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## THE CRITERIA AND AWARD SELECTION PROCESS

The Best and Brightest Companies To Work For® awards competition provides the business community with the opportunity to gain recognition, showcase their best practices and demonstrate why each of them would be an ideal place for employees to work. This process is designed and audited by the Illinois Institute of Technology's market research division and surveys are scored by Inquisium – a market research firm out of Virginia. The criteria is determined annually based on market conditions and trends and applied throughout the country. To ensure that the selection of winners is pure and unbiased, our judges have no interaction with the administration of the event.

The process is three-fold:

1. Companies are nominated. Those identified as potentials are contacted and asked to complete a Company Survey.
2. Employee rosters are requested.
3. Employer survey data and employee surveys are then scored, weighted and ranked. After-which, the top 15% of scored companies are scrutinized further to determine the overall elite winners.

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# CONGRATULATIONS

TO ALL OF WEST MICHIGAN'S BEST & BRIGHTEST!



You know what it takes to be a winner and so do we! Baudville's employee recognition products can help you make the **BEST EVEN BETTER!**

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## DEFINED ROLES OF THE ADVISORY BOARD

**The Best & Brightest Advisory Board** gives advice on all marketing, education and production that occur during the planning of the program. The Advisory Board has a dual role: an internal role to assist in and advise on the developments of the program, and an external role to liaise their respective organizations and the community. This group is not involved in the selection process.

## WEST MICHIGAN'S BEST & BRIGHTEST ADVISORY BOARD



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Congratulations to the 2020 Honorees.

# THE CRITERIA FOR SELECTION OF THE BEST & BRIGHTEST COMPANIES TO WORK FOR® IN WEST MICHIGAN ARE AS FOLLOWS:

## **Communication and Shared Vision**

The effective exchange of information from senior leaders to employees and the extent to which employees are given a platform to communicate opinions, ideas, issues and concerns.

## **Community Initiatives**

Extent to which the organization is committed to improving the local community while providing the encouragement and time for employees to participate in a meaningful way.

## **Compensation, Benefits and Employee Solutions**

The competitiveness of compensation and benefits relative to comparable organizations as well as the ability to provide unique, creative and customized solutions to employees.

## **Diversity and Inclusion**

Extent to which an organization is open and inclusive to people of differing human qualities, promotes a tolerant work environment, and considers multiculturalism to be a competitive advantage.

## **Employee Achievement and Recognition**

Extent to which an organization recognizes and rewards individual employee achievements and outstanding performance by individuals, teams and as an organization.

## **Employee Education and Development**

Extent to which an organization encourages, supports and creates a learning environment with the focus on career development.

## **Employee Enrichment, Engagement and Retention**

Extent to which employees are meaningfully and personally connected to their work and their company that drives retention. As well as the extent to which a company understands and adapts to the individual needs of their employees by looking at the employee as a whole, not just the work environment.

## **Recruitment, Selection and Orientation**

The extent to which employees are recruited using multiple methods and systematic process to select the best fit for culture and performance while ensuring a quality on-boarding orientation experience.

## **Strategic Company Performance**

The extent to which the human resources team collaborates to drive company performance with c-suite executives in a proactive and meaningful way.

## **Work-Life Balance**

Extent to which the organization and its management recognize the need for personal balance as an employee by implementing programs to accommodate such needs.

## **The Best of the Best Small Business**

## **The Best of the Best Medium Business**

## **The Best of the Best Large Business**





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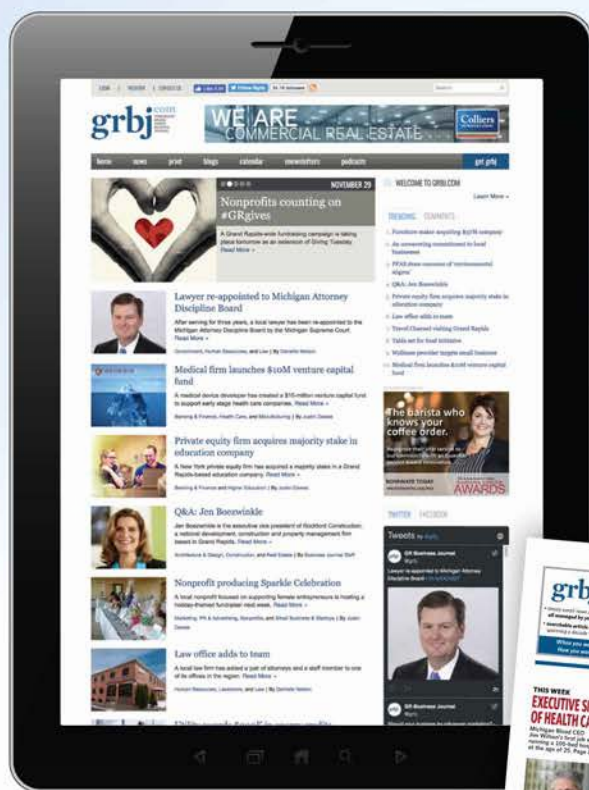
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Grand Rapids Business Journal is West Michigan's trusted leader in business news. From breaking news stories to profiles of local business leaders, Grand Rapids Business Journal has it all covered. Paid subscriptions include full grbj.com article access, the annual Book of Lists and bonus publications.

