



# NEWS RELEASE

MEDIA CONTACT: Meghan Morelli  
231.932.5252 [mmorelli@4frontcu.com](mailto:mmorelli@4frontcu.com)

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## Local Credit Union a recognized Leader in National Competition

*National Association Declares 4Front Credit Union One of 'Best and Brightest'  
Companies to Work for*

The National Association for Business Resources (NABR) has named 4Front Credit Union one of 2020's Best and Brightest Companies to Work For in the Nation. An honor that is not a first for the leading northern Michigan financial institution. 4Front claimed the national recognition in 2018 and 2019.

Out of 1,700 nominations from the spring of 2020, 4Front was chosen among just 183 national winning organizations for the prestigious title. 4Front is honored to sit among other top named companies including, Butterball Farms, Sony Electronics, and Bell's Brewery Inc.

NABR has more than 20 years' experience conducting Best and Brightest competitions. Through their efforts, they have been able to identify various best practices for Human Resources in addition to providing a model for companies that continue to grow and prove themselves leaders in employment standards.

"Through the first half of 2020, the Best and Brightest Companies to Work For have demonstrated leadership and forward thinking as they pivoted their business and workforce through COVID-19," said Jennifer Kluge, President and CEO, Best and Brightest Programs. "As the conversation and focus has shifted, our Best and Brightest winning companies have also been a voice for important actions regarding Race. It is in these unique times, the Best and Brightest Companies to Work For excel and share their knowledge with others."

The Best and Brightest Program has provided 4Front and many other companies with opportunities to gain recognition, showcase best practices, and demonstrate why they would be an ideal place for employees to work. The designation was recently published in the Wall Street Journal.

“This prestigious honor would not have been possible without the support from our team members who have helped us tremendously on our journey to being named once again a Best and Brightest company to work for,” said Andy Kempf, CEO, 4Front Credit Union. “Despite the many challenges that 2020 brought, together we have maintained a fun and active work environment that includes competitive pay, excellent benefits and state of the art facilities and equipment, all of which have contributed to this recognition. We look forward to carrying this title for many years to come.”

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*4Front Credit Union is an award-winning member-owned financial cooperative serving more than 95,000 members across Michigan. 4Front delivers creative financial solutions tailored to the needs of its individual members at locations in Bellaire, Boyne City, Cadillac, Charlevoix, East Jordan, Kalkaska, Mancelona, Manistee, Petoskey and Traverse City, and online at [4frontcu.com](http://4frontcu.com). 4Front Credit Union is federally insured by the NCUA and conducts business in accordance with the Fair Housing Law.*