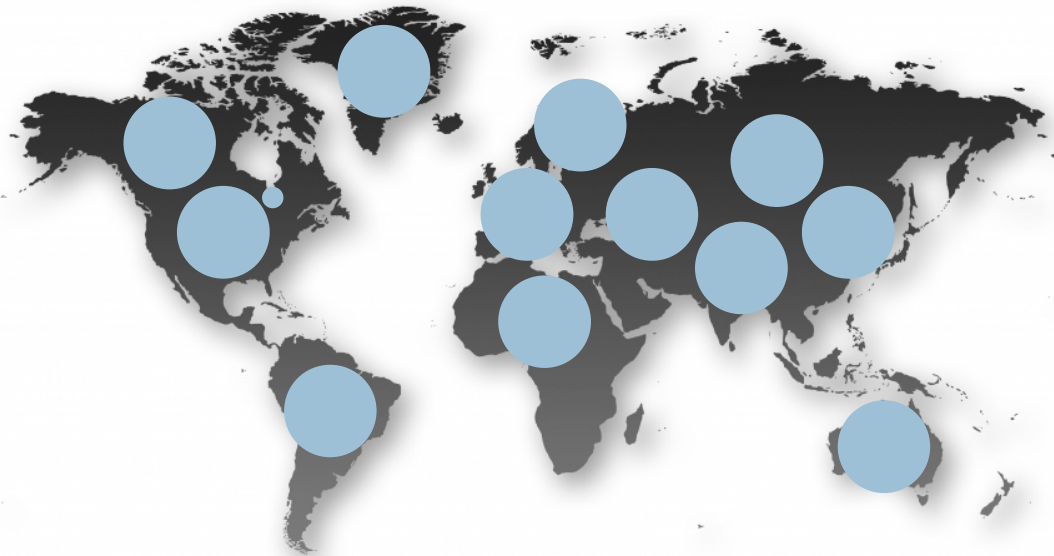




Quaeris

Hellowestmichigan.com

WEST MICHIGAN BUSINESS COMPETES NATIONALLY, GLOBALLY



Quaeris



10% rise in value of equipment
increased productivity of 3.4%.

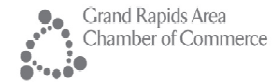
**10% increase in educational
level of employees
equals increased
productivity of 8.6%.**

--CPA Vision Project 2011 & Beyond, Intellectual Capital:
Tomorrow's Asset, Today's Challenge, Barry Brinker, CPA

Quaeris



IT STARTED AS AN IDEA...



CHALLENGES

1

COMPETITIVENESS

Businesses need top talent to innovate and be globally competitive.

CHALLENGES

2

AWARENESS

Talent doesn't see the breadth of opportunities West Michigan offers.

Quaeris



CHALLENGES

3

SCATTERED RESOURCES

Companies create independent processes, messages and solutions for attracting and retaining top-talent but lack synergy.



SOLUTION

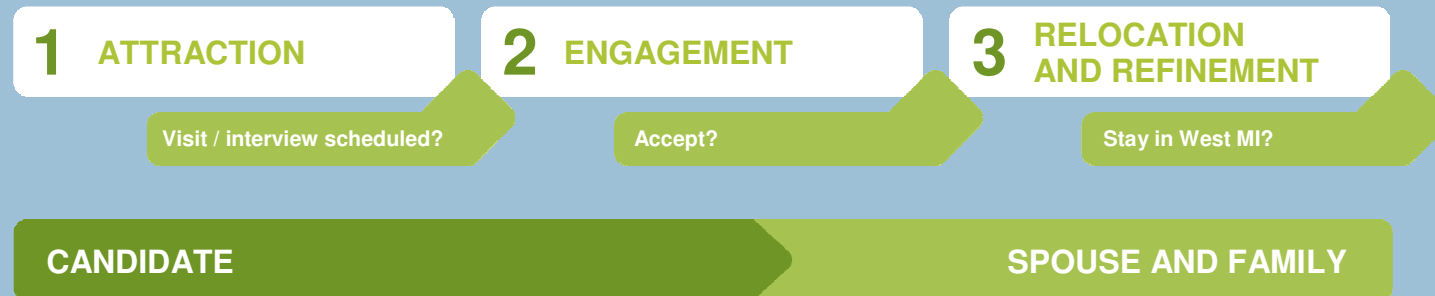
Build a regional collaborative effort to attract and retain talent



