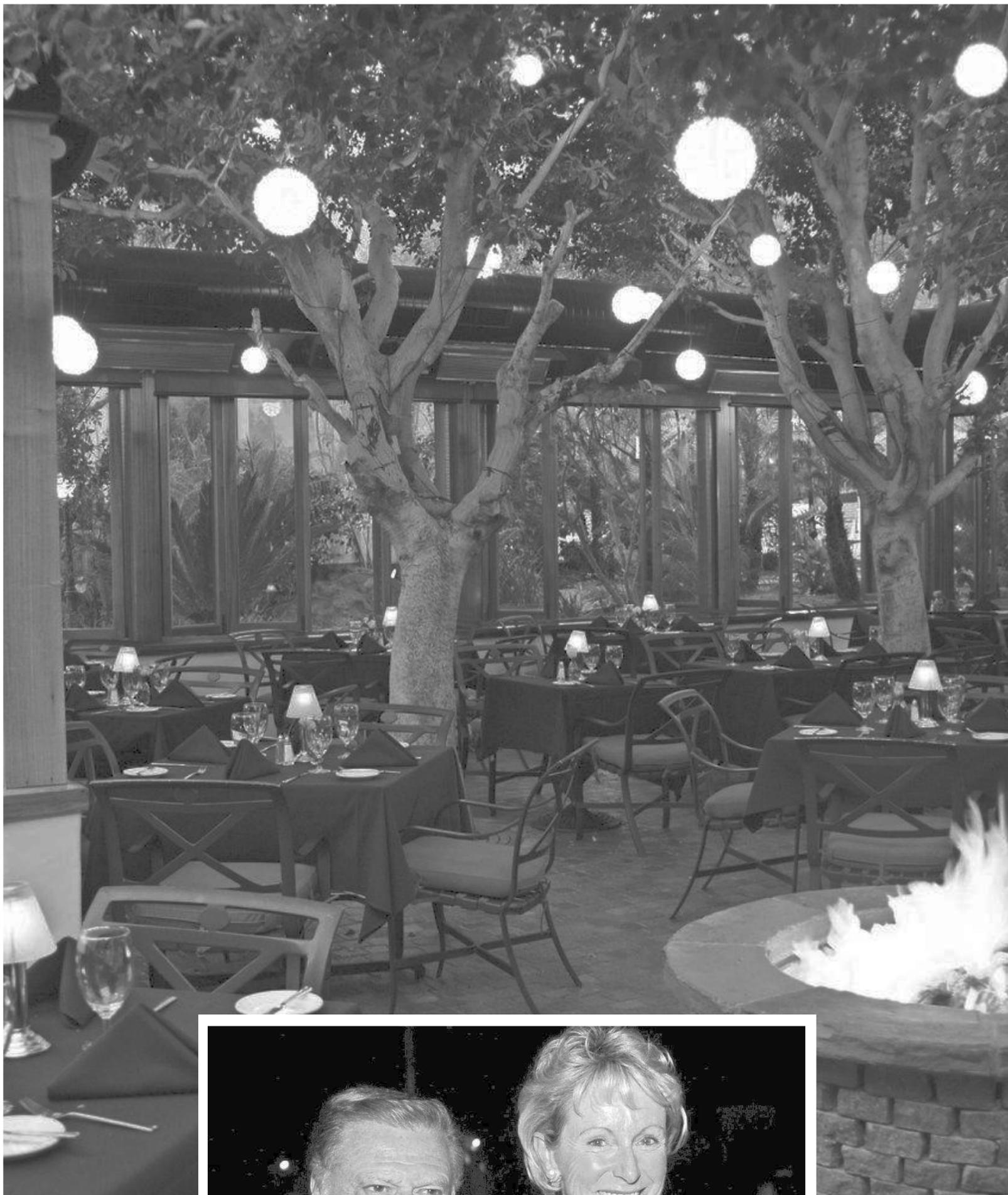
Except one thing... Harold Matzner's bigger heart.

Happy Birthday, Mr. M!

*"Call it persistence or, at times, relentless coercion. When Harold Matzner makes a commitment to get something done, he gets it done. ...And typically that means he is not only supporting worthy causes with generous donations, he is also devoting his time and marketing savvy to drive sustainable results. His confidence to achieve anything he sets his mind to has always inspired me. The Coachella Valley is a better place because of him. Happy 80th Harold! With love and admiration."*

— MICHELLE KRANS

The patio dining area of Harold Matzner's Spencer's Restaurant in downtown Palm Springs, which was named for his beloved Siberian Husky.



