



WEST MICHIGAN
STRATEGIC
ALLIANCE

Action Report

2006-2007



“Thinking about doing a thing and doing a thing, are two different things.”

~ Marcus Agrippa, Builder of Roman Aqueducts



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~ Marcus Agrippa, Builder of Roman Aqueducts

Dear Friends of the West Michigan Strategic Alliance,

Greetings! We are pleased to report that in 2006 WMSA successfully engaged in both “thinking about doing a thing” and “doing a thing (or two)!”

Since our inception in 2000, WMSA has clearly established the value and need for regional collaboration. Just as importantly, global factors beyond our control continue to reinforce the necessity to leverage our assets on a regional basis.

To compete globally, we must collaborate both regionally and across business, government and education sectors. Not surprisingly, this has been our focus in 2006—accelerating collaboration, focused on action. Serving as a catalyst for regional collaboration is our mission and we believe we are uniquely positioned and qualified to serve the region in this critical role.

WMSA presented the region with three major initiatives in 2006:

- **Green Infrastructure:** West Michigan’s success depends upon an attractive and healthy quality of life, which in turn depends upon protecting, maintaining and enhancing our natural resources and natural landscapes. WMSA is working to promote the value of protecting, preserving and managing our natural features and resources.
- **Innovation:** West Michigan is committed to the development of a rich and broad knowledge economy. Through the Workforce Innovation in Regional Economic Development initiative (WIRED), WMSA brought to the region a \$15 million federal grant for workforce and economic development innovation.
- **Measurable outcomes:** Data experts from throughout the region worked together to establish *West Michigan Vital Signs* – a set of baseline indicators to begin measuring quality of life in the region. By providing a point of reference and highlighting trends, these indicators will serve as an aid to decision-makers across the region.

Each of these initiatives strengthens our regional foundation for the benefit of all.

Also in 2006, WMSA developed a strategic partnership with Grand Valley State University to leverage their intellectual capital, financial processes and infrastructure. We have expanded our Board of Directors to bring more voices and additional expertise to the table and have appointed Greg Northrup as President of the organization.

WMSA’s collaborative work provided forums and structures to engage informed, concerned citizens in the hard and sometimes complex work of regional change. The success of WMSA and its initiatives depends on the inclusion and continued participation of participants with diverse perceptions and points of view. Special thanks is due to the many people of West Michigan who passionately pursue a better future by giving their time and talents in leadership roles, committee work, project work and even art work. Thanks to the WMSA Board and staff for their enthusiastic and thoughtful participation. Finally, we offer our deep gratitude to those who fund this regional collaborative work.

Thinking and doing are profoundly different. Let’s work together to achieve balanced, thoughtful action.

 Steve Heacock
Chair

 Jim Brooks
Founding Chair

 Greg Northrup
President

West Michigan Strategic Alliance Board of Directors

Officers

- Steve Heacock, Van Andel Institute (Chair)
- James W.F. Brooks, Alpha Genesis (Founding Chair)
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- Alan Vanderberg, Ottawa County (Vice Chair)
- James Dunlap, Huntington National Bank (Treasurer)
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- Terrence Lenhardt, Steelcase, Inc.
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- Lyman Parks, Jr., Progressive AE
- Juan Olivarez, Grand Rapids Community College
- Milt Rohwer, Frey Foundation
- Lee Slaughter, City of Muskegon



CREATE A Regional Mindset

“Gettin’ good players is easy. Gettin’ ‘em to play together is the hard part.”

~ Casey Stengel, Outfielder and Manager

WMSA’s Collaborative Implementation Model

As we work to encourage a regional mindset, WMSA has developed a Collaborative Implementation Model. Based on our experience fostering many successful collaborations across the region, we have defined a process that brings resources to the table to leverage the capabilities of existing organizations. Community stakeholders work together to gather and evaluate objective information, establish shared goals and develop plans for synergistic action. By fostering a climate of inclusive respect, trust and accountability, we enable organizations and people with diverse perspectives to work together in unprecedented ways.

