



NEWS RELEASE
For Immediate Release

November 12, 2014

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Elevations Garners 2014 Baldrige National Quality Award

Boulder, CO — U.S. Commerce Secretary Penny Pritzker today announced that Elevations Credit Union is a recipient of the 2014 Malcolm Baldrige National Quality Award, the nation's highest Presidential honor for performance excellence in innovation, improvement, and visionary leadership.

Colorado-based Elevations Credit Union is one of only four U.S. organizations to receive the honor this year and is the first credit union in the country to ever win this prestigious award. Elevations joins only three other Colorado organizations to ever receive the Malcolm Baldrige National Quality Award: CH2M Hill in 2000, The Kenneth W. Monfort College of Business at the University of Northern Colorado in 2004, and Poudre Valley Health System in 2008.

The Malcolm Baldrige National Quality Award represents the highest honor bestowed upon U.S. organizations for their achievements in leadership, strategic planning, customer focus, measurement, analysis and knowledge management, workforce focus, operations focus, and results. Thousands of organizations worldwide use the Baldrige Criteria to guide their operations, improve performance and get sustainable results.

“We are extremely honored to be named a recipient of the 2014 Malcolm Baldrige National Quality Award. We could not be more proud of the commitment and dedication our team has exhibited in reaching this milestone. This award is the result of a journey Elevations started in 2009,” said Katie Larson, Chair of Elevations Board of Directors.

Elevations was one of only four recipients recognized from amongst a field of 22 applicants for the 2014 Award. In order to be considered for the Malcolm Baldrige National Quality Award, an organization must receive its state’s top award for excellence. In February 2014, Elevations Credit Union received the PEAK Award from Rocky Mountain Performance Excellence, Colorado’s Baldrige-based body charged with helping organizations improve performance and achieve results.

“This is a tremendous honor for Elevations Credit Union. I am blessed to work with our passionate staff who daily demonstrate their commitment to provide solutions for a better life for our membership and community,” said Gerry Agnes, President and CEO of Elevations Credit Union. “Elevations is truly a special organization; one that I am proud to say is the best place I’ve ever worked,” Agnes went on to say.

Elevations Credit Union, headquartered in Boulder, Colorado, was founded in 1952 with 12 members and less than \$100 in assets as the U of C Federal Credit Union and has grown to over \$1.4 billion in assets, serving over 106,000 members. Elevations is a member-owned, nonprofit credit union serving its members and community through 11 branches and 332 employees in Colorado’s Boulder, Broomfield, Larimer and Adams counties. Elevations provides a wide range of financial products and services, including checking and savings accounts, auto loans, student loans, mortgages, home-equity lines of credit, business loans, credit cards and financial planning. Elevations has been named “Best Financial Institution” by readers of the Boulder Daily Camera for 15 of the past 16 years. Elevations is named “Best Bank”, “Best Mortgage Company” and “Best Customer Service” by readers of the Boulder Daily Camera, Colorado Daily, Boulder Weekly, Longmont Times-Call and Loveland Reporter-Herald year after year. It matters where you bank. Check us out at elevationscu.com.