



Contact:
Faith Cervin, PR Marketing Specialist
4308 West Main | Kalamazoo, MI 49006
844.238.4228, x 2008 | www.adviacu.org

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Advia Credit Union Named One of West Michigan's Best and Brightest Companies to Work For®

Parchment, MI – Advia Credit Union is pleased to announce that it has been named one of West Michigan's 101 Best and Brightest Companies to Work For® in 2018. This award honors organizations that deliver exceptional human resource practices and an impressive commitment to their employees.

"Our most important asset is our employees and we realize the importance of providing a great work environment," says Cheryl DeBoer, President and CEO. To receive this honor for the third year is a testament to our dedication to employee engagement, work-life balance, and culture."

Winners are pooled by the size of their company and then evaluated by an independent research firm. Some key measurements of the evaluation include compensation, employee benefits, employee enrichment, engagement and retention, community initiatives, and strategic company performance.

"Companies that recognize that their employees are the key to their success achieve staying power," said Jennifer Kluge, president and CEO of Best and Brightest programs, NABR. "Our 2018 winners create their human resource standards to ensure employee satisfaction, and they set standards for every business to aspire toward."

The annual symposium and awards program will be held on Thursday, May 3 in Grand Rapids, MI. The winning companies of the 13 elite awards will also be announced during the luncheon.

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About Advia Credit Union - Advia Credit Union's mission is to provide financial advantages to its members. With over \$1.6 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 140,000 members in Michigan, Wisconsin and Illinois. Advia's team of over 500 professionals delivers excellent service and innovative products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships and keeping people at the core. Experience the advantage by visiting www.adviacu.org.