



WEST MICHIGAN
STRATEGIC
ALLIANCE

NEWS RELEASE

For Immediate Release

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Regional Indicators sets Achievement Targets

WEST MICHIGAN — June 29, 2009 — The West Michigan Regional Indicators Initiative will conduct a stakeholder involvement process to evaluate the current suite of indicators and to set achievement targets for where West Michigan should be in each indicator by 2015.

Initial development of the targets will be done by each sector with meetings occurring between July 12 and September 25, 2009. Economic indicators will be facilitated by George Erickcek of the W.E. Upjohn Institute for Employment Research. Environmental indicators will be facilitated by John Koches and Jon Vander Molen of the Annis Water Resources Institute (GVSU) and Social indicators will be facilitated by Jeremy Pyne of the Community Research Institute (GVSU) and Connie Bellows of the Delta Strategy.

All stakeholders will meet to review the targets set for all indicators on October 29, 2009.

If you are interested in participating in one or more of the indicator discussions, please contact the facilitators at one of the emails below for meeting dates and times.

Economic Indicators: George Erickcek erickcek@upjohninstitute.org

Environmental Indicators: Jon Vander Molen vandjonl@gvsu.edu

Social Indicators: Connie Bellows Connie.Bellows@Gmail.com

For more information about the West Michigan Regional Indicators, please visit the WMSA website: www.wm-alliance.org.

About the West Michigan Strategic Alliance

The West Michigan Strategic Alliance serves as a catalyst for regional collaboration among the businesses, institutions and governmental units serving 1.4 million people living in a eight-county region (Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo & Ottawa). The WMSA works to encourage a regional mindset, which will foster collaboration on critical issues that impact how we live, learn, work and play. Additional information on the Alliance is available at www.wm-alliance.org

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