

YOU WON
Congratulations!

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

2017 WINNER'S PACKET

West Michigan's Best and Brightest Liaison:

Rich Woloch

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Phone: 866-321-1822 Ext.159



West Michigan's 2017 Winners

**BEST AND
BRIGHTEST**
COMPANIES
TO WORK FOR

Large Businesses - 301+ Employees

Advia Credit Union
American Axle & Manufacturing
BDO USA, LLP
Bell's Brewery Inc.
Blue Cross Blue Shield of Michigan
Clark Retirement Community
Comcast
Feyen Zylstra
FireKeepers Casino Hotel
Flexfab
Hastings Mutual Insurance Company
Holland Hospital
Hope College
Lake Michigan Credit Union
Life EMS Ambulance
Macatawa Bank
Metro Health University of Michigan Health
Nucraft Furniture Company
OMT-Veyhl USA Corporation
Orthopaedic Associates of Michigan
Parker Hannifin Pneumatic Division
Porter Hills
Rockford Construction
SpartanNash
Sunset Retirement Communities & Services
The Kendall Group
Zeigler Auto Group

Medium Businesses - 101 - 300 Employees

4Front Credit Union
Adventure Credit Union
Air Lift Company
Applied Imaging
Arbor Financial Credit Union
Baudville Brands
Berends Hendricks Stuit Insurance Agency, Inc.
Buist Electric
Butterball Farms, Inc.
C-4 Analytics
Comfort Research
Consumers Credit Union
Crowe Horwath LLP
Crown Motors
Elzinga & Volkers Construction Professionals
Flexco
Flow-Rite Controls
Haviland Enterprises, Inc.

Hub International
Imperial Beverage
Kent Companies, Inc.
Koops Inc.
Mel Trotter Ministries
Mercantile Bank of Michigan
Michigan Office Solutions
OMNI Community Credit Union
OST (Open Systems Technologies)
Paragon D&E
Plante Moran
Progressive AE
Rehmann
Schupan & Sons, Inc.
Service Express, Inc.
St. Ann's Home
Suburban Inns
Terryberry
The Campbell Group
United Bank of Michigan

Small Businesses - 1-100 Employees

a.j. Veneklasen, Inc.
Acoustics By Design, Inc.
Aerotek Midwest
Allied Business Services
Andy J. Egan Co.
Baker Holtz, CPAs and Advisors
Barnes & Thornburg LLP
Beene Garter LLP
Belwith Products, LLC
BizStream
Broadmoor Motor Sales
Charter Capital Partners
CompleteSource, Inc.
Configura, Inc.
Dan Vos Construction Company, Inc.
DFCU Financial
DK Security
Dominion Systems
Easter Seals Michigan
EQI, Ltd.
Experis
Express Employment Professionals
Fleis & VandenBrink Engineering, Inc.
FormulaFolio Investments
Fusion IT, LLC

GNS America, Co.
Grand Rapids Label Company
Grand Rapids Metrology
Grand River Aseptic Manufacturing
Great Lakes Caring
Greenleaf Trust
Hastings City Bank
HNI Risk Services
Honigman Miller Schwartz and Cohn LLP
HUMANeX Ventures
Hungerford Nichols CPAs + Advisors
Innovative Client Connections
InsTe Business Solutions LLC
Interphase Interiors Inc.
ITS Partners, LLC
Kalamazoo Community Foundation
KSS Enterprises
Lakewood Construction
Legal Copy Services
MarshBerry
Michigan First Credit Union
Midstate Security Company LLC
Mill Steel Company
MSU Federal Credit Union
OptiMed Specialty Pharmacy
OsborneKlein
Regal Financial Group, LLC
Revel
Seaman's Mechanical
SecurAlarm Systems, INC
Service Professor
Soils & Structures, Inc.
Southwest Michigan First
Stahlin Enclosures
Sun Title Agency LLC
The C2 Group
Total Quality Logistics
TowerPinkster
Triangle Associates, Inc.
Trillium Staffing Solutions
Trivalent Group
United Way of Southwest Michigan
Willis Law
Worksighted
WSI
X-Rite, Inc.
Yeo & Yeo CPAs & Business Consultants

 **BETTER BUSINESS. RICHER LIVES. STRONGER COMMUNITIES.**

PHONE 866.321.1822 FAX 800.971.8803 EMAIL info@101BestandBrightest.com 101BestandBrightest.com

Save The Date

BEST AND
BRIGHTEST
COMPANIES
TO WORK FOR

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

Wednesday, May 3, 2017 * 9:30 am - 2:00 pm
JW Marriott Grand Rapids
235 Louis St., NW, Grand Rapids, MI 49503