Major steps in this process include:

- 1 **Identify the need and desired outcomes** – Often this involves gathering input from stakeholders throughout the region to determine the challenge to be addressed. Using a participatory process, stakeholders identify contributing factors/root causes/key drivers with the greatest potential to affect the critical area.
- 2 **Scan existing efforts** – Our aim is never to create a duplicative effort or new entity, but rather to bring together and foster new work patterns among regional experts required to address the need.
- 3 **Recruit partners** – We assess the interest level, capabilities and capacity of each potential partner to take on the work and then gain their commitments to the project.
- 4 **Secure funding** – Drawing on the expertise of the partners, we craft the proposals for grant funding and private contributions to enable the project to go forward.
- 5 **Develop Memoranda of Understanding** – These important documents which detail deliverables, role, scope and resources for each partner help to align expectations and define schedules and outcomes for the project.

“What you are will show in what you do.”

~ Thomas Alva Edison, Holder of 1093 U.S. Patents

The West Michigan Regional Indicators Initiative

The West Michigan Regional Indicators project has developed a baseline set of objective, regional measurements describing quality of life. These indicators are a tool to help measure how things are changing in social, economic and environmental systems. Indicators can help decision makers see the bigger picture through small details.

This information will offer a sense of direction for additional research, planning, advocacy, and most importantly, action toward positive community changes.

The 2007 West Michigan Regional Indicators report, *West Michigan Vital Signs*, is available for downloading at the WMSA website (www.wm-alliance.org).

INDICATORS = OPPORTUNITY

“Establishing a baseline for what we can and can’t measure at the regional level is a great starting place. There’s more work to be done to determine the ideal sustainability indicators for West Michigan.”

~ Bill Stough, CEO Sustainable Research Group advisor to the West Michigan Sustainable Business Forum

FOSTER A Prosperous Economy

Stockphoto



“Innovation is the specific instrument of entrepreneurship... the act that endows resources with a new capacity to create wealth.”

~ Peter Drucker, Author and Management Consultant

WIRED West Michigan Initiative

Workforce Innovation in Regional Economic Development (WIRED) is an important WMSA initiative that fosters collaboration among the seven counties that make up the West Michigan region: Allegan, Barry, Ionia, Kent, Muskegon, Newaygo and Ottawa. WIRED West Michigan is turning innovative ideas into action.

Funded by a three-year, \$15 million grant from the U.S. Department of Labor / Education and Training (DOL/ETA), WIRED West Michigan is all about supporting the people, ideas and training necessary to attract and retain innovative employers and talent in the West Michigan region.

West Michigan is one of 13 regions in the United States to receive a WIRED Generation One grant in support of innovation-based economic planning and regional collaboration.

WIRED = OPPORTUNITY

“The need to transform our economy is fundamental to our long-term sustainability. WIRED provides us with some of the resources required to fund our hopes and aspirations.”

~ Fred Keller, Chairman/CEO, Cascade Engineering and Co-chair of the WIRED Policy Council

Even the smallest community in West Michigan has been impacted by the changing global economy. Despite outstanding work from economic development organizations located in the region, West Michigan has lost high-paying jobs, opportunities and influence. Yet the key strengths of our workforce including its diverse culture, strong work ethic and entrepreneurial spirit, remain.

The diversified manufacturing economy that served West Michigan so well is moving to countries (and other regions of the United States) with dramatically lower labor costs. To remain vital, West Michigan must build new economy businesses in the knowledge, information, technology, design and life sciences fields. However, we lack skilled workers and research institutions that are essential to leadership in these sectors.

WIRED West Michigan was designed to help our region transform at every level – from the boardroom to the shop floor to the classroom. This initiative will create new thinking about how the people of this region live, learn and work.

The innovation fostered by WIRED West Michigan is a long-term commitment, requiring communication, collaboration and a shared sense of urgency to ensure system level transformation.

2006 Actions and Milestones for WIRED West Michigan

- In December 2005, the West Michigan Strategic Alliance and its regional partners applied for a U.S. DOL/ETA WIRED grant.
- In February 2006, West Michigan was selected to receive \$15 million in funding over a three-year period.
- In April 2006, as a first step in building innovative ideas for economic and workforce development, WIRED launched 12 initiatives or “Innovations.” These Innovations range from new approaches in skills training and measurement, to new systems for accelerating entrepreneurship, each with the potential to be a catalyst for long-term opportunity and growth.
- In July 2006, WIRED West Michigan appointed a group of 15 diverse leaders in West Michigan to its Policy Council. Members of the Policy Council play an integral role in the ongoing approval, guidance and development of each WIRED Innovation.
- In the early months of the WIRED West Michigan initiative, Karen Wolf served as Project Manager for WIRED, with Phillip Rios taking over the role in October, 2006.
- As of September 2006, all 12 WIRED Innovations were underway – most beginning in the initial planning and concept definition phases and moving on to the next phase of business plan development in early 2007.
- WIRED West Michigan has been recognized as an important milestone for the future growth and economic development of the region and was named a top ten finalists for the Grand Rapids’ Business Journal’s “Newsmaker of the Year” for 2006.

