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## **Media 1 Gains Recognition as Top Women-Owned Business**

GRAND HAVEN, Michigan, March 31, 2009 — Every other year the Grand Rapids Business Journal publishes a salute to Top Women Owned Businesses in West Michigan. This year's process produced 24 finalists, four that were singled out in each revenue category. Chris F. Willis, CEO of Media 1, joined this prestigious group of finalists with businesses having \$1.5 million - \$3.99 million revenue. This award honors West Michigan's finest women entrepreneurs and their remarkable success.

"We had been told we were finalists," says Willis, "but we had no idea we would receive the top honor. We were completely surprised and are extremely honored to be recognized."

Although women have owned successful companies for decades, in the last ten to fifteen years, women have been launching businesses in record numbers. The [Center for Women's Business Research](#) reports women-owned businesses contribute over \$1.4 trillion in sales to the U.S. economy. In addition, firms with revenues exceeding \$1 million represent only 3% of all women-owned firms. With over 10 million women business owners in America, that's rarefied air.

One of the key differentiators between women owners who grow \$1 million plus businesses and those who do not is in their ability to transition from working *in* the business to working *on* the business. Owners who have successfully made this transition spend more time in strategic activities, and are more likely to delegate. Successful women business owners also tend to spend more time networking and cultivating relationships with others with whom they can promote mutual success. .

"Women businesses are a growing force in the U.S. economy and I am proud to be a part of this movement." said Willis. "Of course, we wouldn't be here without our exceptional team," she added. Along with Media 1 team members, Willis recognizes the value of her ongoing relationships with the Michigan Small Business and Technology Development Center (SBTDC), National City Bank, and, more recently, with her local Grand Haven area Chamber of Commerce. Throughout the course of growing her business, she has looked to them for financial, legal and strategic support resources. "Women entrepreneurs need staying power, encouragement, and great mentors. I am fortunate to have had all three and my thanks go out to all the folks who have helped me and my business along the way."

### **About Media 1**

For more than 16 years, Grand Haven-based Media 1 has been supporting the strategic business goals of large global organizations by developing innovative custom learning and performance solutions. For more information, visit the Media 1 website at <http://www.media1.us>.

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