

**FOR IMMEDIATE RELEASE:**

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

**MANCHESTER, N.H.** – The Northern New England Alliance for Excellence (NNEAE) announced today that PeoplesChoice Credit Union in Maine has earned the Silver Achievement Recognition in the 2018 NNEAE Baldrige-based 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. This is the second consecutive year that PCU has earned recognition, building on the Profile Recognition it received in 2017.

PCU has received this recognition in part for demonstrating an organization-wide focus on mission achievement, creating a supportive workforce environment, and its multiple approaches that build member relationships. PCU has also implemented a systematic measurement and review process that drives improvement in all areas of organizational performance, ultimately demonstrated by its growth and strong financial performance.

The Silver Achievement Recognition evaluates an organization's strengths and improvement opportunities against the most important features of organizational performance excellence. The evaluation is based on the internationally recognized Baldrige Framework for Performance Excellence which represents the leading edge of validated leadership and performance practice. The process for earning this level of recognition involves the submission of an application which is evaluated by a team of volunteer examiners trained in the Baldrige Framework. Applicants receive a confidential feedback report with strengths and opportunities to support continued improvement based on world-class best practices identified in the Framework.

Anne Warner, Executive Director of the NNEAE said, "We congratulate PeoplesChoice Credit Union on earning this Silver level recognition – one year after achieving the foundational Profile Recognition. It reflects PCU's significant commitment to excellence in all aspects of its operation and its vision to empower its over 18,500 members' achievement of financial success." PCU will be formally recognized on June 22<sup>nd</sup> at the [2018 Leadership Summit](#) in Concord, NH.

In 2012 the Northern New England Alliance for Excellence joined 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](http://www.gsqc.com) or contact the executive director at 1-603-321-1046 or [anne@nneae.com](mailto:anne@nneae.com).

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