

PRESS RELEASE

For Immediate Release

KEN BLANCHARD RECEIVES "SPIRIT OF ISA" AWARD

DALE CITY, VA (March 19, 2019) – Ken Blanchard, Co-Founder and Chief Spiritual Officer of The Ken Blanchard Companies and bestselling author of the iconic classic, *The One Minute Manager*, was presented with the "Broomfield Award–The *Spirit* of ISA" at ISA-The Association of Learning Providers' Annual Business Retreat Awards Dinner, held in Scottsdale, AZ, on March 19. The designation recognizes an individual whose contributions have advanced the association's vision and strategic direction.

"Ken Blanchard has been a faithful member of ISA for 30 years, supporting, leading and influencing generations of ISA members and making a huge difference in the lives of ISAers and their firms," says Pam McLean, CEO, Hudson Institute of Coaching, and Chair of the Awards Committee. "Without a doubt, if there was ever someone who embodies the spirit of ISA, it's Ken."

Blanchard received ISA's Thought Leadership Award in 2004, and in 2009, his company, The Blanchard Companies, was named ISA's Business of the Year. In recent years, he's been a keynote speaker and panelist at the Annual Business Retreat, in addition to referring many new members and other thought leader speakers. In 2012, he was among the first-generation ISA pioneers to be recognized as "Legends in Learning."

"Ken's impact on the association – and the industry as a whole – has been well documented," says Pamela Schmidt, Executive Director of ISA. "But despite all he's accomplished, Ken is never 'above it all.' He listens and learn with his full attention. He's also offered steady guidance to the Board leadership, sharing unparalleled insight and unforgettable stories. The support, experience and time he's given have made a huge impact on the association and its members."

With this honor, Blanchard joins previous recipients of the Broomfield Award, including Ben Snyder (Systemation), James Chisholm (ExperiencePoint), Tony Jace (Crisis Prevention Institute), Ann Herrmann-Nehdi (Herrmann International), Dan Roberts (Ouellette & Associates), Al Switzler (VitalSmarts), Beverly Kaye (Career Systems International), Joe Trueblood (Amplify), and John

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Humphrey (Humphrey Enterprises), in demonstrating a dedication to ISA's success and serving as a role model for all members.

To learn more about the 2019 ISA Awards, visit www.isaconnection.org.

About ISA—The Association of Learning Providers

[ISA](#) is the only industry-specific association devoted exclusively to helping executives in the training, learning and performance consulting industry grow their businesses. More than 80 companies comprise the membership of ISA, who are contributing to the success of more than 100,000 people across the Fortune 500 and around the world. Members come together to learn key business insights, share their collective wisdom, expand their resources and enhance their results.

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