WIRED Policy Council Members

Fred Keller (Co-Chair), President/CEO, Cascade Engineering Inc.

Lynne Sherwood (Co-Chair), Chair, JSJ Corporation

Wayman Britt, Asst. Administrator, Kent County

Keith Brophy, President, NuSoft Solutions Inc.

Elizabeth Cherin, President, Fremont Area Community Foundation

Jane Clark, President, Holland Chamber of Commerce

Nancy Crandall, Board Member, West Michigan Strategic Alliance

Jim Fisher, President, Padnos Shoreline Recycling

Haig Kassouni, President/CEO, NK Manufacturing

Andy Lock, CAO, Herman Miller Inc.

Bruce Los, Vice President, Gentex Inc.

Dr. Susan Meston, Superintendent, Muskegon ISD

Mark Murray, President, Meijer Inc.

Dr. Patricia Oldt, Vice President, Grand Valley State University

WIRED Key Partners

West Michigan Strategic Alliance

Grand Valley State University

2GTech

Alliance for Health

Best Michigan

Collaborative Strategies LLC

Continuous Quality Improvement Network

Delta Strategy

Grand Rapids Community College

Ionia County Economic Alliance

IRN

Lakeshore Advantage

Lambert, Edward & Associates

Metrics Reporting

Michigan Small Business & Technology Development Center

Muskegon/Oceana Consortium

New Urban Learning

Newaygo County Economic Development

The Council for Adult & Experiential Learning

The Right Place

W.E. Upjohn Institute for Employment Research

West Michigan Chamber Coalition

Work Design Collaborative LLC

ENSURE A Sustainable Environment

“Eventually we’ll realize that if we destroy the ecosystem, we destroy ourselves.”

~ Jonas Salk, Developer of the Polio Vaccine

Green Infrastructure Initiative

In 2003, The Green Infrastructure Task Force constructed a 25-year vision to identify, protect and preserve the interconnected network of green and open space in West Michigan. The West Michigan Green Infrastructure Strategy was published in November 2003 outlining this vision. Since then, this initiative has been a coordinated effort among WMSA, the Green Infrastructure Leadership Council, Grand Valley Metropolitan Council, Macatawa Area Coordinating Council, West Michigan Shoreline Regional Development Commission, Land Conservancy of West Michigan and the Robert B. Annis Water Resources Institute of Grand Valley State University.

Green Infrastructure is defined as “an interconnected network of green space and environmental assets that conserves the functions of natural ecosystems and provides associated benefits to people.” Protecting this network and the health of a region’s environment is directly linked to quality of life and economic prosperity. As development accelerates throughout the West Michigan region, we must plan for, finance and maintain our green infrastructure with the same urgency and priority with which we plan for, finance and maintain our “grey” infrastructure (i.e. roads, utilities, buildings).

WMSA encourages economic development that incorporates smart growth planning initiatives into the region’s physical growth and redevelopment. We believe that encouraging environmental sustainable growth and communication among local units of government, businesses and organizations in West Michigan will result in prosperous, thriving communities.

The Green Infrastructure priority areas are broad and interconnected. As a group, they encompass the inherent natural qualities in West Michigan that make it uniquely beautiful and ecologically valuable:

- Protection of critical areas of biodiversity
- Dune and shoreline preservation
- Watershed management and planning
- Farmland preservation
- Trails and greenway systems
- Incorporating green infrastructure into urban settings and developments

Under the direction of the Green Infrastructure Leadership Council, WMSA is stimulating discussion and helping to develop new tools for valuing our green infrastructure. We are working with local units of government to learn of their plans for identifying, preserving and protecting green infrastructure at the local level and encouraging more effective ways to collaborate around the green infrastructure priorities.

GREEN INFRASTRUCTURE = OPPORTUNITY

“Vision, leadership, action: the fundamentals of success are at work in West Michigan... we are making a difference that counts.”