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### Grand Rapids Business Journal

The Grand Rapids Business Journal is a weekly business newspaper concentrating on Grand Rapids, Michigan and the surrounding area. It is published by Gemini Publications.

**Contact: Jenn Maksimowski, 616-617-6458, jennm@geminipub.com**

### Newsradio WOOD 1300 and 106.9 FM

WOOD is a news/talk radio station broadcasting at 1300 kHz and 106.9 MHz in Michigan, United States. WOOD is licensed to Grand Rapids, Michigan and WOOD-FM to Muskegon, Michigan.

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DTE Energy is a Detroit-based diversified energy company involved in the development and management of energy-related businesses and services in the United States and Canada. Its operating units include an electric utility serving 2.2 million customers and a natural gas utility serving 1.3 million customers in Michigan.

**Contact: Jonathan Wilson, 616-581-8290, [jonathan.wilson@dteenergy.com](mailto:jonathan.wilson@dteenergy.com)**

### The Employers' Association

The Employers' Association is a not-for-profit association incorporated in 1939 to provide practical human resource solutions to the West Michigan business community – many having business operations throughout the world.

Viewing human resources as more of a risk management than a compliance profession, we help hundreds of companies maximize employee productivity and minimize employer liability while seeking operational excellence through practical human resources and management advice, training, benchmark information, and consulting services. **Contact: Jason Reep, 616-698-1167 x24, [jreep@teagr.org](mailto:jreep@teagr.org), [www.teagr.org](http://www.teagr.org)**

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### Garrison Dental Solutions

Headquartered in Spring Lake, MI and locally-owned by our founding partners, Garrison Dental Solutions is a global business and the leader in our product category, having won every major dental product award in our industry. Our products deliver outstanding outcomes for dentists and their patients. We are financially strong and rapidly growing.

**Contact: David Crouch, 616-743-3071, [dcrouch@garrisdental.com](mailto:dcrouch@garrisdental.com)**

### Marsh & McLennan Agency

Marsh & McLennan Agency is the region's leading employee health & wellbeing consulting firm. Our multi-discipline team comes to the table prepared with ideas to help organizations address their unique challenges and priorities.

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**Contact: Ron Erway, 616-710-2199, [rerway@mma-mi.com](mailto:rerway@mma-mi.com)**

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Meijer is a Grand Rapids-based retailer that operates more than 245 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer has a fundamental philosophy aimed at strengthening the communities it serves and proudly donates more than 6 percent of its net profit each year to charities. **Contact: [www.meijercommunity.com](http://www.meijercommunity.com)**

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### uMap

uMap supports the success of your people as they define it. It's your platform for knowing them at a deeper level to drive connection, trust, teamwork, and for personalizing the performance experience. uMap makes the process of getting to know your people, developing their talent, and engaging them in their work simple, fun, and effective.

**Contact: Rob Dwortz, 248-506-6101, [robd@becomeunmistakable.com](mailto:robd@becomeunmistakable.com)**

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Strong communities are the foundation of a healthy, thriving environment for all people. That's why DTE Energy helps power communities through supporting projects and programs that enhance life. We take pride in our efforts to provide positive youth development. We partner with local leaders to promote community initiatives from environmental education to economic development, including community outreach services. We're using our energy to serve.



