



## FOR IMMEDIATE RELEASE

### ANN VAN ORSDEL RECEIVES NOMINATION FOR THE 2011 CSIA APEX AWARDS

*Outstanding work and dedication leads to a second consecutive nomination at the 10th annual CSIA Apex Awards.*

**Denver, CO** June 13, 2011 – The1stMovement (T1M), a full service digital agency with offices in Denver, CO, and Pasadena, CA announced today that T1M President, Ann Van Orsdel is a nominee for the 2011 Apex Awards. These prestigious technology awards recognize outstanding accomplishments and leadership by Colorado's technology companies and professionals. The winners and finalists will be announced Tuesday, July 12, 2011.

"I am honored to once again be named a nominee for these prestigious awards that recognize technology companies and their leadership," said Van Orsdel, "These awards embody a commitment to innovation, leadership and community involvement."

"Leadership and vision is an important aspect for all companies, especially in the technology industry. It's important for these humble leaders to be recognized for all their accomplishments," said Su Hawk, president, CSIA. "Our Apex Awards provide them a once-a-year opportunity to celebrate their success, and generate awareness around their work."

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#### **About Ann Van Orsdel**

As Partner and President of The1stMovement, Ann Van Orsdel leads all client services and business development efforts in addition to overseeing operational expansion for the agency. During her tenure, Ann has helped establish the agency's leadership position within the creative and advanced technology communities, earning praise for her many outstanding accomplishments. Ann has been instrumental in the agency's growth, resulting in multiple rankings within the Inc. 500 fastest growing companies in America. Throughout her 20 years of industry experience, Ann has worked with some of the world's most accomplished brands including Adobe, AT&T, Cisco Systems, Lee Jeans, PENTAX, The Walt Disney Company and more. Ann lives in Littleton, Colorado with her husband and two sons. She is an accomplished equestrian and competes often with her horse, Riveting. Ann has a degree in Communications from Grand View College in Des Moines, Iowa.

#### **About CSIA**

CSIA is the leader in uniting and growing Colorado's information technology industry by providing advocacy, education, business connections, and information, while supporting economic development, unification of technology stakeholders, and larger recognition of the industry and the people involved to develop and promote Colorado's technology industry. CSIA also works nationally to ensure Colorado's technology voice is heard, through TECNA, a coalition of technology associations across the United States and Canada, as well as with TechAmerica, the national lobbying organization for federal issues. Since 1994, CSIA has been involved in legislative issues and public policy to represent the information technology industry in Colorado, and has provided a number of annual programs, events and connections to support business success. For more information on CSIA please call (303) 592-4070 or visit [www.coloradotechnology.org](http://www.coloradotechnology.org)



### **About The1stMovement**

A full-service digital agency with offices in Pasadena, CA and Denver, CO, The1stMovement (T1M) uses emerging technology to push the boundaries of digital media. Known as The Digital Innovation Agency™, T1M has gained national recognition for its accomplishments across a wide range of well-established brands. A recipient of such awards as the Emmy®, Communications Arts, Horizon Interactive, the Webby Award, rankings in Inc. 500 and the LA and Denver Business Journals' 2010 "Best Places to Work in LA" and "Top Advertising Agencies in Denver," respectively. For more information, visit <http://www.the1stmovement.com>.

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