



NEWS RELEASE
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Elevations Credit Union Receives Colorado Performance Excellence Award

Boulder, CO — Elevations Credit Union has just been announced as a winner of the Timberline Performance Excellence Award by Colorado Performance Excellence (CPEX), a statewide nonprofit that judges companies that are on the road to the Malcolm Baldrige National Quality Award. Elevations is one of only two companies in Colorado selected as a Timberline Award recipient in 2010.

“Timberline Awards are presented only to those applicants that demonstrate systematic and mature approaches, effective deployment, process learning, and process integration in their response to the criteria questions,” according to the CPEX examiners who were onsite at Elevations in September assessing the credit union’s state of excellence. “Organizations that have adopted the performance excellence framework have demonstrated increased organizational learning and development; a sound management framework; proven financial results; and documented benefits to employees, customers and the community.”

“We’re greatly honored and proud to be selected as one of only two companies in the state to be recognized as a Timberline Award recipient,” said Gerry Agnes, President and CEO of Elevations Credit Union. “This is an important step on our journey toward our organization’s BHAG (pronounced b-hag, for Big Hairy Audacious Goal), which is to win the Malcolm Baldrige National Quality Award. This award and our journey is all about providing expert service to our members in a manner that is unique, enduring and not readily duplicated by competitors.”

The goal of achieving the Malcolm Baldrige award is a company-wide effort with support from the Elevations Board of Directors, Senior Leadership Team, management and staff. Elevations Credit Union’s Enterprise Performance Excellence (EPEX) Department is leading the charge toward this organizational goal, led by Vice President of IT, Matt Henry; along with Assistant Vice President of EPEX Pete Reicks, Business Analyst Carla Wolfe, Program Manager Corey Brodersen, Project Manager Janet Kuseski, and Project Systems Administrator Christina DeFrancesco.

Elevations Credit Union will be recognized at the CPEX annual Quest for Excellence event on Friday, November 5 at the Marriott South at Park Meadows in Lone Tree.

ABOUT ELEVATIONS CREDIT UNION

Elevations Credit Union, with assets over \$950 million, is the largest credit union serving Boulder and Broomfield Counties, as well as the city of Loveland. Elevations provides financial services and education to over 84,000 members, operating nine branches serving Boulder, Broomfield, Lafayette, Longmont, Loveland and the surrounding areas. For more information, please visit ElevationsCU.com.

ABOUT CPEX

Colorado Performance Excellence’s vision is to create a culture of excellence that is pervasive throughout Colorado. It serves the people of Colorado by using a proven program of innovation

and continuous improvement that generates outstanding results. CPEx fulfills this promise through training and education, assessment and feedback, recognition and awards, networking, and the sharing of best practices.

ABOUT THE BALDRIGE NATIONAL QUALITY AWARD

The award was established during the Reagan administration in 1988 and continued by all other administrations since then. The criteria used to determine award recipients at the various levels are based on the Baldrige criteria, which any organization can use to improve overall performance. Seven categories make up the award criteria: Leadership; Strategic Planning; Customer and Market Focus; Measurement, Analysis, and Knowledge Management; Workforce Focus; Process Management; and Organizational Results.