~ Bonnie Shupe Blackledge, Cannon Township Clerk

2006 Actions and Milestones for Green Infrastructure

- In February 2006, the initiative received initial funding from People and Land, a W.K. Kellogg Foundation program administered by Michigan State University’s Land Policy Institute.
- March 2006, the initiative was kicked off at the Land Conservancy of West Michigan’s Korth Speaker Series.
- In July 2006, WMSA hired Katherine Kahl as Project Manager for the Green Infrastructure initiative. Kahl is currently completing her Ph.D. at Michigan State University through the Department of Fisheries and Wildlife. She is providing the

regional vision and collaborative infrastructure to accelerate the work of the Green Infrastructure initiative.

- In October 2006, the Natural Connections Summit was held in partnership with the Grand Valley Chapter of the American Institute of Architects. More than 150 attendees enjoyed presentations by national leaders in land use planning issues including Lester Brown of the Earth Policy Institute, Alexis Karolides from the Rocky Mountain Institute and Gina Baker of Burt Hill Architects and the Noisette Company Project. The work of the 2005 West Michigan Regional Urban Design (WMRUD) Charrette participants was showcased and the 2007 WMRUD request for proposals was announced.

Green Infrastructure Partners

Grand Valley State University: Annis Water Resources Institute
Land Conservancy of West Michigan
Macatawa Area Coordinating Council
Grand Valley Metropolitan Council
West Michigan Shoreline Regional Development Commission

Green Infrastructure Funders

Community Foundation for Muskegon County
Fremont Area Community Foundation
Grand Haven Area Community Foundation
Grand Rapids Community Foundation
Holland/Zeeland Area Community Foundation
Wege Foundation
W.K. Kellogg People and Land Program

Green Infrastructure Leadership Council

Arnold Boezaart, Community Foundation of Muskegon County
Ted Bosgraaf
Andy Bowman, Grand Valley Metro Council
Rick Chapla, The Right Place, Inc.
John Cleveland, IRN, Inc.
Ryan Coffey, MSU Extension, Newaygo County
Peter DeBoer, West Michigan Trailways & Greenways Coalition
Rod Denning, GVSU Annis Water Resources Institute
Sean Dey, West Michigan Shoreline Regional Development Commission
Kathy Evans, Timberland Resource Conservation & Development Council
Tom Fehsenfeld, Crystal Flash
Jim Ferro, Ada Township
Amy Haack, West Michigan Shoreline Regional Development Commission
Sue Higgins, Macatawa Area Coordinating Council
Kristine Huizen, Frey Foundation
Kathryn Huschke, Fremont Area Community Foundation

Jay Kilpatrick, Williams & Works
John Koches, GVSU Annis Water Resources Institute
Lynn Kotecki, Huntington National Bank
John Legge, The Nature Conservancy
Rachel Hood, West Michigan Environmental Action Council
Patricia Pennell, West Michigan Environmental Action Council
Milt Rohwer, Frey Foundation
Roger Sabine, Kent County Parks Department
John Scholz, Ottawa County Parks
Bonnie Shupe Blackledge, Cannon Township
Alan Steinman, Annis Water Resources Institute, GVSU
Elaine Sterret, Annis Water Resources Institute, GVSU
Julie Stoneman, Land Conservancy of West Michigan
Janice Tompkins, Michigan Department of Environmental Quality
Brian Van Kley, Macatawa Area Coordinating Council
Kent Vana, Varnum, Riddering, Schmidt & Howlett, LLP
Derk Walkotten, Macatawa Greenway Partnership
Kendra Wills, United Growth of Kent County
Greg Northrup, West Michigan Strategic Alliance

DEVELOP A Triplex Growth Strategy

WORK In Progress

“The best way you can predict your future is to create it.”

~ Stephen Covey, Author

► The 2007 West Michigan Regional Urban Design Charrettes

More than ever, West Michigan faces interdependent challenges in land use, energy consumption, transportation and infrastructure development. The actions required to address the sustainability of the region are outside the decision scope and resource capabilities of individual organizations or sectors. Even Michigan legislation designed to spur widespread joint land use planning among local governmental units has not been effective in bringing jurisdictions together.

Partnering with the Grand Valley Chapter of the American Institute of Architects, WMSA is conducting a second round of three multi-jurisdictional regional land-use planning charrettes in April 2007. A West Michigan Regional Urban Design (WMRUD) charrette is a concentrated 3-day “town hall meeting-style” collaborative planning session. Planning and zoning officials from adjacent local units of government are brought together with land-use planners and other professionals such as architects and engineers to articulate facts, problems, needs, hidden assets and goals for a selected area. Participants develop a new foundation for collaborating with adjoining jurisdictions and new tools for implementing sustainable planning, policy and design.

