



## National News

March 1, 2018

USA ERN congratulates the Mid-South Employer Resource Network® (MSERN) in Memphis, Tennessee on their February 2018 launch. HopeWorks, Inc. serves as Lead Organization with Gilda Shelby as Program Coordinator and Keva Irvin-Edwards as Success Coach.

Mid South Employer Resource Network® becomes the 24th active ERN to join USA ERN in Indiana, Michigan, New York, Ohio and Texas. Four additional ERNs in Arizona, Kentucky, Pennsylvania, Wisconsin are planned for 2018.

Member companies of MSERN include Answering Advantage, Delta Metals, DSI Warehouse, Dillard Door, M. Palazola Produce, Owens Corning, ServiceMaster by Stratos, Spinnaker, and Trezevant Manor.

The Tennessee representatives job shadowed with Success Coaches Kelli Adams and Peter Sanchez of the Southwest Michigan ERN to observe employee interactions. They also attended the Southwest Michigan ERN board meeting to engage with employers.

While training in Kalamazoo, Keva received an email to assist an employee who was sleeping in his car with four sons and girlfriend. Keva was able to connect the employee with a local company (TAG Services, Inc.) via telephone that responded to the employee's need immediately. She was also able to provide him and the family with keys to a two bedroom apartment in less than 24 hours.

Duane Petersen, *SuccessForce* Analytics Administrator and Success Coach Specialist provided a training session in the use of *SuccessForce*, USA ERN's customizable Salesforce CMS. Memphis has already begun measuring the impact of its ERN starting with each company, with a collective impact of ERNs available across the country.