



**NEWS RELEASE**  
For Immediate Release

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## **Elevations Credit Union loads up management team in Q4**

**Boulder, CO** — In an aggressive move Elevations Credit Union has hired three top executives to help set the stage for major strides in 2011 and beyond. Jay Champion has been named Chief Lending Officer. Todd Kern has been named Vice President of Marketing and Ryan Klassen has been named Assistant Vice President of Credit Risk Management. “These key additions to our management team will enable us to substantially increase our suite of product offerings while continuing to grow and strengthen our financial performance”, said Gerry Agnes, Elevations President and CEO. “Expanding the depth and breadth of our management team has been a key focus for us”, Agnes went on to say.

Mr. Champion, a 22 year banking, insurance and credit union executive will be leading a sweeping lending initiative that will include business lending as well as developing a complete line of highly competitive business services. Prior to joining Elevations, Mr. Champion served as Executive Vice President / Chief Lending Officer for the \$1.7 Billion Texans Credit Union in

Richardson, Texas. During his tenure with Texans Credit Union Mr. Champion also served as President and CEO of its subsidiary, Texans Commercial Capital, LLC. Before joining Texans Credit Union Mr. Champion served in three community banks in various positions including CLO and Banking Center President. In addition he served as a leader in the insurance agency business for seven years. Mr. Champion has a Bachelor's degree in Economics from East Texas State University, an MBA from Texas A&M University and is a graduate of the Southwestern Graduate School of Banking at Southern Methodist University.

Todd Kern is an 18-year marketing and brand management veteran spanning the entertainment, sports and financial industries. Mr. Kern is a proven corporate leader with a history of delivering impactful marketing campaigns. Mr. Kern comes to Elevations Credit Union from USA Federal Credit Union in San Diego, California where he and his team won numerous awards for their work from various trade organizations including CUNA Marketing and Business Development Council.

A specialist in electronic delivery and youth marketing, Mr. Kern will be charged with expanding Elevations brand and growing the credit union's member base. Mr. Kern has a Bachelors degree in Humanities & Theater from the University of Southern California. "We are thrilled to have Todd on board. Todd's skill set and creative strengths are perfect for our membership and the communities that we serve", said Dennis Paul Assistant Vice President of Business and Community Development.

Last but certainly not least is the addition of Ryan Klassen. Mr. Klassen will oversee Elevations loan portfolio analytics and credit risk initiatives. With a strong background in loan delivery and member service, Mr. Klassen will insure the highest integrity of the credit union's lending assets. Prior to joining Elevations Credit Union Mr. Klassen was Director of Lending Services for Englewood-based Bellco Credit Union. Mr. Klassen has a Bachelor of Fine Arts in Liberal Arts and Social Sciences from Colorado State University.

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*Elevations, with assets over \$950 million, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 85,000 members. Elevations operates nine branches serving Boulder, Broomfield, Westminster, Lafayette, Longmont, Loveland and the surrounding areas. For more information, please visit [www.ElevationsCU.com](http://www.ElevationsCU.com).*