



#### CONTACT

Jeff Bray/Barbara W. Goldberg

O'Connell & Goldberg PR

(954) 964-9098

[jbray@oandgpr.com](mailto:jbray@oandgpr.com)/[bgoldberg@oandgpr.com](mailto:bgoldberg@oandgpr.com)

### **POWER FINANCIAL CREDIT UNION CELEBRATES DOUBLE HONORS *Credit Union Earns 2017 "Best" Rankings for Fourth Consecutive Year and CIO Michelle Diaz Named a Finalist for Chief Information Officer of the Year Award***

**PEMBROKE PINES, Fla.** – (September 27, 2017) – Celebrating its 66th year of service to South Florida, Power Financial Credit Union's reputation for treating members and staff like family has once again earned national recognition from a leading publication in the financial sector.

Member-owned Power Financial Credit Union has been named to *Credit Union Journal's* 2017 "Best Credit Unions to Work For" rankings for a fourth consecutive year. The institution previously was included in the magazine's 2016, 2015 and 2014 "Best" rankings – every year that the rankings have been published.

Additionally, Power Financial Credit Union CIO Michelle Diaz has been named a finalist for *South Florida Business Journal's* Chief Information Officer of the Year Award. The prestigious award recognizes the region's best CIOs, whose superior leadership champions the delivery of exceptional business values and innovative use of information technology.

The 2017 CIO special achievement honorees will be recognized during an awards program at The Signature Grand in Davie, Fla., October 12.

"We're proud to have been recognized as a 'Best Credit Union' every year the award has been given. That's certainly a strong endorsement of the family-focused culture that has guided us from the day Power Financial Credit Union was founded," said President and Chief Executive Officer Allan M. Prindle.

"We also are thrilled to learn that Michelle is a finalist for Chief Information Officer of the Year, and congratulate her on this wonderful accomplishment. The honor is yet another testament to the quality people who 'are' Power Financial Credit Union," Prindle added.

Determining *Best Credit Unions to Work For* is a two-step process. Each credit union's workplace policies, practices, and demographics first undergo a thorough evaluation, which accounts for approximately 25% of the final score. Employee surveys provide an assessment of the experiences and attitudes of individual employees about their workplace. Those surveys represent approximately 75% of the total valuation. Combined, the two scores determine which credit unions are ranked "*Best*" and where they rank.

*Credit Union Journal* lauded Power Financial Credit Union for hosting weekly employee meetings where anniversaries and individual or team achievements are recognized, promoting employee engagement through a "young professionals" group, providing generous employee benefit packages, and its team-building activities among the reasons for its "Best" ranking.

For more information on the *Best Credit Unions to Work For* program, visit [www.BestCreditUnionstoWorkFor.com](http://www.BestCreditUnionstoWorkFor.com).

### **About Power Financial Credit Union**

Power Financial Credit Union is a community-based, member-owned financial institution that has been providing high-quality, family-based financial services to the South Florida community for more than 65 years. We Hear You. Respect You. And Treat You Like Family. Power Financial Credit Union, which has been awarded a 5-Star Rating from BauerFinancial, Inc., the nation's top bank rating service, was named a "Top Workplace" by South Florida's *Sun Sentinel* newspaper in 2017 and 2016, and, for a fourth consecutive year in 2017, one of *Credit Union Journal's* "Best Credit Unions to Work For." Power Financial Credit Union also was recognized in 2016 for its Leadership and Service by *South Florida Business Journal* and ranked as Florida's Top Performing Credit Union by S&P Global Market Intelligence.

Power Financial Credit Union serves more than 35,000 members with combined total assets approaching \$650 million and six branches and eight ATMs throughout South Florida, along with an ATM in Alpharetta, GA. The institution offers all the advanced products, services and tools of large banks, but with a unique, personalized, family friendly, community-centered focus. It also provides extensive electronic services to members, with 90% of all transactions conducted outside its branches. Additional information is available at [www.powerfi.org](http://www.powerfi.org) or by calling 800.548.5465.

###