► 2006 Actions and Milestones for Multi-Jurisdictional Charrettes

- In October 2006 at the Natural Connections Summit, charrette participants from 2005 presented progress reports for each of their multi-jurisdictional projects. At this event, a request for proposals for the 2007 charrettes was announced.
- In February 2007, three projects were chosen for the 2007 WMRUD Charrettes: the Holland Gateway Charrette; the Division Avenue Revitalization Charrette; and the Sustainable North-Central Muskegon County Charrette.
- In 2007, WMRUD charrettes were held from April 12–14

CHARRETTES = OPPORTUNITY

“It’s been very rewarding to be involved in these charrettes. Providing a meaningful, structured way for people to collaborate leads to amazing discoveries about each project area.”

~ Robert W. Daverman, AIA, LEED® AP, Senior Architect, Progressive AE

“None of us is as smart as all of us.”

~ Japanese Proverb

► MSU Land Policy Institute Partnership

Based on a shared vision and commitment to a sustainable future for West Michigan, we have entered into a collaborative partnership with Michigan State University’s Land Policy Institute (LPI). The partnership will use a combination of state and regional resources to create a new model for prioritized, targeted and needed changes in land use planning, starting at the grass roots level in West Michigan. Ultimately, it is anticipated that this model will be extrapolated state-wide and utilize expertise and resources from around the state.

This partnership brings together LPI’s intellectual and technical capabilities and WMSA’s local knowledge, existing partnerships with many businesses, local government and local organizations to provide local outreach to educate, disseminate and improve multi-jurisdictional land use decision-making processes.

“Everything old is new again.”

~ Steven Duffey and Steven Page of The Bare Naked Ladies

► Brownfield Redevelopment

WMSA is committed to protecting, managing and preserving our region’s green infrastructure. At same time, we are committed to redeveloping our region’s brownfield sites. We are exploring options with each of the region’s seven counties to provide additional brownfield redevelopment capability. Through enhanced collaboration among the existing Brownfield Redevelopment Authorities and by encouraging the creation of additional authorities we expect to accelerate redevelopment initiatives. We are in the very early stages of exploring the advantages of collaboration for brownfield redevelopment and look forward to better understanding how to best ensure 100% redevelopment coverage of our region.

“Use it up, wear it out, make it do, or do without.”

~ New England Proverb

► West Michigan Regional Sustainable Manufacturing Initiative

With funding from the U.S. Environmental Protection Association (EPA), WMSA is managing a regional initiative to advance sustainable environmental practices related to manufacturing in West Michigan. The initiative will help link the national resources and expertise of the EPA and other federal agencies to West Michigan firms.

The initiative includes creating broad-based awareness of sustainable principles and practices, increasing participation in the Green Supplier Network and leveraging the collaborative capital from the GrandWalk Project in Grand Rapids and Walker to combine sustainability and urban redevelopment.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

~ Margaret Mead, Anthropologist

► 45 Multi-jurisdictional Charrettes in Five Years

WMSA has developed a plan to leverage the expertise and results of the 2005 and 2007 WMRUD Charrettes to offer 45 charrettes over five years. This would create opportunities for all 179 local units of government in West Michigan to participate in a multi-jurisdictional planning process with the help of land use planners, architects, and engineers. WMSA is exploring options for funding this important work.

FUNDING

WMSA is responsible and accountable to the region's stakeholders. We strive to achieve credibility through broad stakeholder participation, objective data gathering and analysis, and use of best practice processes with the goal of delivering the greatest benefit to all citizens of the region. Continuing the drive to secure funding from diverse organizations and sectors is essential.

Although not reflected in the annual budget, one of WMSA's most important resources is the thousands of volunteer hours donated each year.