# DTE

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### **OsborneKlein** - 4 year winner

[www.ameripriseadvisors.com/team/osborneklein](http://www.ameripriseadvisors.com/team/osborneklein)

### **OST**

12 year winner • [www.ostusa.com](http://www.ostusa.com)

### **PADNOS**

2 year winner • [www.padnos.com](http://www.padnos.com)

### **Paragon D&E**

6 year winner • [www.paragonde.com](http://www.paragonde.com)

### **Pella Windows & Doors by Horne**

2 year winner • [www.pellawestmichigan.com](http://www.pellawestmichigan.com)

### **Plante Moran**

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### **Procare Landscape Management Inc.**

1st year winner • [www.procarelandscape.com](http://www.procarelandscape.com)

### **Progressive AE**

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### **Red Level**

2 year winner • [www.redlevelgroup.com](http://www.redlevelgroup.com)

### **Rehmann**

18 year winner • [www.rehmann.com](http://www.rehmann.com)

### **Revel**

4 year winner • [www.revel.in](http://www.revel.in)

### **Robroy Enclosures**

17 year winner • [www.stahlin.com](http://www.stahlin.com)

### **Rockford Construction** - 18 year winner

[www.rockfordconstruction.com](http://www.rockfordconstruction.com)

### **Schupan & Sons, Inc.**

13 year winner • [www.schupan.com](http://www.schupan.com)





**The Employers' Association** supports the HR Department for smaller organizations by working with a business owner or an internal administrator to help resolve HR challenges as they arise. We provide value to larger members by helping their busy HR professionals accomplish time-sensitive projects that require intense developmental implementation efforts. Our core services include:

#### **Research & Information**

- ◆ HR Helpline  
(Practical Solutions & Advice)
- ◆ Wage/Salary Surveys
- ◆ Policy/Practice Information
- ◆ Healthcare Cost Data
- ◆ Trends Analysis and Projections
- ◆ Legislative Updates (Website)

#### **Organization Development**

- ◆ Compensation Administration
- ◆ Performance Management
- ◆ Handbook Development/Review
- ◆ HR Audits
- ◆ Affirmative Action Plans
- ◆ Inclusion & Diversity Strategy
- ◆ Employee Engagement Surveys
- ◆ Onboarding Strategy

#### **Learning & Development**

- ◆ Management, HR and Leadership
- ◆ Effective Communication
- ◆ Legislative/Safety Compliance
- ◆ Coaching/Mentoring Services
- ◆ Teambuilding

#### **Talent Management**

- ◆ Talent Identification and Selection
- ◆ Outplacement
- ◆ Skills/Aptitude Testing
- ◆ Personality Profiling

#### **Networking**

- ◆ HR Round Tables  
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- ◆ HRG (SHRM Chapter) Meetings

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### **Service Professor**

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### **Sherpack**

1st year winner • [www.sherpack.com](http://www.sherpack.com)

### **Soils & Structures, Inc.**

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### **Southwest Michigan First - 9 year winner**

[www.southwestmichiganfirst.com](http://www.southwestmichiganfirst.com)

### **SpartanNash**

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### **The Kendall Group**

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### **Twistthink**

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### **UFP Technologies, Inc.**

3 year winner • [www.ufpt.com](http://www.ufpt.com)

### **UMRC & Porter Hills**

18 year winner • [www.porterhills.org](http://www.porterhills.org)

### **United Bank of Michigan**

9 year winner • [www.unitedbank4u.com](http://www.unitedbank4u.com)

### **VisionQuest - 3 year winner**

[www.visionquestcompanies.com](http://www.visionquestcompanies.com)

### **West Michigan Transport - 2 year winner**

[www.westmichigantransport.com](http://www.westmichigantransport.com)

### **West Michigan Whitecaps - 1st year winner**

[www.milb.com/west-michigan](http://www.milb.com/west-michigan)

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# WEST MICHIGAN'S WEEK SCHEDULE - MAY 11-15, 2020

**Monday,  
May 11, 2020**

## **Three Mindfulness Strategies to Help Yourself, Your Company and Your Community in The Next Normal**

**Presenter:**

Denise Shields  
eMindful



**Tuesday,  
May 12, 2020  
9:30-11 am EDT**

## **West Michigan's Digital Conference and Awards Celebration**

Please join us as we honor all of West Michigan's 2020 Best and Brightest Winners. We will reveal our 2020 Elite winners as well as share Best Practices.

**Keynote Speaker:**

Dr. Andi Simon, Founder & CEO,  
Simon Associates Management Consultants



**Awards Presenter:**

Steve Kelly, NewsRadio  
WOOD 1300 & 106.9 FM



**Wednesday,  
May 13, 2020  
12 pm EDT**

## **COVID-19 National Town Hall**

Join our digital panel of experts as they discuss comprehensive news and information on federal COVID-19 legislation, PPP Loan tracking and forgiveness, effective return to work procedures, new Human Resource policies, and the latest updates on how COVID-19 is affecting the business community. This town hall give virtual attendees the opportunity to get their real-time questions answered in an interactive Q&A session. Attendees will walk away with answers to apply to real-time situations.