Join Speakers, Jennifer Kluge, Shelley Irwin, Dick DeVos and Emcees,
Juliet Dragos of WZZM 13 News and Steve Kelly of NewsRadio WOOD 1300



REGISTER ONLINE AT bit.ly/2mx4nXp

SPONSORED BY:



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PHONE 866.321.1822 FAX 800.971.8803 EMAIL info@101BestandBrightest.com 101BestandBrightest.com

POLICY FOR USE OF WINNER LOGO

1. The winning company is eligible to use the winning year's event logo from the date of winner acknowledgement.
2. The logo is not to be altered in any way and must include the winning year.
3. The logo must appear in original colors, Pantone 2597 (purple) and Pantone 150 (gold), CMYK, RGB, black or white only.
4. When presenting your company as a "West Michigan's Best and Brightest Companies to Work For®" winner, the Best and Brightest staff must be notified of publications or articles in which the information will appear. A list or copy may be sent to the Best and Brightest team by fax to 800.971.8803 or by email to rich@101bestandbrightest.com.
5. Only the Best and Brightest Companies to Work For® approved winners and their marketing and advertising representatives may use this logo.
6. Logo use on marketing pieces must be tasteful and non-demeaning.
7. When addressing or referring to the event, award or program for media relations or marketing purposes, use consistent language related to the program. The title of the program must be used as seen here: "West Michigan's Best and Brightest Companies to Work For®." Truncated versions are not acceptable.
8. Violation of this policy may mean disqualification as a Best and Brightest company and could lead to litigation.

If you have questions, please contact the Best and Brightest team at 866.321.1822.

Click the link below to access the
2017 West Michigan's Best and Brightest Winners Logos

bit.ly/2ICPNZ9

PHOTO RELEASE

Winning companies photos will be displayed during the awards presentation. Please send up to 5 photos of employees at fun work related events to rich@101bestandbrightest.com. The photo deadline is March 31, 2017.

Upon sending company photos, you hereby agree to give permission to Best and Brightest Companies To Work For® to use images of employees for public viewing during the presentation at the awards ceremony on May 3, 2017, at the JW Marriott. It is also agreed that the company has been granted permission by the employee(s) in the photo(s) to use the photos in this manner. The photos may also be used in publications that may act as marketing materials for future events of the Best and Brightest Companies To Work For® and the National Association for Business Resources. In some instances, the photo(s) may not contain a caption identifying any individual(s) or company(ies). No monetary compensation will be given for use of the photo(s).

WEBSITE AND SOCIAL MEDIA

As an added value of recognition, hyper-linked company logos will be displayed on the Best and Brightest Companies To Work For® website. To submit your logo and url, company description and social media handles, please e-mail to rich@101bestandbrightest.com. The logo should be a jpg file, size 270 pixels (w) X 110 pixels (h). Don't forget to use the hashtag, #101BB, when promoting your Best and Brightest win on social media.

DIGITAL PROGRAM BOOK

The West Michigan's Best & Brightest event plans to host over 500 attendees. Placing your ad in our digital event book will give your organization positive visibility. The event program book will be created in a manner that will encourage attendees to keep it and refer to it throughout the year. The program book is the perfect place to advertise your company and get long-term exposure at a small price! PLUS after the event, the 2017 program will be placed online for extra advertising exposure! If you chose to purchase an ad, please know that all artwork must be received no later than April 26, 2017. It can be electronically e-mailed to emaes@nationalbiz.org or rich@101bestandbrightest.com. High resolution PDFs with fonts embedded are accepted. Acceptable formats include high resolution files created in QuarkXpress, Adobe Acrobat, Adobe Illustrator, Adobe InDesign or Adobe Photoshop.

Specifications: Standard Unit Sizes in Inches (width X height)

Full Page	7.5" x 10"
Half Page	7.5" x 4.75" (horizontal)
Half Page	3.5" x 10" (vertical)
Quarter Page	3.5" x 4.75"

EVENT TICKETS, SPONSORSHIPS, ADVERTISING, CRYSTALS

Check all that apply, then see page 7 for payment options

Tickets

Pre-register for reserved seating by 4/26/17. Walk-ins are welcome on event day. Pre-registration required for full table reservations.

- Tickets No. of Tickets _____ x \$175 _____
- Full Table - 10 Tickets _____ x \$1,750 _____
- Table Sponsor - 10 Tickets _____ x \$2,000 _____
Recognition as a table sponsor.

