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**NORTHERN NEW ENGLAND ALLIANCE FOR EXCELLENCE RECOGNIZES
PEOPLESCHOICE CREDIT UNION FOR ITS FOUNDATION OF EXCELLENCE**

MANCHESTER, N.H. – The Northern New England Alliance for Excellence (NNEAE) announced today that PeoplesChoice Credit Union in Maine has earned recognition in the 2017 NNEAE Awards and Recognition Program. PeoplesChoice (PCU) is a cooperative, not-for-profit financial institution with membership eligibility available to anyone who lives, works, or attends school in York or Cumberland County. PCU has received this recognition in part for its member focused products and services, its SERVICE core values, and clear definition and identification of the unique aspects that guide decisions such as the Mission, Vision, strategic challenges and strategic advantages. These attributes reflect a solid foundation that directs PCU now and into the future, supports the engagement of its workforce and considers the needs and preferences of its diverse membership.

This recognition is at the Profile level of the NNEAE's Baldrige-based Awards and Recognition Program. The Profile level evaluates an organization's foundation of excellence – the ability to identify and address its unique operational influences and key challenges. The process for earning the *Profile* recognition involves the submission of an application which is evaluated by a team of volunteer examiners trained in the internationally recognized Baldrige Criteria for Performance Excellence. Applicants receive a confidential feedback report with strengths and opportunities to support continued improvement based on the best practices identified in the Baldrige Criteria.

Anne Warner, Executive Director of the NNEAE said, "We congratulate PeopleChoice Credit Union on this achievement. Earning this recognition is a milestone which reflects PCU's significant commitment to the future of the organization and its vision to empower its over 18,000 members' achievement of financial success." PCU will be formally recognized on June 6 at the 2017 Leadership Summit in Concord, NH.

The Northern New England Alliance for Excellence works together with the Granite State Quality Council (GSQC) as the nonprofit resource for organizational performance excellence in Maine, New Hampshire, and Vermont. The NNEAE helps Northern New England organizations to become excellent through the sharing of best practices; training and coaching; and the region's Baldrige-based Awards and Recognition Program and Team Excellence Awards process. For more information about the recognition event, recognition process, how to become an Awards Examiner, or about the NNEAE, visit www.gsqc.com or contact the executive director at 1-603-321-1046 or anne@nneae.com.

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