

Cynthia Kay

Title: President and CEO

Company: Cynthia Kay & Co. Media Production

Location: Grand Rapids

Category: 0-\$1.49M Annual Revenue

Cynthia Kay had built an award-winning career as a broadcast journalist when she decided to trade in her time in front of the camera for time behind one.

She said goodbye to her job as a TV anchor and reporter and, in 1987, started something that was new to the area: a media production company.

Along the way, Kay has touched the lives of many through her vast volunteer efforts that cross the entire community.

Just a few include working with Junior Achievement, the West Michigan Academy of Music for Girls, In The Image, Gilda's Club, the West Michigan Chapter of the American Marketing Association, the Grand Rapids Area Chamber of Commerce, Festival of the Arts and the Positively Warren Golf Outing.

She's currently president of the local American Marketing Association chapter, on the board of the Coffee Dunkers of America, on an advisory board for ITT Technical Institute and a member

of the Editorial Committee of the Small Business Association of Michigan.

So it's understandable that, when asked, Kay is hard-pressed to list her most significant business achievement.

"In the course of business, it is difficult to point to one significant achievement.

"In the early days of the business, I believe it was having the courage to leave a job with a paycheck and open the doors.

"More recently, I would say it has been a significant achievement to weather several economic downturns all the while increasing staff and improving quality," she said, adding that the firm recently purchased more than \$150,000 worth of video equipment and bought and renovated a building for nearly \$375,000.

"However, I believe our most significant achievement lies not in our success, but in the success of our clients. After 17 years, our first clients remain among our very best clients and that, I think, is significant."