DESERT SUN FILE PHOTO

*"Harold, your generosity is not only felt by your many friends but by the entire Coachella Valley. Heartfelt thanks and wishing you a very Happy 80th Birthday!"*

— JAN SALTA



*"We love you for your generosity, time and happy smiling face. Congratulations, Harold."*

— JEAN C CARRUS  
& FRANK BELLAGENTE

Harold Matzner and Shellie Reade at Spencer's Restaurant in Palm Springs in 2004.

WADE BYARS/THE DESERT SUN

# HAPPY 80TH BIRTHDAY HAROLD



**From Your  
Friends at the  
Palm Springs  
Tennis Club**



GARY BERGSON, DIRECTOR



EL PASEO | JEWELERS

*Happy Birthday Harold!*

The best wishes from your friends at  
The Desert Symphony and El Paseo Jewelers .  
We appreciate all you do for our community.



thedesertsymphony.org  
760-773-5988

elpaseojewelers.com  
760-773-1040

# Happy 80th Birthday **HAROLD**



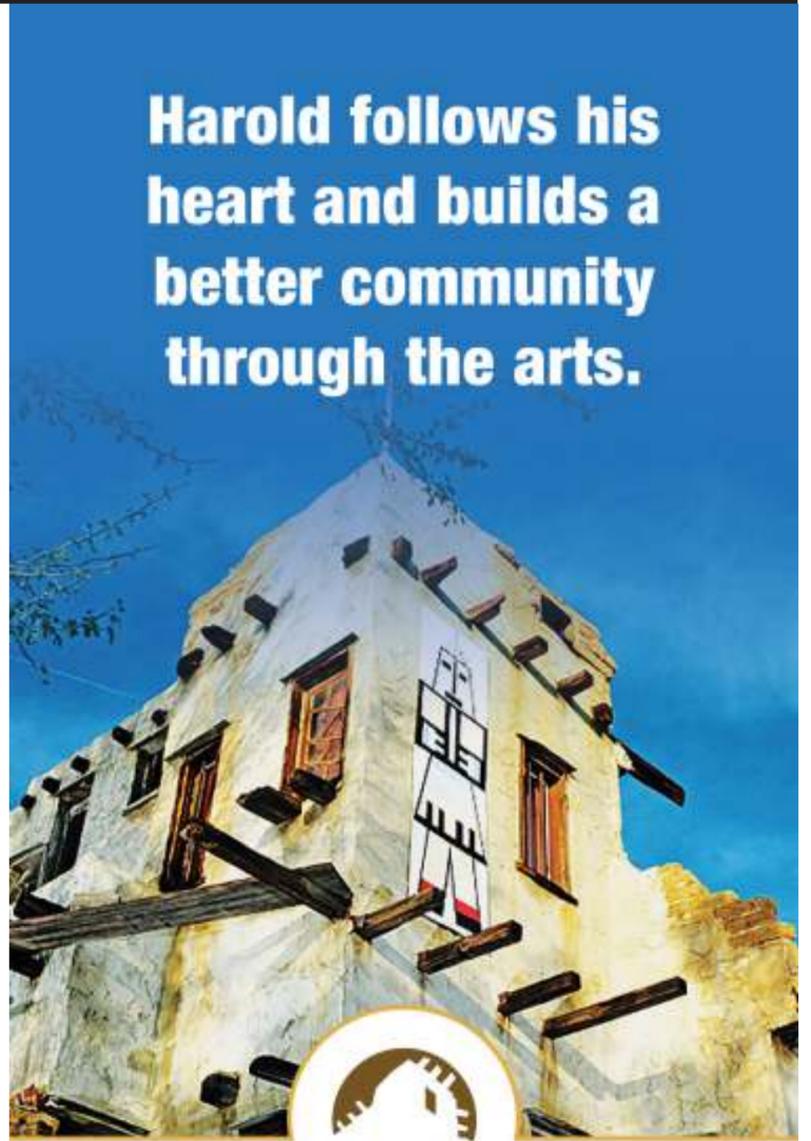
and thank you for helping us to experience our first.

*"I care not for a man's religion whose dog and cat are not the better for it."*  
— Abraham Lincoln



**PALM SPRINGS ANIMAL SHELTER**  
COMPASSIONATE • PROGRESSIVE • COMMITTED

On behalf of the Board, Staff, Volunteers and Animals of the Palm Springs Animal Shelter we wish you a warm and heartfelt Happy Birthday.



**Happy Birthday, Harold**  
from Cabot's Pueblo Museum's board, volunteers, and staff.



[CabotsMuseum.org](http://CabotsMuseum.org)

# HAPPY BIRTHDAY **HAROLD!**

Our best wishes from your friends at the Palm Springs Air Museum.  
Thank you for all you do for our community.



