



GREENLEAF[®] TRUST

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FOR IMMEDIATE RELEASE

Greenleaf Trust Named a “Best Place to Work for Millennials”

Kalamazoo, MI, May 28, 2015 – Kalamazoo, Michigan – Greenleaf Trust has been named one of the best places to work for millennial employees in America, Sarah Johansson, Director of Marketing, VP announced today. The list, which comes on the heels of news that millennials are now the largest workforce in America, is the first of its kind to identify companies that excel at recruiting, developing and retaining top millennial performers. The full list of the Best Places to Work for Millennials and accompanying paper *Unlocking Millennial Talent* is available at BestPlacesToWorkMillennials.com.

“There are many preconceived ideas about millennials in the workplace. At Greenleaf Trust we believe in talent,” said Karen A. Baldwin, CSP, Vice President, Director of Human Resources. “We take the time to get to know each individual and discover their talents so we can provide challenges that are appropriate for their growth. Our millennials always rise to the occasion. They are smart, they work hard to meet goals and make an impact, they are dedicated and want to make a difference in the lives of others and they listen to learn and grow.” Karen continued, “Provided with an environment that supports all generations, we’ve seen amazing things from our millennials.” We look forward to the impact they will make on the future of our organization.”

“If you are a millennial seeking a rewarding career or an employer who is managing or recruiting millennials, the Best Places to Work for Millennial is your resource,” said best selling millennials author and millennial expert Jason Dorsey of The Center for Generational Kinetics. “These are the companies that excel in creating a fulfilling work experience with what is now the largest workforce segment in the United States.”

To find the best places to work for millennials, The Center for Generational Kinetics partnered with the workplace excellence research firm Best Companies Group, who manages over 50 “Best Places to Work” programs around the globe. BCG analyzed data from the over 4,000 US organizations that participated in BCG’s various programs. BCG included policy and benefit offerings from the employer questionnaires, as well as the employee engagement data from the over 500,000 employee surveys conducted in the last 12 months.

Everything we do at Greenleaf Trust, we do for our clients; and we do it together. Generational inclusion is essential to the success of our business both now, and in the future. We have a Communication and Culture Workgroup to ensure we are meeting the needs of all team mates. The collaboration amongst all generations has allowed us to share knowledge in both directions and has made us a better company because of it.



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About Greenleaf Trust

With offices in Kalamazoo, Birmingham, Traverse City and Petoskey, Greenleaf Trust is an independent Michigan-chartered trust-only bank, exclusively focused on wealth management, trust and estate administration, and administration of company-sponsored retirement plans. Through our unique, client-centric team approach, we provide highly personal and customized client service, with no conflicts of interest, to ensure our clients' financial security from generation to generation.

About The Center for Generational Kinetics

The Center for Generational Kinetics is the global leader in teaching companies to better employ and sell to millennials. The Center leads original research that uncovers new millennial and generational trends in the workplace and marketplace. The Center solves millennial challenges through research, speaking and consulting. The Center's clients range from industry leaders such as Mercedes-Benz and Four Seasons Hotels to venture-backed technology startups. The Center works with over 120 clients per year. Learn more about The Center and its mission to bridge generations at www.GenHQ.com.

About the Best Companies Group

Best Companies Group works with national and local partners around the country and internationally to establish and manage "Best Places to Work," "Best Companies," and "Best Employers" programs on a national, statewide, regional and industry basis. Through its thorough workplace assessment, utilizing employer questionnaires and employee-satisfaction surveys, BCG identifies and recognizes companies who have been successful in creating and maintaining workplace excellence.

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