



**FOR IMMEDIATE RELEASE**

**Contact: Bobby Palosaari**

Media 1

(616) 935-1155

bpalosaari@media1.us

605 Elliott St., Suite 3  
Grand Haven, MI 49417-  
1040  
616.935.1155 Main Office  
616.935.1160 Fax

solutions@media1.us  
www.media1.us

## **MEDIA 1 CELEBRATES AWARDS AND GOLDEN ANNIVERSARY**

### **Company Celebrates 17<sup>th</sup> Anniversary in an Award Winning Year**

GRAND HAVEN, Michigan—March 17, 2010—It's been a year packed with awards and success for Media 1 as the company celebrates its Golden Birthday—17 years on March 17<sup>th</sup>. Media 1 CEO, Chris Willis, was recently named one of the 50 Most Influential Women in West Michigan by the Grand Rapids Business Journal. And the company received awards for its work from the Society for Technical Communication (STC).

Since March 17, 1993, Willis has assembled and led a team that has earned Media 1 a spot as a leading and award-winning “boutique” consulting firm in the international training and learning industry. During this time, Media 1 has grown to a mature, “second-stage” business with a track record of double-digit sales increases in recent years. Today, the Media 1 team finds it has not only survived the “Great Recession” of 2009 but has also sailed into 2010 with an eye toward new and innovative social learning strategies for large global organizations, and creating learning and collaboration portals for corporate Onboarding, Sales Teams, Performance Improvement, and Leadership Development.

On the awards front, Willis was honored along with other nominees as one of the 50 Most Influential Women in West Michigan at a luncheon on March 2, 2010.

“I am thrilled to be named among the 50 Most Influential Women and be counted among the ranks of such inspiring leaders, executives, and policymakers” said Willis. “It's such a pleasure to be recognized with these talented and accomplished women.”

This year, the Grand Rapids Business Journal received more than 130 nominations in the tri-county (Kent, Ottawa, and Muskegon) area covered by the award. Designed to identify top female talent in West Michigan, the biennial list hails back to 1997 when the Grand Rapids Business Journal partnered with Crain's Detroit Business to create a statewide list of women leaders. Women honored on the 2010 list include financial executives, business leaders, museum and non-profit directors, as well as governmental officials and elected leaders.

“It is refreshing to know that commitment remains strong in West Michigan for developing, retaining, and recognizing female talent,” said Willis, who started Media 1 in 1993 after finding herself bumping up against the proverbial glass ceiling.

- MORE -

In addition to her duties as CEO of Media 1, Willis offers her time as a mentor to young entrepreneurs and keeps busy with speaking engagements on topics like *Writing and Responding to RFPs & RFQs*, *Problem Solving: An Appreciative Response*, and *Once Upon a Time: The Impact of Storytelling in e-Learning*.

Willis also remains an active member of the Grand Rapids Chamber of Commerce and The Chamber – Grand Haven, Spring Lake, Ferrysburg as well as professional groups like the eLearning Guild, The Society for Technical Communication (STC), and Women's Business Enterprise Council - Great Lakes (an initiative of the Michigan Center for Empowerment and Economic Development (MI-CEED)).

Media 1 is also the proud recipient of recent awards for its training courses from STC chapters in Boston, Houston, and San Diego. The company partnered with Hewlett-Packard on projects which were honored with awards of Excellence and Distinguished Technical Communication. It also received an award of Merit for a project in partnership with the Waters Corporation.

### **About Media 1**

Media 1 is a custom learning development company with expertise in designing social learning and creative learning solutions for global companies. Media 1 provides award-winning courses, performance consulting, and creative flash animations for global organizations such as Hewlett-Packard, Meijer, and Steelcase. Today, we are looking beyond web-based training and blended learning solutions to develop specialties using social media and online collaboration. Our goal is to help your people succeed through learning—on their own and from each other.

Contact us to learn how.

(616) 935-1155

[solutions@media1.us](mailto:solutions@media1.us)

**[www.media1.us](http://www.media1.us)**



Find [Media 1](#) on Facebook!

LinkedIn

<http://www.linkedin.com/companies/83921>

###