**4-5 pm EDT**

## **West Michigan After Glow/Happy Hour**

West Michigan winners networking. Registered attendees will be placed in networking groups to interact, connect and discuss hot topics.

**Thursday,  
May 14, 2020  
12 pm EDT**

## **Virtual Human Resource Forum**


The weekly Virtual HR Forum is a moderated discussion open to HR professionals who want to successfully navigate the ever-changing state of business due to COVID-19. Attendees are asked to bring their biggest challenges to the group in order to gain practical insight from their peers through sharing individual experiences, exploring new ideas, resources, tools, and best practices.

**Friday,  
May 15, 2020  
12 pm EDT**

## **Creating a Work From Home Environment: Guidelines for Your Company**

**Presenter:** Amber Redmann  
CEO, Parasol Alliance





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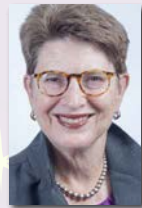


# DIGITAL CONFERENCE AGENDA

**9:30 a.m. Welcome & Kickoff**

**9:40 a.m. Keynote Speaker Presentation**

## **Innovation in Crisis: Time for a Blue Ocean Strategy**



**Dr. Andi Simon**  
**Founder & CEO,**  
**Simon Associates**  
**Management Consultants**

During this time of crisis and chaos, the Best and the Brightest can lead us out of the coming economic breakdown. But what's your strategy? These are times for looking forward not backwards. Your future success won't necessarily be more of what you did before. It may very well be how you reimagine your customers, rethink your purpose and redesign your business. This is a perfect time to think "Blue Ocean Strategy." Andrea Simon, Ph.D., an award-winning author, corporate anthropologist and a highly experienced Blue Ocean Strategist, has conducted over 400 CEO workshops and keynotes, serving clients across the globe. Andi will set the stage for how to thrive in fast-changing times. Your Blue Ocean Strategy is all around you, if only you can see it.

**10:00 a.m. Best and Brightest Awards Celebration Featuring:**



**Steve Kelly**  
**NewsRadio WOOD 1300 & 106.9 FM**

**11:00 a.m. Conclusion**



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## KEYNOTE SPEAKER



**Dr. Andi Simon**  
**Founder & CEO,**  
**Simon Associates Management Consultants**

Andrea J. Simon, Ph.D. ("Andi") is an international leader in the growing field of corporate anthropology, an Axiom Best Business Book of 2017 winning author of ***On the Brink: A fresh lens to take your business to new heights***, and the founder and CEO of Simon Associates Management Consultants.

Dr. Simon enables organizations to see their cultures with fresh eyes. Her talks on Change Matters and Blue Ocean Strategy have been featured in over 400 engagements. She is widely covered in Inc.com, Business Week, Good Morning America, and Modern Healthcare and has been a blogger for Forbes and Fierce Healthcare.

With more than 100,000 monthly listeners, her podcast, On the Brink with Andi Simon, is ranked among the top 200 business podcasts and the rated among the top 20 for futurists.

## AWARDS CELEBRATION ANNOUNCER



**Steve Kelly**  
**NewsRadio WOOD 1300 AM and 106.9 FM**

Steve Kelly is just the 6th morning show host in the 93 year history of WOOD Radio. For five years years now, Steve and co-hosts Bret Bakita, Rick Albin and Lauren Smith have been West Michigan's alarm clock for the latest news, weather and traffic and some laugh's for good measure.

22 of of Steve's 35 year radio career have been right here in West Michigan on stations WSNX, Star 105.7 and now WOOD Radio. He's a proud family man, husband to Sandy for 27 years and the father of Caitlin and Madison.

You can hear West Michigan's Morning News weekdays from 5am-9am on 106.9 FM and 1300 AM and worldwide via the iHeart Radio app.

How and where we work may be changing but your award-winning culture and commitment to providing a positive experience remains evident.

We are proud to be part of the West Michigan community. Please know that Marsh & McLennan Agency is here to provide support and guidance in the moments that matter.

For resources and guidance to help you navigate the effects of the current pandemic and to prepare you to return to the workplace, visit: [mma.marshmma.com/coronavirus](http://mma.marshmma.com/coronavirus) or contact our team.



