



NEWS RELEASE, October 24, 2017
For Immediate Release

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Elevations Credit Union Promotes One to Senior Leadership Team

Boulder, Colo. – Elevations Credit Union announces the promotion of Pete Reicks to Senior Vice President of Analytics and Innovation.

In his new role, Reicks will have a dedicated focus on advancing Elevations' business intelligence capability, championing a culture of innovation, and directing deployment of the Baldrige Performance Excellence Program in pursuit of the credit union's BHAG: "Audacious Excellence! P.S. We will win the Baldrige again."



Prior to joining Elevations in 2008, Pete held a variety of roles at the Federal Reserve Bank of Kansas City. He holds a bachelor's degree in economics and finance from Colorado State University–Pueblo and a master's of business administration from Benedictine College. Pete is also a certified Project Management Professional and a member of the Board of Examiners for the Malcolm Baldrige National Quality Award.

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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 125,000 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.