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Advia Credit Union Named Best and Brightest Companies to Work For® in West Michigan

Parchment, MI – Advia Credit Union is pleased to announce that it has been named one of the Best and Brightest Companies to Work For® in West Michigan by the National Association for Business Resources. This award honors organizations that deliver exceptional human resource practices and an impressive commitment to their employees.

“We’re committed to providing an environment where our employees are excited to come to work every day,” says Cheryl DeBoer, President and CEO. “To receive this honor for the fourth year is confirmation that we have built a culture that offers work-life balance, community engagement, and employee enrichment.”

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.

“We are honored to recognize the efforts of this year’s Best and Brightest companies. These companies have created impressive organizational value and business results through their policies and best practices in human resource management,” said Jennifer Kluge, President and CEO, Best and Brightest Programs. “This award has become a designation sought after by hundreds of West Michigan companies and is a powerful recruitment tool in the drive to attract and retain exceptional employees.”

Currently ranked in the top 3 percent in the nation among credit unions, Advia Credit Union has over \$1.7 billion in assets and over 150,000 members. Advia employs nearly 600 team members and will break ground in April on their new corporate headquarters in Oshtemo Township, MI.

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About Advia Credit Union - Advia Credit Union’s mission is to provide financial advantages to its members. With over \$1.7 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 150,000 members in Michigan, Wisconsin and Illinois. Advia’s team of nearly 600 professionals delivers excellent service and innovative products at 29 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. Visit www.adviacu.org to learn more about how Advia provides Real Advantages for Real People™.