Photo by Gregg Felton



**PALM SPRINGS AIR MUSEUM**  
EST. 1996

*Harold, your compassion and generosity have allowed Mizell Senior Center to serve hundreds of thousands of meals to seniors in our community. Your gifts are greatly appreciated and critically important.*



# HAPPY 80<sup>TH</sup> BIRTHDAY HAROLD



from all of your friends at  
**MIZELL SENIOR CENTER**  
480 S. Sunrise Way, Palm Springs, CA 92262

[mizell.org](http://mizell.org)

**Harold,**

Best wishes on this momentous occasion from all of your friends at JFS of the Desert!

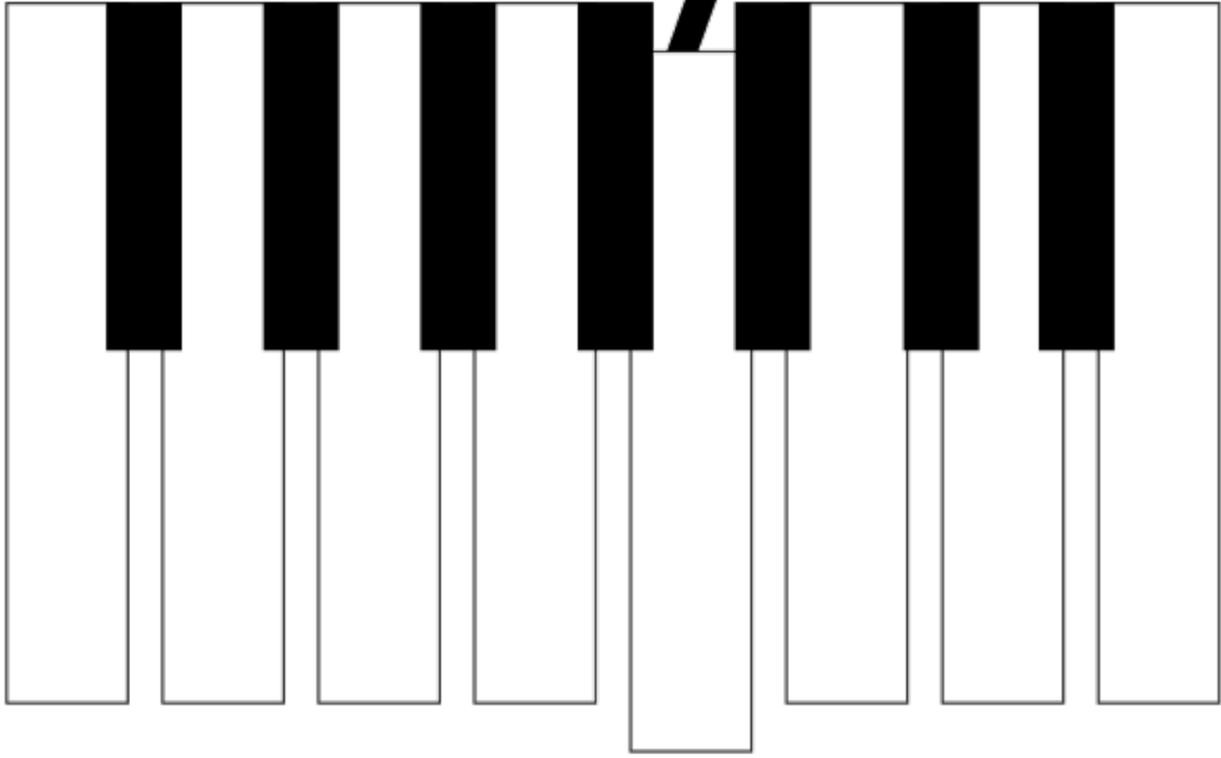
Your long-term support and commitment to JFS and One Night Only have benefitted thousands of Valley residents in need over the past decade.



*JFS of the Desert, a non-profit, non-sectarian organization, provides valley wide counseling services and senior assistance to 3,000 men, women and children annually.*



# Happy Birthday!



Harold,  
Our best wishes on this special day from your friends at  
Waring International Piano Competition.



**HAPPY BIRTHDAY**

**Happy 80th birthday to our dear friend  
Harold Matzner!**

**Thank you for your tireless efforts in  
supporting so many worthy causes in our  
community. Palm Springs is the luckiest  
place in the world because we have you!**

**savoury's**  
FULL SERVICE CATERING

With love from Lynne and Brad Toles,  
and all of your friends at Savoury's Catering



HAPPY  
*Birthday*  
TO YOU

What a pleasure to join with the community in celebrating your 80th birthday, Harold.

