



The **71st Golden Globe** celebration kicks off Hollywood's 2014 award season on Sunday. And while we don't know who will leave with a trophy, we can say who will arrive with the prize.

Bringing the GOLD

INSIDE HOLLYWOOD

In 1943, as a way to gain access to movie stars, eight entertainment reporters from other countries formed an organization, known today as the **Hollywood Foreign Press Association (HFPA)**. They thought that giving out awards might provide better access. It did.

The first GOLDEN GLOBE event was held in 1944. It was a luncheon. The winners got a paper scroll.

I MAKE SHINY STUFF.



DAVID MORITZ
CEO, Society Awards
Long Island City, N.Y.

THE ORIGINAL

In 1946, the association's then-president, **MARINA CISTERNAS**, had the idea for a trophy showing a **film strip** wrapped around a **globe**.

Not too much more is known about CISTERNAS. She was born in Chile in 1907.

She had her photo taken with **GRACE KELLY** on the set of "To Catch a Thief"...

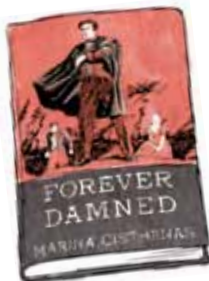


... and at a restaurant with **CARY GRANT**.



In 1955 she self-published a novel titled "**Forever Damned**."

A copy on eBay is signed to **FRED GEHARDT**, the writer and producer of the 1963 sci-fi/horror film "The Phantom Planet."



CISTERNAS died on Jan. 26, 1992, at age 84. She's buried at Forest Lawn Memorial Park in the Hollywood Hills (surrounded by movie stars).



EARLY AWARD:
Globe: Somewhat oddly shaped land masses (some islands are missing.)

NEW AND IMPROVED

Since 2009, Golden Globe winners have received a statuette redesigned by Society Awards. The company's CEO, **DAVID MORITZ**, said he worked with the HFPA for two years to get the award just right.

CURRENT AWARD:
Globe: Cast solid zinc alloy with a layer of 24k gold, and more detail, accurately shaped continents.

WINNERS LEAVE ALONE
Winner gets **blank award**.



After the show, winner **gives back** the award.

Society Award: **engraves** winner's name on plate ...



... then **ships** to HFPA.



HFPA attaches the plates on the award and **returns** to winner.

FOR SALE
1973 Golden Globe for best documentary, "ELVIS ON TOUR"
Asking price: \$25,000.

Interested? Contact Nate@NateDSanders.com

He showed the HFPA more than a dozen kinds of **marble** for the award's base, before the group selected this one.

HOME BUSINESS

In 1999, Moritz graduated from high school in **Grove, Okla.**



Grove (pop. 6,000)

In 2012, he built a **warehouse** in Grove for his growing company. He also makes awards for MTV, "The Voice" and the Emmy awards.



15,000 square feet

He hired three new **employees**.

OK DEAL: The town promised to give him five acres of land if he stayed for five years. His parents, **SUSAN** and **RUDY MORITZ**, still live in Grove. Rudy is a retired New Jersey detective - and friends with all the cops in town.



When a few officers stopped by to see the town's new warehouse, the younger Moritz thought their **badges looked drab**. "I notice that sort of thing," he said. So he made them new ones.

WHY BEVERLY HILLS COPS ARE JEALOUS

Society Awards created and donated **new badges** for the Grove, Okla. Police Department. "They're as shiny as they can be," Moritz said.

Steps to **MAKING A BADGE**

1

Solid brass, die-struck (the same process used to mint coins)



2

24k gold electroplating



3

Rhodium plating (silver color)
Highly reflective, durable metal, called a **noble metal**, because of its resistance to corrosion.



4

Colors are created by a **cloisonné technique**. Enamel is fired, then ground to a smooth surface

5

Chemically treated with a **hardener** - because gold is soft.



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