Sponsorship Opportunities

- Premier Sponsor. \$7,500
- Gold Sponsor. \$5,000
- Silver Sponsor. \$2,500
- Program Supporter. \$1,000

Exhibit Booth

- Exhibit Booth + 1 Ticket. \$500
- Exhibit Booth w/power + 1 Ticket. \$525

Event Day Program Advertising

Ad Deadline January 6, 2017

- Full Page - 7.5" wide x 10" high \$750
- Half Page - 7.5" x 4.75" (horiz.) OR
3.5" x 10" (vert.) \$550
- Qtr. Page - 3.5" wide x 4.75" high \$350

Sponsorship Bundles

- Bundle A** (\$300 savings). \$1,000
Includes: 2 tickets; C-Suite Assessment Report; Full-Page Program Ad
- Bundle B** (\$450 savings). \$1,900
Includes: 4 tickets; EE Assessment Report; Full-Page Program Ad; Exhibit Booth (includes 1 extra ticket)
- Bundle C** (\$550 savings). \$1,900
Includes: Table Sponsorship includes 10 tickets, recognition in the Powerpoint & at the podium; C-Suite Assessment Report; Comprehensive HR & EE Assessment Report; Full-Page Program Ad; Exhibit Booth (includes 1 extra ticket)

Award Crystal

- No, we are not attending the event on May 3, 2017,
but we would like to order an award crystal. \$110

WINNER ASSESSMENT REPORTS

The Best & Brightest Assessment Reports are designed to aid employers in evaluating strengths and weaknesses of their company, company function, employee engagement levels and assist in identification and elimination of potential areas of concern.

Available for purchase are individualized in-depth comprehensive assessment report that shows actual data for each survey questions asked by the company and the employee. These tools are vital components in benchmarking and show where improvements can be made.

- Executive C-Suite Summary Report** \$200
Includes an organization's strengths, weaknesses, and opportunities for improvements, with scores in the three highest and lowest areas.
- Comprehensive Employee Engagement Assessment Report** \$400
The Employee Engagement Assessment Report is a powerful analysis tool that provides a detailed picture of engagement and disengagement throughout an organization. The report also provides organizations with bulleted statements from employees.
- Dual Comprehensive Company & Employee Engagement Assessment Report** \$800
This option provides organizations with an individualized assessment of the Company and Employee Engagement Survey. This report provides in-depth human resource practices utilized and compares each organization's response to other participating organizations. It also includes the Comprehensive Employee Engagement Assessment Report.
- Executive C-Suite Chronological Assessment Report** \$1,200
This report compares your organization results year over year allowing you to map the effects of your strategic efforts. This report contains finalized results, ready to take to the boardroom or send out to managers.

See page 7 for payment options

Registration & Payment Form



Registration Information

Yes, our organization is attending the event on May 3, 2017 at the JW Marriott. Please order my award crystal.

No, we are not attending the event on May 3, 2017, but we would like to order an award crystal for \$110.

Company Name as it should appear on crystal _____

Primary Contact _____

Address _____

City, State ZIP _____

Phone _____ Email _____

Attendees

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

Name _____

Full payment is due before April 26, 2017. Cancellations must be received by April 26, 2017. All registrations, including no-shows, are subject to the full registration fee. Notify the Association of any substitutions.

Fax or mail payment to: National Association for Business Resources, 27700 Hoover Rd., Warren, MI 48093, Fax: 800-971-8803, or email rich@101bestandbrightest.com

Total Tickets: \$ _____

Sponsorship Bundle: \$ _____

Total Tables: \$ _____

Award Crystal: \$ _____

Sponsorship: \$ _____

Winner Assessment Report \$ _____

Exhibit Booth: \$ _____

Program Advertising: \$ _____

Total Payment Due: \$ _____

Method of Payment

Check Enclosed (payable to NABR) AMEX MasterCard VISA [Click here to pay online.](#)

Credit Card# _____ Exp. Date _____ Security# _____

Name on Card _____

Signature _____

AS A BEST & BRIGHTEST WINNER, DON'T FORGET TO:

1. Register to attend and/or sponsor the celebratory awards gala.

See pages 6 & 7 of this document.

2. Download your winner logo.

See page 4 of this document.

3. Submit photo(s) of your team.

See page 5 of this document.

4. Submit your social media handles, company logo and description.

See page 5 of this document.

5. Use #101BB to celebrate your win on social media.

See page 5 of this document.

6. Purchase Assessment Reports to measure your company's metrics and benchmarks.

See pages 6 & 7 of this document.

*Congratulations on being a
Best and Brightest Winner!*