#### COVID-19 Employer Resources

Updated regularly, MMA and MMC resources including recent webcasts and publications addressing health & wellbeing and business insurance needs.



#### MMA Michigan Newsletters

Timely publications examining regulatory and compliance issues related to employer-provided benefits, COVID-19, and other key issues.



#### Employer Updates

MMA's Compliance Center of Excellence regularly summarizes recent actions taken by federal and state governments, including a summary of FFCRA..



#### Contact Us

For tools to address wellbeing, short-term disability and other rapidly changing topics. We're here to help. Call Ron Erway at (616)710-2199 or Tyrone Jordan at (248)822-6281



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EV Construction  
Express Employment Professionals  
Greenleaf Trust  
Holland Hospital  
Humanex Ventures  
Mill Steel Company  
Rehmann  
Rockford Construction  
Seaman's Mechanical  
Southwest Michigan First  
UMRC & Porter Hills

## Group 2

Blue Medora LLC  
Eenhoorn  
Emmanuel Hospice  
Epitac  
Family Promise of Grand Rapids  
Fettig  
Foresight Management  
Ghafari Associates, LLC  
Gun Lake Casino  
Hoekstra Electrical Services  
John Ball Zoo  
Kent Power  
Kevin Toler & Associates  
Keyser Insurance Group

## Group 3

L3Harris Technologies, Inc.  
LaFleur Marketing  
Lakeshore Advantage  
Micro Visions, Inc.  
Miedema Auctioneering  
New Holland Brewing Co.  
Procure Landscape Management Inc  
SHEFIT  
Sherpack  
SpendMend  
Spheron  
Star Truck Rentals, Inc.  
Town & Country Group  
West Michigan Whitecaps

## Group 4

Adventure Credit Union  
BHS Insurance  
BizStream  
Broadmoor Motor Sales, Inc.  
ITS Partners, LLC  
Mel Trotter Ministries  
WSI  
Greenleaf Hospitality Group  
Suburban Inns  
Bell's Brewery Inc.  
Butterball Farms, Inc.  
Comfort Research  
Dominion Systems Inc  
GNS Holland, Inc.  
Paragon D&E  
Service Professor

## Group 5

Hope College  
The Kendall Group  
Trillium Staffing Solutions  
Plante Moran  
Progressive AE  
BDO USA, LLP  
Life EMS Ambulance  
Mercantile Bank of Michigan  
Yeo & Yeo CPAs & Business Consultants  
Flexco  
Robroy Enclosures  
Service Express, Inc.  
Triangle Associates, Inc.

## Group 6

Highpoint Community Bank  
ITC Incorporated  
ITPartners+  
Knight Watch Inc.  
Michigan Software Labs  
MINDSCAPE  
PADNOS  
Pella Windows & Doors by Home  
Red Level  
Speciality Eye Institute  
Thacker Sleight PC  
West Michigan Transport

## Group 7

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Allied Electric Inc.  
AmeriFirst Home Mortgage  
Armstrong International  
Belwith Products, LLC  
CasterDepot  
Choice Schools Associates  
Davenport University  
DeWys Manufacturing, Inc.  
Eckert Wordell  
Feyen Zylstra  
Grand River Aseptic Manufacturing  
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OST  
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Blue Cross Blue Shield of Michigan  
Easter Seals – Michigan, Inc.

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SpartanNash  
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GMB Architecture + Engineering  
Heritage Community of Kalamazoo  
Kesslers Diamonds, Inc.  
Legacy Trust  
Northpointe Bank  
Nugent Builders Inc  
Nulty Insurance  
St. Ann's Home  
Twistthink  
UFP Technologies, Inc.

## Group 11

VisionQuest  
Windemuller Electric  
The Wiser Financial Group  
4Front Credit Union  
Arbor Financial Credit Union  
Charter Capital Partners  
EQI, Ltd.  
Flow-Rite Controls  
Grand Rapids Metrology  
Imperial Beverage  
InsTe Business Solutions, Inc.  
Koops Inc.  
Legal Copy Services  
Metro Health University of Michigan Health  
OptiMed Health Partners  
OsborneKlein

## Group 12

Revel  
Sun Title Agency  
Terryberry  
The C2 Group  
Total Quality Logistics  
X-Rite Pantone  
Air Lift Company  
Michigan First Credit Union  
Grand Rapids Label Company  
Kalamazoo Community Foundation  
Lakewood Construction  
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