



Elevations Credit Union Publishes eBook on Business Performance Excellence

BOULDER, Colo.—July 19, 2016— Elevations Credit Union recently published “The Baldrige Journey: A Practical Guide from Colorado’s Experts,” an eBook featuring stories, tips and advice on jumpstarting performance improvement for businesses.

The eBook was developed with the four organizations in Colorado that have received the prestigious Malcolm Baldrige National Quality Award, the only presidential recognition of performance excellence—CH2M, Elevations Credit Union, Monfort College of Business at the University of Northern Colorado, and Poudre Valley Health System—plus regional award recipient City of Fort Collins. Topics explored include leadership, strategy, workforce engagement, customer satisfaction and operational rhythm. The eBook is free and available to download at elevationscu.com/baldrige-ebook.



Elevations Credit Union, a 2014 recipient of the Malcolm Baldrige National Quality Award, recently published an eBook on business performance excellence with other Colorado Baldrige Award recipients.

###

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, mortgage loans, credit cards, auto loans, home equity lines of credit, student loans, business 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 115,000 members that manages over \$1.6 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, and in 2015, Elevations was named one of the Best Companies to Work for in Colorado™ in the large category. 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.

Press Contact

Meredith Powlison

Elevations Credit Union

meredith.powlison@elevationscu.com

(303) 443-4672, ext. 1169