

FOR IMMEDIATE RELEASE

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**Southwest Michigan First Recognized as
The Best and Brightest Companies to Work For® 13 Years in a Row**

For the 13th straight year, Southwest Michigan First has been named one of *The Best and Brightest Companies to Work For*® in West Michigan by the National Association for Business Resources (NABR).

Winning companies are assessed by an independent research firm, which reviewed several key measures relative to other nationally recognized winners. Some of the categories applicants were scored on include Engagement and Retention; Diversity, Equity, and Inclusion; and Community Initiatives.

"Being recognized as one of the Best and Brightest Companies to Work For thirteen years in a row shows our unwavering dedication to fostering a culture of innovation, excellence, and inclusivity. This award not only reaffirms our belief that investing in people is crucial to our success, but also reflects our team's contribution to the growth and prosperity of the Southwest Michigan region," said Jonas Peterson, CEO of Southwest Michigan First.

"Jennifer Kluge, president and CEO of NABR and the Best and Brightest Programs, highlighted that these companies have prioritized making a significant impact on their culture. With a focus on their employees as the top priority, this powerful community of the nation's elite leaders has gained a competitive edge."

With over 25 years of experience conducting the Best and Brightest competitions, the National Association for Business Resources (NABR) has identified numerous best Human Resource practices and provided benchmarking for companies that continue to be leaders in employment standards.

About Southwest Michigan First

Southwest Michigan First is an organization of privately funded economic development advisors who act as the catalyst for economic success in Southwest Michigan. Founded in 1999 on the principle that the greatest force for change is a job, the organization works across all industries throughout the seven counties making up the Southwest Michigan region.

About the Best and Brightest Programs

The "Best and Brightest Companies to Work For®", a program of the National Association for Business Resources, is presented annually in several markets: Atlanta, Charlotte, Chicago, Dallas/Fort Worth, Denver, Detroit, Houston, Miami, Milwaukee, Nashville, New England, New York, Northern California, Pacific Northwest, Southern California, West Michigan, and nationally. Nominations are now being accepted for all programs. Visit <http://www.thebestandbrightest.com> to obtain an application.

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