



NEWS RELEASE

For Immediate Release

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Matt Henry Selected to Filene's Prestigious i³ Program



Boulder, CO — Matthew Henry, Vice President of Information Technology at Elevations Credit Union, has been selected to join the Filene Research Institute's i³ (Ideas, Innovation, Implementation) program, which fosters the development of new ideas and innovations for credit unions.

Matt Henry was among just 22 exceptional credit union executives to be selected for this program out of over 60 who had applied. He is also the only executive chosen from a Colorado-based credit union.

The selection process evaluated applicants on the basis of their innovative aptitude, experience, and

other key factors, including present position, leadership abilities, and motivation.

“Innovation is a people business,” said Denise Gabel, Filene’s Chief Innovation Officer. “Having such a rich talent pool in these challenging economic times illustrates the credit union industry’s strong commitment in building a better tomorrow.”

Each member will serve a two-year term and participate in semi-annual meetings arranged by Filene. The next meeting will be held September 29 – October 2, 2009 in Montreal, Quebec, Canada.

Currently, i³ members are working on topics such as the American Dream, sustainability, and income generation.

In his role as VP of IT at Elevations, Matt oversees the technology infrastructure, data integration, and application development efforts for the credit union. He is also responsible for the Enterprise Performance Excellence team, conducting project management efforts and overseeing the credit union’s quality initiative in pursuit of the Malcolm Baldrige award. Matt is a graduate of Colorado State University’s Business School.

“Matt has demonstrated a high level of innovation here at Elevations,” said Gerry Agnes, President and Chief Executive Officer, “and we’re proud of the fact that he has been recognized by such a prestigious organization as the Filene Research Institute and has been chosen to participate in their program.”

The Filene Research Institute is a non-profit consumer finance think tank serving North American Credit Unions. Filene publishes objective research and fosters consumer-focused financial innovation.

Elevations, with assets over \$900 million, is the largest credit union serving Boulder and Broomfield Counties, providing financial services and education to over 76,000 members. Elevations operates nine branches serving the Boulder, Broomfield, Erie, Westminster, Lafayette, Longmont and surrounding areas. For more information, please visit www.ElevationsCU.com.