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Pete Reicks Named as Examiner for 2015 Malcolm Baldrige National Quality Award

The Commerce Department's National Institute of Standards and Technology (NIST) has named Pete Reicks, Senior Vice President of Enterprise Performance at Elevations Credit Union in Boulder, CO, to the Board of Examiners for the 2015 Malcolm Baldrige National Quality Award. The Baldrige Award is the nation's highest honor for organizational innovation and performance excellence. Elevations Credit Union was awarded this honor in 2014.

Appointed by the NIST Director, examiners are responsible for reviewing and evaluating applications submitted for the Baldrige Award, as well as other assessment-related tasks. The examiner board is composed of more than 350 leading experts competitively selected from industry, professional, trade, education, health care and nonprofit (including government) organizations from across the United States.

Those selected meet the highest standards of qualification and peer recognition, demonstrating competencies related to customer focus, communication, ethics, action orientation, team building and analytical skills. All members of the board must take part in a nationally ranked leadership development course based on the Baldrige Criteria for Performance Excellence and the scoring/evaluation processes for the Baldrige Award.



Reicks leads Elevations Credit Union's Enterprise Performance Excellence department, which is responsible for business process management, business analysis and project management functions. Prior to joining Elevations in 2008, Reicks held a variety of roles at the Federal Reserve Bank of Kansas City. He holds a bachelor's degree in economics and finance from Colorado State University – Pueblo and a master's of business administration from Benedictine College. Reicks is also a certified Project Management Professional.

Elevations Credit Union is a member-owned not-for-profit financial institution serving more than 110,000 members along 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 University of Colorado Federal Credit Union in Boulder, Elevations has grown from 12 members and less than \$100 in assets

to an institution that manages over \$1.5 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 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.

Named after Malcolm Baldrige, the 26th Secretary of Commerce, the Baldrige Award was established by Congress in 1987. Awards may be given annually to organizations in each of six categories: manufacturing, service, small business, education, health care and nonprofit. The Award promotes innovation and excellence in organizational performance, recognizes the achievements and results of U.S. organizations, and publicizes successful performance strategies. Since 1988, 99 organizations have received Baldrige Awards, including the 2015 winners: PricewaterhouseCoopers Public Sector Practice, McLean, Va. (service); Hill Country Memorial, Fredericksburg, Texas (health care); St. David’s HealthCare, Austin, Texas (health care) and Elevations Credit Union, Boulder, Colo. (nonprofit).

NIST manages the Baldrige Award in close conjunction with the private sector.

The Baldrige Performance Excellence Program also offers the *2015–2016 Baldrige Excellence Framework: A Systems Approach to Improving Your Organization’s Performance*, which includes the world-emulated Criteria for Performance Excellence; *Baldrige Excellence Builder*, an entry-level version of the framework; nationally ranked leadership training; and the Baldrige Collaborative Assessment and other assessment tools. For information on the Baldrige Performance Excellence Program and the Baldrige Award application process, call (301) 975-2036, send an e-mail to baldrige@nist.gov, or visit <http://www.nist.gov/baldrige>.

Media with questions, needing background or wishing to arrange interviews with Baldrige Program officials should contact Michael E. Newman, NIST Public Affairs Office, at (301) 975-3025 or michael.newman@nist.gov.

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