

WEST
MICHIGAN'S
BEST **AND**
BRIGHTEST[®]
COMPANIES
TO WORK FOR

Online Celebration
July 20, 2021

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THE CRITERIA AND AWARD SELECTION PROCESS

The Best and Brightest Companies To Work For® program 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.

After being deemed a winner, winning companies become apart of a powerful community of the nation's elite leaders who share ideas, practices, and have proven they are employers of choice. The Best and Brightest holds employers to a certain standard of excellence, expectations of sharing of knowledge and engaging leaders in a community of excellence. The focus is not about an award itself, but the path to excellence in becoming a Best and Brightest.



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



Amanda Alexander
Senior Vice President
of Sales
iHeartMedia



Sara Parmeter
HR Director
Advanced Cardiac
and Vascular



Kimberly Benac
Director of
Human Resources
Beene Garter LLP



Becky Ploeg
Culture Concierge
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Credit Union



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VP Talent Initiatives
The Right Place



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President & CEO,
The Employers'
Association



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EV Construction

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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 employee and 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 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 customize solutions to employees.

Diversity and Inclusion

Extent to which an organization is open and inclusive to people of different 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 achievement 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 an organization enhances employee engagement initiatives to significantly affect employee retention, productivity and loyalty.

Recruitment, Selection and Orientation

Extent to which employees are recruited using multiple methods and systematic process to select best fit for culture and performance while ensuring a quality onboarding 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 it's management recognizes the need to 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



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
(In-Person & Virtual Community)
- ◆ HRG (SHRM Chapter) Meetings

***The Employers' Association - Michigan's proven Business Solutions Partner
as you return your employees to work.***



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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 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



**Kudos to
West
Michigan's
Best &
Brightest!**

It's our business
to be there for you in the

**MOMENTS
THAT
MATTER.**

2021 WINNERS' GROUPINGS FOR AWARDS PRESENTATION

Group 1

Adamy Valuation
Behler-Young Company
CHOP Tree Service
Crystal Mountain
Forest Area Credit Union
Gerald R. Ford International Airport
Hutcherson Construction
Industrial Magnetics
Kids' Food Basket

Group 2

Lachman Stuart
Lighthouse an Alera Group Company
Ritsema Associates
Seber Tans PLC
Seelye Auto Group
TANDEM365
TGG Solutions
Think Chromatic
Vanderwall Brothers Concrete Products
Wolverine Building Group

Group 3

Emmanuel Hospice
Epitex
Family Promise of Grand Rapids
Fettig
Foresight Management
Ghafari Associates, LLC
Gun Lake Casino
Kevin Toler & Associates
RENK America LLC
LaFleur Marketing
Lakeshore Advantage
New Holland Brewing Co.
Shefit Operating Company LLC
Sherpack
SpendMend
Star Truck Rentals, Inc.
Town & Country Group
West Michigan Whitecaps

Group 4

AEBetancourt
Allied Electric Inc.
AmeriFirst Home Mortgage
Armstrong International
CasterDepot
Choice Schools Associates
Davenport University
DeWys Manufacturing, Inc.
Eckert Wordell
Feyen Zylstra
Grand River Aseptic Manufacturing
GT Independence
ITC Incorporated
ITPartners+
Knight Watch Inc.
Michigan Software Labs
PADNOS
Pella Windows & Doors by Home
West Michigan Transport

Group 5

Brink, Key, & Chludzinski
CTS Telecom
Garrison Dental
GMB Architecture + Engineering
Heritage Community of Kalamazoo
Legacy Trust
Northpointe Bank
Nugent Builders Inc.
Nulty Insurance
St. Ann's Home
The Wiser Financial Group
Twistthink
UFP Technologies, Inc.
Windemuller Electric

Group 6

4Front Credit Union
Air Lift Company
Arbor Financial Credit Union
Charter Capital Partners
EQI, Ltd.
Flow-Rite Controls
Grand Rapids Metrology
Harbor Industries, Inc.
InsTe Business Solutions, Inc.
Koops Inc.
Legal Copy Services
Metro Health University of Michigan Health
Michigan First Credit Union
OptiMed Health Partners
OsborneKlein
Revel
Sun Title Agency
Terryberry
The C2 Group
Total Quality Logistics

Group 7

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

Group 8

Buist Electric
Kalamazoo Community Foundation
Lakewood Construction
Sunset Retirement Communities & Services
Allied Business Services
Flexfab
TowerPinkster
Barnes & Thornburg LLP

DFCU Financial
KSS ENTERPRISES
MSU Federal Credit Union
Soils & Structures, Inc.
United Bank of Michigan
Worksighted

Group 9

Fleis & VandenBrink Engineering, Inc.
Hastings Mutual Insurance Company
Honigman LLP
Macatawa Bank
SecurAlarm Systems, Inc.
SpartanNash
a.j. Veneklasen, Inc.
OMNI Community Credit Union
Highpoint Community Bank
OST
Baudville Brands
Lake Michigan Credit Union
Schupan & Sons, Inc.

Group 10

ABD Engineering & Design, Inc.
Baker Holtz, CPAs and Advisors
Blue Cross Blue Shield of Michigan
Clark Retirement Community
Easter Seals – Michigan, Inc.
Hungerford Nichols CPAs + Advisors
Zeigler Auto Group
Hope College
Plante Moran
Progressive AE
The Kendall Group
Trillium Staffing Solutions

Group 11

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 12

Andy J. Egan Co.
Consumers Credit Union
EV Construction
Express Employment Professionals
Greenleaf Trust
Humanex Ventures
Southwest Michigan First
Mill Steel Company
Beene Garter LLP
Holland Hospital
Rehmann
Rockford Construction
Seaman's Mechanical
UMRC & Porter Hills



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tomorrow's best
and brightest.**

DIGITAL CONFERENCE AGENDA

**Monday,
July 19, 2021**

**On Demand Education
and Resource Portal**

**Tuesday,
July 20, 2021
10:00 am EDT**

West Michigan's Best and Brightest Companies To Work For® Awards



Emcee:

*Steve Kelly, Morning Show Host
WOOD Radio 1300
an iHeart Media Station*

3:00 pm EDT

Keynote Address

**The Employee Value Proposition: Development and Evolution Alongside
New Values and Priorities**



Speaker:

*Andrea Goodkin
Executive Vice President
Human Resources Consulting
HUB International*

**Wednesday,
July 21, 2021
1:00 pm EDT**

Best and Brightest Companies To Work For® Interactive Round Table

The Best and Brightest Interactive Round Table is a place where a group of prestigious employers will share ideas, discuss challenges and find solutions. Being a part of the Interactive Round Table will provide participants with actionable strategies to help companies excel and be inspired.

Group A: The Great Talent Exchange

Group B: Hybrid Work Model: How to Make it Work



Moderator

*Therese Marie Smith
Director of Education
and Programs
Best & Brightest*



Moderator

*Lisa Pinion
President, Founder &
Chief Strategist
Pinion Solutions*

3:00 pm EDT

Educational Webinar:

Hybrid Hiring Redesign of Special Needs Talent

Presenters:



*Carla Dean
Vocational
Service
Manager
STEP*



*Terrie Hylton
Competitive
Integrated
Employment
Manager, STEP*

**Thursday,
July 22, 2021
3:00 pm EDT**

Educational Webinar: Navigating Burnout:

Overcoming the Fatigue of the Work-Life Blur



Presenter:

*Duncan So
Co-Founder & Executive Director
The Burnout Clinic*

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