Support And Revenues 2006

Public Support

| | |
|---|-------------|
| Contributions – Memberships and Corporations..... | \$67,536 |
| Government Grants and Contracts..... | \$74,250 |
| U. S. Department of Labor/Employment Training Administration..... | \$1,963,457 |
| U. S. Environmental Protection Association..... | \$24,333 |
| Foundations | \$203,500 |

Revenue

| | |
|--|--------------------|
| Investment Income..... | \$0 |
| Unrealized Gain/(Loss) On Investment | \$0 |
| Other Income | \$264 |
| Total Support and Revenue | \$2,333,340 |

Expenses

Program Services

| | |
|---------------------------|-------------|
| WIRED..... | \$1,856,375 |
| Green Infrastructure..... | \$113,071 |
| Regional Indicators..... | \$78,930 |
| Other Convenings..... | \$100,018 |

Support Services

| | |
|---|--------------------|
| Management and General..... | \$184,191 |
| Total Expenses | \$2,332,585 |
| INCREASE/(DECREASE) IN NET ASSETS..... | \$755 |

“You must be the change you wish to see in the world.”

~ Mahatma Gandhi, Philosopher, Politician and Humanitarian

Participate

Participation in WMSA sponsored activities and initiatives is open to all citizens. The continued success of WMSA depends on the support of participants with diverse perceptions and points of view. To get involved visit the WMSA website at www.wm-alliance.org or give us a call at 616-356-6060.

“The smallest act of kindness is worth more than the grandest intention.”

~ Oscar Wilde, Playwright, Novelist, and Poet

Cash Contributors In 2006

Anonymous
 AIA Grand Valley
 Aquinas College
 Landon Bartley
 Blue Ridge Landscaping
 Boys & Girls Club of Greater Holland
 Brooks Family Community Fund
 Butzel Long
 Cedar Creek Township
 City of Coopersville
 City of Hudsonville
 City of Whitehall
 Commerce Realty & Management Company
 Community Foundation for Muskegon County
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 Dwelling Place of Grand Rapids, Inc.
 Marylu Dykstra
 Vernon Ehlers
 E.J. Hanenburg Leasing
 Fellowship RCA
 Fillmore Township
 James & Jackie Fisher
 Fremont Area Community Foundation
 Frey Foundation

Good Samaritan Ministries
 Grand Haven Area Community Foundation
 Grand Rapids Community Foundation
 Grand Rapids Public Museum
 The Grand Rapids Press
 Grandville Public Schools
 Greenvision Foundation
 Haworth, Inc.
 George Heartwell
 Ray Hoag
 Hines Corporation
 Holland Area Chamber of Commerce
 Holland Charter Township
 Holland Engineering
 Hometown Communities
 Howard Miller
 Huntington Foundation
 Huntington National Bank
 Inner City Christian Federation
 Heather Jensen
 John Ball Zoo Society
 Jurries Family Foundation
 Kurt Kimball
 Laketon Township
 Lambert, Edwards & Associates, Inc.
 Land Conservancy of West Michigan
 Louis Padnos Iron & Metal Company
 Natalie Lowell
 Macatawa Area Coordinating Council
 Macatawa Bank
 Michigan Economic Developers Association

Michigan State College of Law
 Michigan State University Land Policy Institute
 Miller Johnson
 Miller, Canfield, Paddock & Stone, PLC
 Moore & Bruggink, Inc.
 Michigan State Housing Development Authority
 Greg Northrup
 Patricia Oldt
 Kevin O'Neill
 Paragon Bank & Trust
 People and Land
 Professional Administrative Resources, LLC
 The Right Place, Inc.
 Jeffrey Roloff
 Charles & Stella Royce
 James Russell
 Dr. James A. Schmiechen
 Shape Corporation
 Sligh Furniture Company
 John & Judy Spoelhof
 Steelcase Foundation
 Steelcase Inc.
 Think Again
 Town & Country Group
 Tulip City Air Service
 Peter Turner
 Van Andel Foundation
 Village of Spring Lake
 Sue Wierengo
 Winter-Troutwine Associates
 Zeeland Farm Services, Inc.

Special thanks to our many partners who have contributed in-kind time and resources to the work of the West Michigan Strategic Alliance.

Take Action

Visit www.wm-alliance.org

WMSA's website is a great place to keep up with what is happening in our region.

Send us your link

If you are part of collaborative work for the improvement of West Michigan, please let us know. WMSA would like to add a link to your web page.

Subscribe

Sign up for our monthly E-newsletter which will be delivered to your email address with the latest information on WMSA's initiatives and activities.

Contribute

Please join the many people and organizations from around West Michigan who support the work of regional collaboration with a contribution to WMSA.



WEST MICHIGAN
**STRATEGIC
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