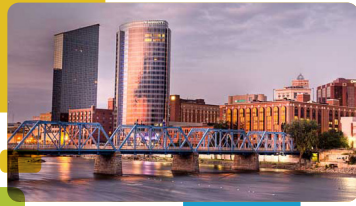
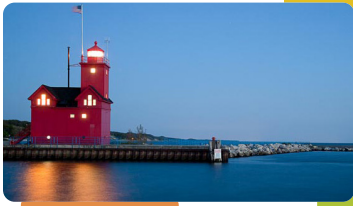


Hello West Michigan



Why the Region Needs Hello West Michigan

West Michigan has a talent shortage. In order to meet the demand for talent as forecasted by the W.E. Upjohn Institute, we need to attract **1/3 of our population from outside of the region** in the next 7 years and retain transplanted individuals after relocation.

Forward-thinking companies throughout the region launched Hello West Michigan, a nationally recognized organization, to address the talent shortage and the common challenges associated with the relocation process.

Mission

To promote West Michigan as a place where business thrives and people want to live and work.

Vision

To establish West Michigan as a nationally recognized destination for top talent.

As recognized by Forbes Magazine, Hello West Michigan is the only employer driven organization solely focused on talent attraction and retention in the country. Everyday, we

- **Promote West Michigan as a place where business thrives and people want to live and work**
- **Increase the rate of success member companies have in their efforts to recruit top talent**
- **Collaborate with organizations across the region to help new residents find their fit in West Michigan**

Turn the page to see how you can support talent attraction in the region.

In the last 12 months...

updated 5/1/18



78
member
companies



32,284
website users



Top 7 Metros
include Chicago, DC,
LA, San Fran, Seattle



2:05 mins
average visit
duration

In 2017...



9.7 million
ad impressions

Since March 2013...



1,156 hires
from 2,158 resumes
sent in weekly packs

Member Companies

86° West Real Estate • 616 Lofts • Access Mini Storage • Accounting Principals • ADAC Automotive • Adamy Valuation • Aerotek • afterthemove • Amway • Austin Relocation • Baudville • Blue Cross Blue Shield • Blvd Corporate Suites • Century A&E • Coldwell Banker Schmidt Relocation • Colliers International West Michigan • Comfort Research • Consumers Credit Union • Cornerstone University Professional & Graduate Studies • Corrigan Moving Systems • Davenport University • Disher • DornerWorks • DPT • epitec • Experis • Express Employment Professionals • Fairly Painless Advertising • Fremont Insurance Company • Garrison Dental • GR Home Team • GR Running Tours • Grand Valley State University • Greenridge Realty • Griffin Properties • Haworth • Hello Homes GR • Highland Group • Holland Board of Public Works • HR Collaborative • Hudsonville Ice Cream • Innotec • JW Marriott • KV Team Keller Williams Realty Grand Rapids East • Management Business Solutions • Manpower • Meijer • Mercy Health • Mi Scout • Modern Woodmen Fraternal Financial • NETnet • Northwestern Mutual • The Novosad Team • Office Staffing • Olivet Nazarene University • Open Systems Technologies • Padnos • Powell Relocation Group • Priority Health • Professional Association Resources • Progressive AE • Randstad Technologies • Rockford Construction • SalesPad • Sparrow Ionia Hospital • Spectrum Health • Steelcase • TEKsystems • TGW Group • Uniform Color Company • Union Bank • Van Andel Institute • Varnum • Vsuites • Warner Norcross & Judd • West Wind Place Apartments • WilliamCharles Search Group • X-Rite

Support a Community Stakeholder

A single company can't solve the regional talent shortage on their own.

Investing in membership with Hello West Michigan supports a cohesive, regional approach to solving the immediate talent shortage.

Your membership helps increase the number of ready-to-work candidates relocating from outside of the area.

Member Benefits

In addition to supporting a strategic mission that benefits all employers in the region, membership with Hello West Michigan provides a measurable ROI for your company. Our resources enhance what you're already doing and synergize the talent efforts of the entire Hello West Michigan membership.



Attraction

- Benefit from the increased regional awareness contributed to by our out-bound marketing campaigns
- Actively reaching boomerangs already interested in relocation



Awareness

- Comprehensive website, the only hub of regional information for relocation, covering both lifestyle and career
- Company profile on hellowestmichigan.com to showcase your employment brand
- Custom relocation packs and community printables



Connections

- Resume sharing for significant others and boomerangs, plus access to candidate database
- Education and training programs, plus networking with talent acquisition professionals across the region
- Member discounts with education members

Value for Companies of All Sizes

Companies of all sizes join Hello West Michigan. This is what some of our members are saying they find most beneficial about their membership with us.



HAWORTH®



SPECTRUM HEALTH

Steelcase



- Exposure of company employment brand
- Access to tools/resources that improve the community "sell" during recruiting
- A place to send significant others or recruited candidates
- Build and advance the regional brand

- Candidates see company in context of a thriving region
- Recruiting strategy and support
- Exposure to networking and best practices
- Access to significant others of people already relocating (free candidates)

- Candidates see company in context of a thriving region
- Access to candidates you otherwise would not have exposure to, including significant others of people already relocating (free candidates)
- Unlimited job postings at no cost

Hello West Michigan is integral to our talent strategy. Investment in membership is quickly realized as we hire quality individuals from their referral base.

Pamela Ries

Chief Human Resources Officer, Spectrum Health

We rely on Hello West Michigan to connect us with talented professionals who are committed to impacting the community.

Ruth Mooney

Lead Technical Recruiter, TGW Systems Inc.

We find candidates with experience that we never would be able to find through other channels, especially as a small company.

Nick Adamy

Managing Director, Adamy Valuation

Take the Next Step

Join the region's leading employers and apply a strategic solution to your talent shortage. Membership dues are based on employee count in West Michigan and you can join at any time throughout the year.

Cindy Brown
Executive Director
616.818.9080
brownc@hellowestmichigan.com

HelloWestMichigan



Strategic Partner