



Reicks Named Examiner for 2017 Malcolm Baldrige National Quality Award

BOULDER, Colo.—July 18, 2017—The Commerce Department’s National Institute of Standards and Technology (NIST) has named Pete Reicks, Senior Vice President of Enterprise Performance Excellence at Elevations Credit Union in Boulder, Colorado, to the Board of Examiners for the 2017 Malcolm Baldrige National Quality Award. The Baldrige Award is the nation’s highest honor for organizational innovation and performance excellence.

Appointed by the NIST Director, examiners are responsible for reviewing and evaluating applications submitted for the Baldrige Award, as well as other assessment-related tasks. The examiner board is composed of more than 340 leading experts competitively selected from industry, professional, trade, education, health care and nonprofit (including government) organizations from across the United States.

Those selected meet the highest standards of qualification and peer recognition, demonstrating competencies related to customer focus, communication, ethics, action orientation, team building and analytical skills. All members of the board must take part in a nationally ranked leadership development course based on the Baldrige Criteria for Performance Excellence and the scoring/evaluation processes for the Baldrige Award.

As Senior Vice President of Enterprise Performance Excellence, Reicks is responsible for directing Elevations’ enterprise intelligence function, supporting development and deployment of the strategic plan, aligning strategic intent with operational performance, and helping Elevations sustain role-model performance. In 2017 alone, Reicks has shared his expertise at several industry speaking engagements, including NIST’s Quest for Excellence Conference, the College and University Professional Association for HR Professionals and Mountain West Credit Union Association’s Annual Meeting.

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About Elevations Credit Union

Elevations Credit Union is a member-owned not-for-profit financial institution serving Colorado’s Front Range. Elevations provides a broad portfolio of financial products and services including checking and savings accounts, mortgage loans, credit cards, auto loans, home equity lines of credit, student loans, business loans and financial planning. Founded in 1953 as the U of C Federal Credit Union in Boulder, Elevations has grown from 12 members and less than \$100 in assets to an institution with more than 120,000 members that manages more than \$1.8 billion in assets and is the No. 1 credit union mortgage lender in Colorado. In 2014, Elevations earned the prestigious Malcolm Baldrige National Quality Award. In 2015 and 2016, Elevations was named one of the Best Companies to Work for in Colorado™ in the large company category. Readers of local newspapers name Elevations “Best Bank/Financial Institution,” “Best Mortgage Lender” and “Best Customer Service” year after year. To learn more, visit elevationscu.com.

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