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Pete Reicks of Elevations Credit Union Named to Malcolm Baldrige National Quality Award Board of Examiners for 2019

Boulder, CO – July 17, 2019 –The Commerce Department's National Institute of Standards and Technology (NIST) has named Pete Reicks, Senior VP of Analytics & Innovation at Elevations Credit Union, to the Board of Examiners for the 2019 Malcolm Baldrige National Quality Award. The Baldrige Award is the nation's highest honor for organizational innovation and performance excellence.



Reicks is responsible for directing Elevations' strategic planning process, advancing business intelligence capabilities, championing a culture of innovation and directing deployment of the Baldrige Performance Excellence Program. Elevations Credit Union is a recipient of the 2014 Malcolm Baldrige National Quality Award, and the first credit union to earn this honor.

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 325 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 Excellence Framework and the scoring/evaluation processes for the Baldrige Award. They must also complete an independent review of a Baldrige Award application or other comparable examiner task.

Named after Malcolm Baldrige, the 26th Secretary of Commerce, the Baldrige Award was established by Congress in 1987. Awards may be given annually to organizations in each of six categories: manufacturing, service, small business, education, health care, and nonprofit. The Award promotes innovation and excellence in organizational performance, recognizes the achievements and results of U.S. organizations, and publicizes successful performance strategies.

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, credit cards, auto loans, mortgage loans, home equity loans, student loans, business banking and 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 140,000 members that manages more than \$2 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™. 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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