



## **NEWS RELEASE**

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# **Elevations is a Peak Performer, says Rocky Mountain Performance Excellence**

**Boulder, CO** — Elevations Credit Union is a 2013 RMPEX Peak award recipient, which is the equivalent of the prestigious Malcolm Baldrige National Quality Award, the only presidential-level award for performance excellence in the country. Elevations Credit Union, a Timberline recipient in 2010, is only the fourth organization to receive the Peak Award in Rocky Mountain Performance Excellence' twelve year history. The Peak award is the highest award an organization can win at the state level.

Elevations launched its quest to become a Malcolm Baldrige National Quality Assurance award winner in 2009. "I am deeply humbled by our people, their dedication, and their efforts to continuously improve, making Elevations the best it can be for our membership and the communities that we serve," said Gerry Agnes, President and CEO of Elevations Credit Union. "This truly is a major accomplishment, one that will give us the tools to make Elevations a world class provider," Agnes went on to say. The award represents the highest level of execution in business process management and marks a key milestone in a company's pursuit of the Malcolm Baldrige National Quality Assurance Award. Peak awards are presented to those applicants that demonstrate role-model results, plus systematic and mature approaches, effective deployment, process learning, and process integration in their operations.

“When a company achieves a milestone of this magnitude it reflects more than anything, the hard work and commitment a team has made to excellence. A successful company knows that excellence is a journey and not a destination. Elevations clearly understands our model and has accomplished a great deal on their road to Baldrige,” said Kim Griffiths, Executive Director of Rocky Mountain Performance Excellence.

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*Elevations Credit Union, headquartered in Boulder, Colorado, was founded on the campus of the University of Colorado in 1952 and has evolved into a financial institution able to meet complex financial needs of consumers and businesses. Members enjoy free online banking and online bill pay, 9 branches serving Boulder and Broomfield Counties as well as Loveland, 4,500 shared branching service centers, and 34,000 CO-OP ATMs nationwide. With a solutions-based business model Elevations is uniquely tailored to assist the consumer in making informed decisions. Because of our outstanding service quality and suite of competitively priced products, we have been voted “Best Financial Institution” 14 times. Elevations provides banking services to over 100,000 of your neighbors and friends and has over \$1.4 billion in assets. If you love where you live, it matters where you bank. Check us out at [elevationscu.com](http://elevationscu.com).*

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