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FIRST CHOICE

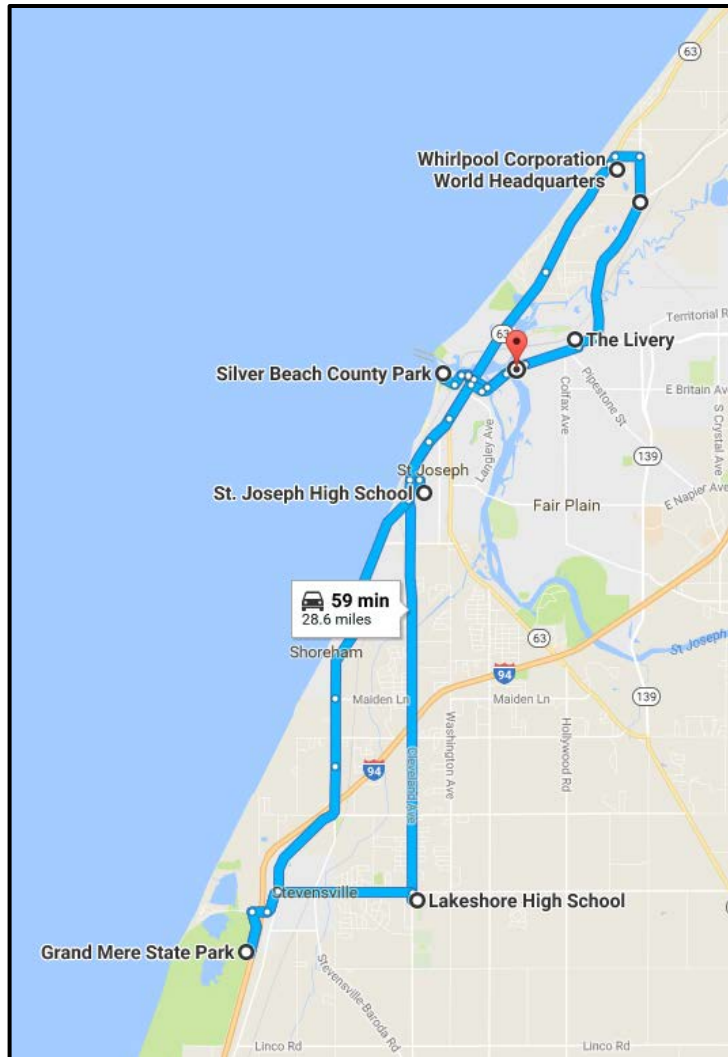
SHOWCASING MICHIGAN'S **GREAT** SOUTHWEST

- Innovative Recruiting Tool for Regional Businesses.
- Candidates (and families) Introduced to Community Through a Driving Tour.
- Tour Schools, Neighborhoods, Churches, Areas of Interest to Candidate.
- First Choice Experience Gives a First-Hand Look at Area.

Driving Tour Highlights...

Some Regular Stops:

- Silver Beach County Park.
- Whirlpool Global and North American HQ.
- Benton Harbor Arts District.
- St. Joseph/Lakeshore High Schools.
- Grand Mere State Park.



