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CONTACT:
Dennis Paul
303.443.4672, x 1188
Dennis.paul@elevationscu.com

Local Business Leaders Featured On Power Panel

BOULDER, CO *March 5, 2008*— Elevations Credit Union, a local leader in consumer information and financial solutions is bringing back its Power Panel program for the Longmont Chambers B2B Expo to be held March 12th at the Radisson Conference Center. Elevations hosted four highly successful Power Panels with the Boulder Chamber in 2007, showcasing local entrepreneurs and their stories for the business community. “Longmont’s resurrection of their B2B Expo was a natural fit for our Power Panel”, said Dennis Paul, Elevations AVP of Business and Community Development. Paul went on to say that as a home grown business with roots in Boulder County, Elevations is honored to have hosted some of the brightest entrepreneurs in the community and looks forward to being a part of the B2B event in Longmont.

The upcoming power panel will give attendees the opportunity to hear a thoughtful discussion around a central theme of *Maintaining Your Competitive Edge*. All three panelists will speak from experience about growing their businesses and more importantly, their ability to maintain prominence in markets that are highly competitive and constantly changing. Panelists include Longmont business man, Dan Gust, a successful retailer in both Longmont and Boulder. Also on board is Eric Wallace, president and cofounder of Indian Peaks Brewing Company. Rounding out the group is Emilio Torres, National Sales Operations Manager for CROC’s. “Needless to say, these panelists know what it means to do business in a very crowded marketplace. We appreciate them sharing their valuable insights for our aspiring as well as established entrepreneurs in the community”, said Paul. The power panel gives attendees a first hand account of how successful companies have navigated their way from startup to a highly successful sustainable business. Attendees will have the opportunity to query panelists about specifics and learn just what it means to maintain a competitive edge.

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Elevations Credit Union is a member-owned, not-for-profit banking retailer serving Boulder County for over 50 years. The Credit Union provides objective consumer advice and personal banking products and services through a network of branches, ATMs, the Internet and service centers throughout the United States. Elevations Credit Union serves over 76,000 members and manages over \$710 million in assets. Voted “Best Financial Institution” by the readers of three local newspapers, Elevations Credit Union is committed to the financial success of its member-owners and the entire community. To learn more about Elevations Credit Union, visit the web site at ElevationsCU.com.