Our community has benefited greatly from your incredible support.

We at CancerPartners are most grateful.

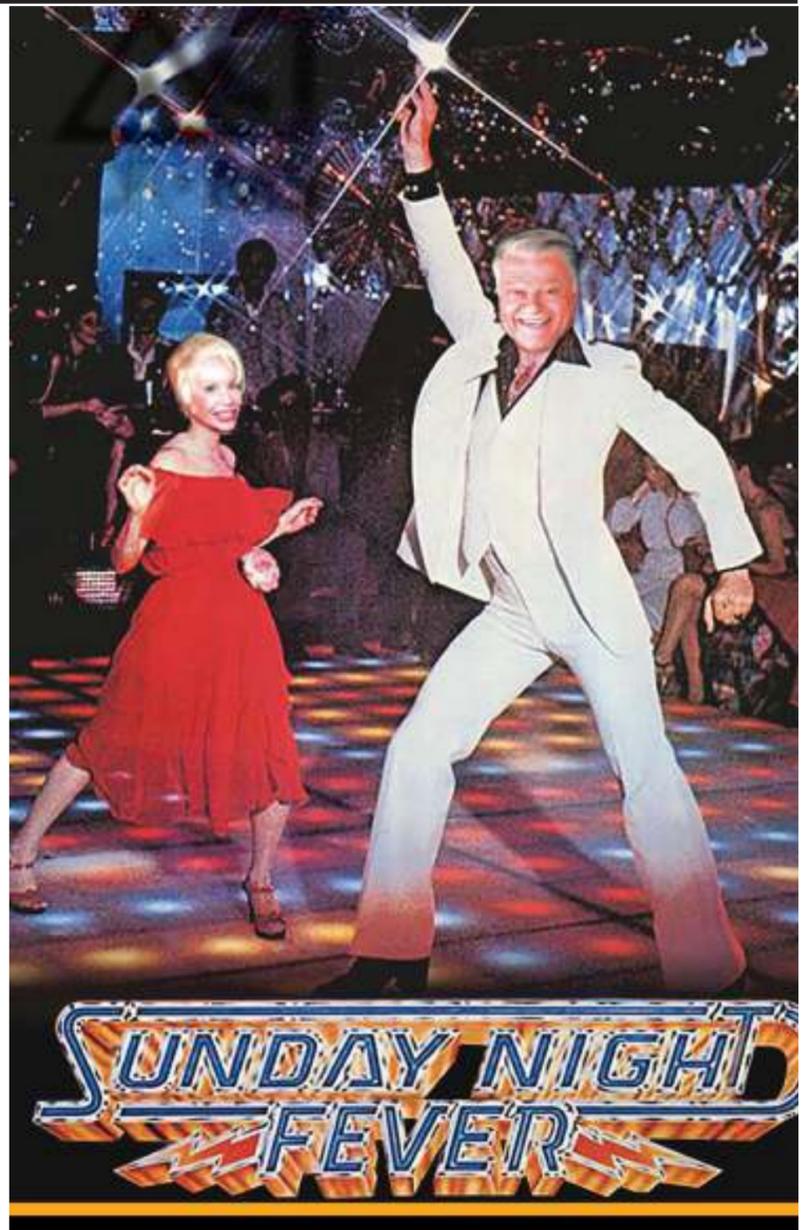
On July 1st, Gilda's Desert Cities became CancerPartners.

Our tradition of serving all those impacted by cancer in our community continues unchanged.

Thank you for all your past and future support!

Paul D. Golden  
Board Chairman

Maria Elena Geyer  
President / CEO



Harold, thank you for being the wind beneath the wings of your Coachella Valley community!

Your friends at ACT for MS wish you a happy and love-filled 80th Birthday.