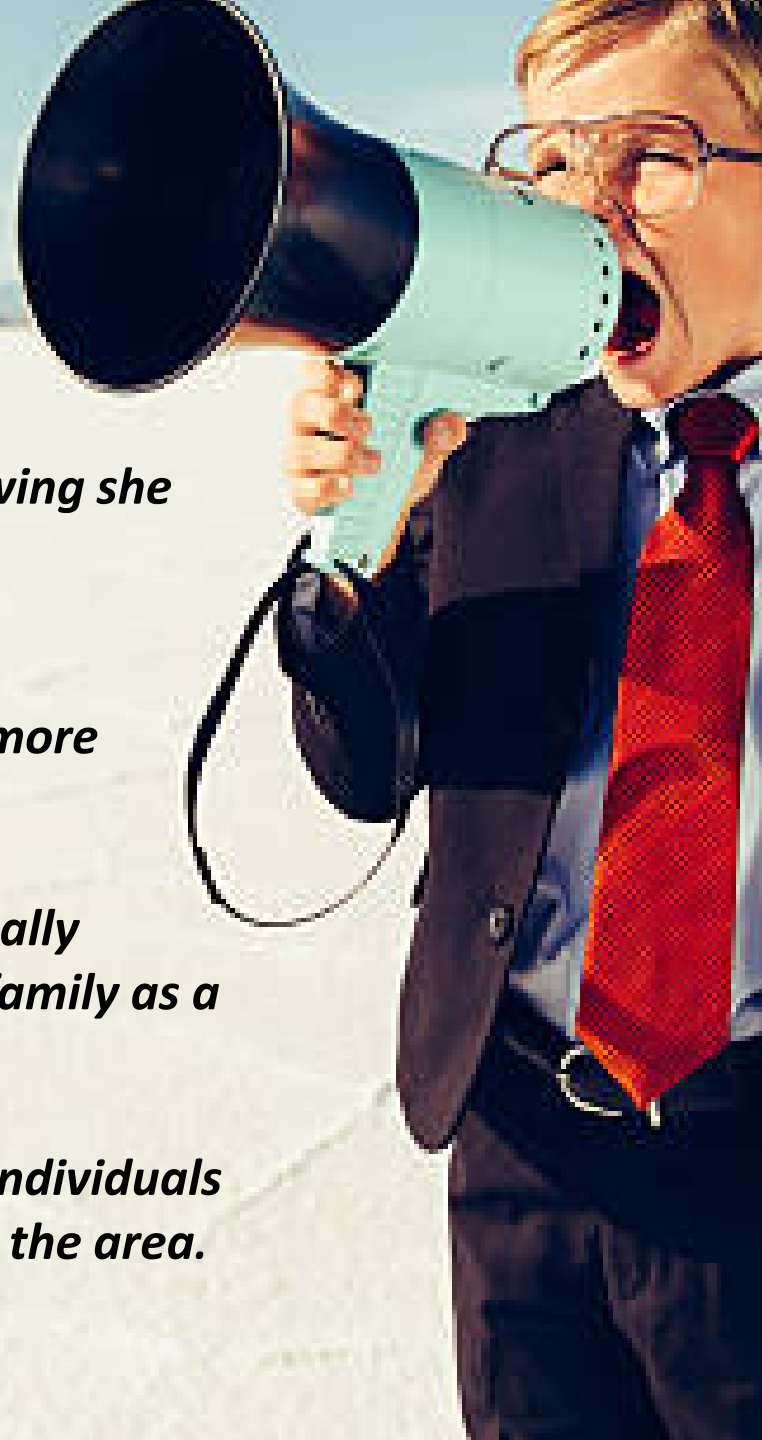
BY THE NUMBERS

- Program Launched in 2001.
- Six First Choice Tour Ambassadors.
- More than 3,200 First Choice Tours since 2012.
- Used by more than a dozen companies.

WHAT CANDIDATES ARE SAYING ...



- *The Tour Ambassador was wonderful! Knowing she lives in the area was a huge comfort.*
- *I was surprised to learn about the beaches, restaurants and art scene. Location is way more picturesque than I had originally imagined.*
- *Very enlightening and pleasant. The tour really brought forward the vast offerings for the family as a whole.*
- *First Choice serves a crucial role in helping individuals and families decide if they want to move to the area.*





Dual Career Initiative

- Partnership between Cornerstone Alliance and Kinexus (workforce agency).
- Hire a contractor to be a “Case Manager” for Skilled Partners looking for work.
- Utilize the vast network of companies that invest in Cornerstone Alliance.
- Work around the bureaucracy of a traditional workforce office.



Dual Career Initiative

- Help define “meaningful work” for the Skilled Partner.
- Significant new opportunities provided from Whirlpool and Lakeland Healthcare that will benefit other area manufacturers, lending institutions, accounting and environmental firms, non-profits and schools.
- Previous examples: Attorney of International Law from Dubai, Amazon DC general manager, MBA from globally-recognized universities.