



FOR IMMEDIATE RELEASE

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Brio Living Services Earns West Michigan's *Best and Brightest®* Designation 23 Years Running

Chelsea/Grand Rapids, MI, May 30, 2025 – Senior living organization Brio Living Services, formerly United Methodist Retirement Communities (UMRC) & Porter Hills, is proud to announce that it has received the designation of Best and Brightest Company to Work For® in West Michigan. The organization has received this honor every year since 2003.

This national program honors organizations that “are truly innovative in their employee engagement execution,” according to a press release by the National Association for Business Resources (NABR): “Only companies that distinguish themselves as having the most innovative business acuteness and human resource practices can be bestowed this honor.”



Jennifer Kluge, President and CEO of NABR and The Best and Brightest Program, emphasized that “these companies have excelled by prioritizing their workplace culture. By putting their employees first, this exceptional group of top-tier leaders has created a strong foundation that sets them apart as leaders in their industries and communities.”

Each company is evaluated by an independent research firm on such key measures as Compensation, Benefits, and Employee Solutions; Employee Education and Development; Creative Wellness and Wellbeing Solutions; Employee Enrichment, Engagement, and Retention; Recruitment and Selection; Leadership, Strategy, and Company Performance; and Work-Life Blend to name a few.

“We don’t take for granted that this is a recognition we have received for several years. We focus on this achievement each year and work hard to sustain this quality measure,” said Michelle Baldwin Henderson, Chief Human Resources Officer for Brio Living Services. “We know that our team members have a choice to serve at our organization or many others. We are honored they continue to choose Brio to care for older adults. We are thrilled to receive the Best and Brightest certification again this year.”

NABR has over 25 years of experience in identifying best human resource practices and providing benchmarking for companies, like Brio Living Services, that continue to be leaders in employment standards.

Brio Living Services was honored, along with other West Michigan Best and Brightest Companies to Work For®, at an event on May 21, 2025 at The Pinnacle Center in Hudsonville, MI.

To learn more about the Best and Brightest Companies to Work For® program, visit thebestandbrightest.com. For more information about Brio Living Services, go to MyBrio.org or visit MyBrioCareers.org to join our team in a job you'll love.

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*Building on a foundation of serving older adults since 1906, **Brio Living Services**, formerly UMRC & Porter Hills, is a faith-based, nonprofit organization whose mission is: Welcoming all, partnering together, enriching lives. Its vision is: A world in which all are empowered to age well. Brio Living Services represents the second largest nonprofit senior living organization in Michigan and serves the most economically diverse population of older adults. With a tradition of exceptional quality and a commitment to cutting-edge care, Brio Living Services and its affiliates serve approximately 8,000 older adults each year, from 23 locations and service lines, across 22 counties in Michigan's lower peninsula. 734.433.1000 | 616.949.4975 | MyBrio.org*

*The **Best and Brightest Companies to Work For®** program identifies and honors organizations that display a commitment to excellence in their human resource practices and employee enrichment. The Best and Brightest is a powerful community of the nation's elite leaders who share ideas, practices and have proven they are employers of choice. There are numerous regional programs throughout the United States, including 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. 866.321.1822 | www.thebestandbrightest.com.*



Far left: Event emcee Emily Scarlett from WZZM13; Courtney Phiscator, Brio Living Services (4th from left) and other representatives of West Michigan Best and Brightest Companies to Work For® who have received this honor for 23 years straight.