



## New economy. New opportunities.

You rarely see thriving communities without thriving companies. And vice versa. The dozens of world-class organizations, both large and small, based in West Michigan have strengthened our communities for decades.

Today's economic changes present new challenges. Competition is faster, fiercer and more global. Talent now drives corporate success. Yet top engineering, health care, information technology, science, business and other talent can, and often do, move anywhere in the world where opportunity beckons.

Now more than ever, the quality of life a region offers is a factor in their decision to relocate. It influences the ability of companies to innovate and succeed, and West Michigan's capacity to remain economically competitive.

The fact is, recruited talent doesn't see all that West Michigan offers. They dismiss opportunities in Michigan because of its well-publicized economic challenges, are unaware of the vibrant lifestyle and career opportunities this region offers and the resources to help them in their decision are scattered and incomplete.

**In response, forward-thinking organizations throughout West Michigan launched Quaeris in 2010 to address these common challenges. Quaeris exists to:**

- **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**

The growing competition for talent represents a new opportunity for the future. We can establish West Michigan as a destination for top talent and all they bring to the region or struggle to remain competitive while other areas of the country thrive.

Let's work together to ensure West Michigan attracts and retains the best talent for the future to give individual companies the competitive edge, help our region's economy prosper and our communities thrive.

"The shared resources of Quaeris offers West Michigan employers a competitive advantage in the competition for talent and communicates to everyone West Michigan is a premiere destination to live and work."

- Ann Harten, Haworth

## Member Companies

Amway  
Austin Relocation  
BISSELL Homecare, Inc.  
Blue Cross Blue Shield  
Corrigan Moving Systems  
Davenport University  
Express Employment Professionals  
Grand Valley State University  
Haworth  
Herman Miller  
Kellogg  
Media I  
Meijer  
Michigan State University  
College of Human Medicine  
Paragon Recruiting  
Perrigo  
Paragon Recruiting Priority Health  
Powell Relocation Group  
Progressive AE  
Rapids Development Group  
Rehmann  
Spectrum Health  
Spectrum Health Medical Group  
Steelcase  
Trinity Health West Michigan  
Van Andel Institute  
Varnum  
Warner Norcross & Judd  
WolverineWorldWide

## Partner Organizations

Battle Creek Area Chamber of Commerce  
Battle Creek Calhoun County  
Convention and Visitor's Bureau  
Battle Creek Unlimited  
Center for Community Leadership  
Discover Kalamazoo  
Frey Foundation  
Experience Grand Rapids  
Grand Rapids Area  
Chamber of Commerce  
Holland Area Chamber of Commerce  
Kalamazoo Community Foundation  
Kalamazoo Regional  
Chamber of Commerce  
Multiracial Association of Professionals  
Muskegon Area Chamber of Commerce  
Southwest Michigan First  
The Right Place, Inc.  
West Michigan Strategic Alliance

“The cities and towns that thrive in the future will be those that are magnets for creative and entrepreneurial people; future growth is all about developing and attracting human and social capital.”

-Brian Schipper, SVP Human Resources, Cisco Systems

## What is Quaeris?

Quaeris means, “To seek.” We borrowed it from the state motto, “If you seek a pleasant peninsula, look about you.” The name fits our efforts well. Quaeris seeks opportunities for employers to collaborate on the common challenge of recruiting and retaining top talent. It also helps talent see all West Michigan has to offer.

Quaeris is a first of its kind regional talent attraction initiative that combines a public website ([www.hellowestmichigan.com](http://www.hellowestmichigan.com)) with terrific resources member employers can access to improve their talent attraction and retention efforts.

## Member Benefits

- Comprehensive website that promotes all West Michigan offers
- Resume sharing for recruits' trailing partners and second-choice candidates
- Surveys to better understand the needs of recruited talent
- Networking with HR professionals across the region
- Best practices in recruiting and retention
- Members-only online community
- Education and training programs

Quaeris offers West Michigan a competitive advantage by doing what this region does better than any other: collaborate through public/private partnership.

“Access to best practices will enhance the ability of West Michigan employers to attract the best talent and retain it.”

- Tom Karel, Trinity Health West Michigan

## Take the Next Step

Join the region's leading employers and help position West Michigan as the next destination for talent. To learn more, call 616-771-0317 or visit us at [HelloWestMichigan.com](http://HelloWestMichigan.com).

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