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A ROAD MAP

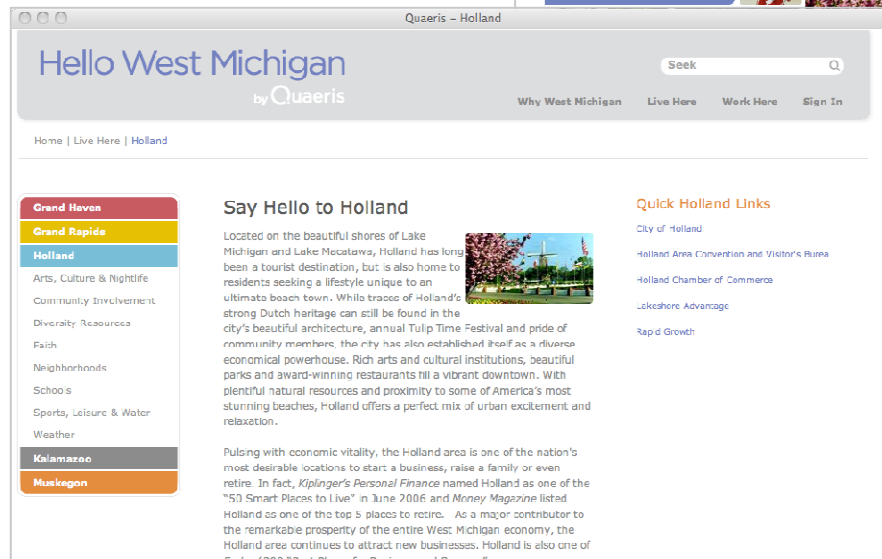
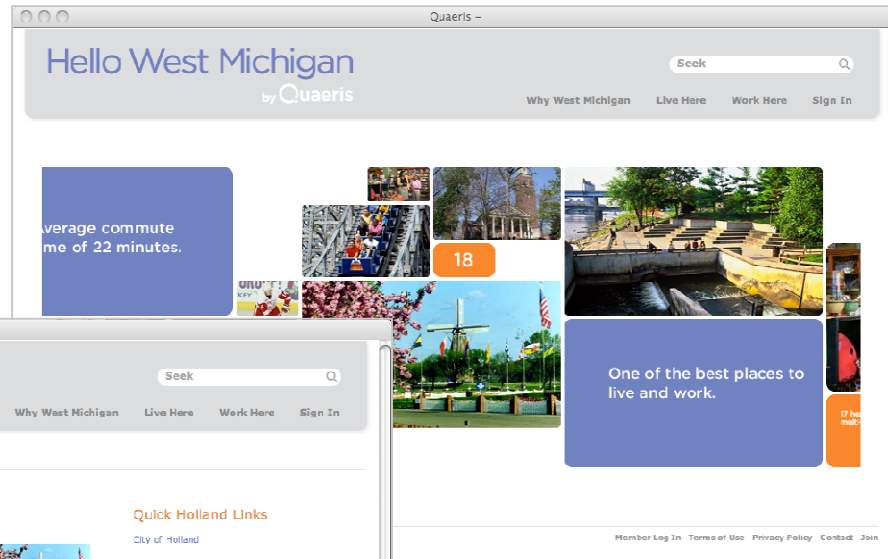
Build a regional collaborative effort to attract and retain talent



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HELLO WEST MICHIGAN!

JANUARY 26, 2010
HAWORTH



2010 ACCOMPLISHMENTS

- Expanded to 26 member companies and 16 partner organizations
- Expanded Quaeris' footprint to Battle Creek
- Introduced member training sessions
 - Totals YTD: 185 HR professionals and 550 hours
 - Promoting West MI
 - Best Practices
- Demonstrating value



2010 ACCOMPLISHMENTS

- More than 80 best practices cataloged
- Evaluations consistently exceed goals; content quality and value are high
- New opportunities to collaborate
 - Recruiter roundtables hosted by members
 - Quality comparisons of third-party recruiters
 - Shared data to track trends for recruited talent
 - Joint events for relocated talent



2010 ACCOMPLISHMENTS

- Member companies are changing their processes, incorporating Quaeris resources
- Sharing knowledge of existing community resources to aid recruitment and retention to avoid duplication
- Establishing a message within the region that West Michigan is a great place to live and work within the region that



A BROADER VISION

(August 2010)

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

1

ESTABLISH WEST MICHIGAN, LOCALLY AND NATIONALLY, AS A PREFERRED PLACE TO LIVE AND WORK.

2

INCREASE THE RATE OF SUCCESS FOR TALENT ACQUISITION AND RETENTION.

3

ACHIEVE A SUSTAINABLE FUNDING MODEL.

Quaeris





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