



Introducing Inspire West Michigan – A New Podcast Series Celebrating Local Business Leadership

Inspire West Michigan is a new podcast collaboration between Acorn Marketing, the Grand Haven, Spring Lake & Ferrysburg Chamber of Commerce, and ReDiscover Studios—created to elevate the voices of West Michigan’s business community.

Hosted by **Amy Atkinson**, President & CEO of Acorn Marketing, Inspire West Michigan delivers authentic, behind-the-scenes conversations with the visionary presidents and CEOs shaping our region’s economy and community. With 30 years of leadership and marketing expertise, Amy brings a strategic, thoughtful perspective to each interview—uncovering stories that spark curiosity, connection, and inspiration.

Why Inspire West Michigan Matters

In a time when entrepreneurship and innovation are driving local growth, Inspire West Michigan provides:

- **Unfiltered insights** into the minds of successful business leaders.
- **Real stories** of challenge, change, and resilience.
- **Forward-thinking strategies** from the people moving our region forward.
- A **platform to spotlight** the Grand Haven, Spring Lake, and Ferrysburg area as a vibrant hub for business leadership.

Whether you’re a fellow entrepreneur, emerging leader, or curious community member, Inspire West Michigan delivers content that informs, uplifts, and empowers.

Be Part of the Movement

We’re inviting our local business community to engage with Inspire West Michigan in meaningful ways:

- **Tune in and subscribe** on your favorite podcast platform.
- **Promote your episode** if you're a featured guest.
- **Share the series** with your network to help amplify local success stories.
- **Partner with us** as a sponsor or supporter to expand the reach and impact of this initiative.

Together, we’re celebrating what makes West Michigan’s business community thrive—its people, their passion, and their stories.

Follow. Listen. Be Inspired.

Learn more at InspireWestMichigan.com

Produced by [ReDiscover Studios](#)

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InspireWestMichigan.com