# Happy 80<sup>th</sup> Birthday



## Harold Matzner!

From your friends at





Harold,  
*Happy  
Birthday*

Thank you for everything you do for  
our community and us

ANGIE & VERN

*Happy Birthday*

**From Your  
Friends in**

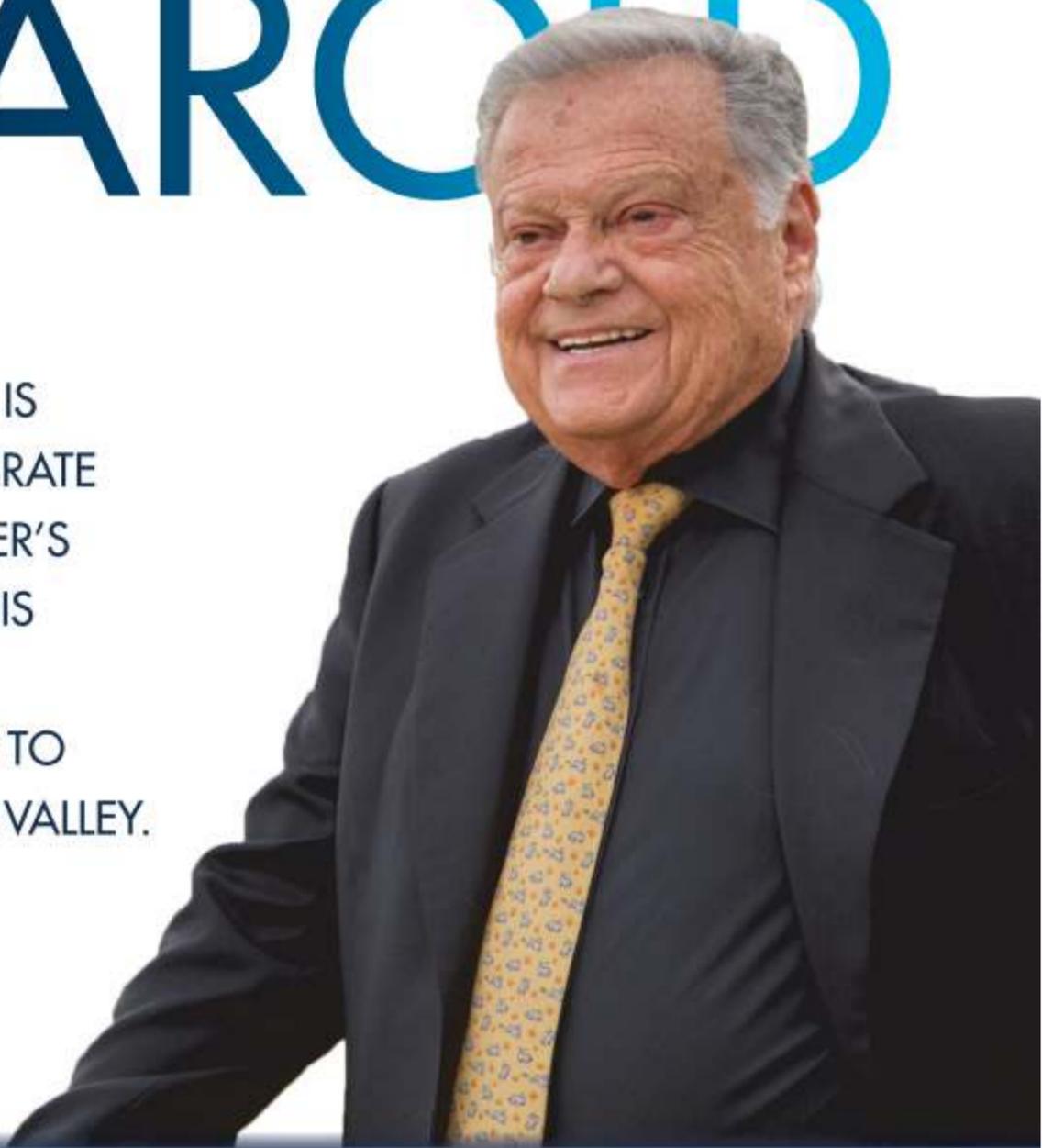


**Cathedral City**



# HAPPY BIRTHDAY HAROLD

THE DESERT SUN IS PROUD TO CELEBRATE HAROLD MATZNER'S BIRTHDAY AND HIS PHILANTHROPIC CONTRIBUTIONS TO THE COACHELLA VALLEY.



HAROLD MATZNER'S

80<sup>th</sup>  
Birthday

 **The Desert Sun**

PART OF THE USA TODAY NETWORK

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to our sponsors



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Angie Gerber



**Harold is the toast of the town!**

*Happy Birthday*  
to one of the Valley's most  
generous and dedicated  
philanthropists.

HAROLD B. MATZNER is a big name in the Coachella Valley, due in large part to his big heart. He has been a staunch supporter of countless charitable causes and an invaluable advocate for Eisenhower Medical Center. We salute him for his role over the years as donor, trustee, and member of the Medical Center board of directors. Today, and every day, we toast Harold for his unwavering kindness and dedication.



**EISENHOWER MEDICAL CENTER**  
*Health Care As It Should Be*

