

## CYNTHIA KAY

President and CEO

Cynthia Kay & Co.



Cynthia Kay started her media production company in 1987 and has since built a reputation for helping organizations meet their communication goals.

“I believe my most significant achievement lies not in the success of my business, but in the many ways that I, with the resources of Cynthia Kay & Co. media production, am able to ‘quietly’ influence activities within the for-profit and nonprofit sectors,” Kay said. “I help frame messages and plead the case for necessary programs, services and facilities to make our community a better place.”

Her company’s media productions have been vital to such organizations as Saint Mary’s Health Care, Huntington Bank, the American Cancer Society, the Legal Assistance Center, Hope College, the Catholic Diocese of Grand Rapids,

and to programs such as the local chamber’s diversity initiative.

Kay’s current affiliations with community boards include the West Michigan Chapter of the American Marketing Association and Coffee Dunkers of America. She also serves on the editorial committee of the Small Business Association of Michigan.

Kay has received three Addy awards and more than 30 broadcast awards. Last year, her company was recognized by the Grand Rapids Business Journal as one of the Top Women-Owned Businesses and was honored with the Grand Rapids Area Chamber of Commerce Small Business of the Year award.