

## For Immediate Release:

### Matt Griffin Named #9 2021 Top Director

#### *Outstanding Investment Services Leaders in Credit Unions*

**CHAPEL HILL, NC, JANUARY 20, 2022:** Kehrer Bielan Research & Consulting today announced that Matt Griffin has been selected as the # 9 2020-2021 Top Director for outstanding leadership of the investment services business at Ameriprise Financial at Family Trust FCU at Family Trust Federal Credit Union.

Matt Griffin was one of 30 investment services leaders to be singled out for recognition in the first annual Kehrer Bielan Top Credit Union Director Awards, presented by Ameriprise Financial Institutions Group and sponsored by CUSO Financial/Sorrento Pacific.

“Friendly competition among peers inspires excellence, but only if the rules are fair,” commented Dr. Kenneth Kehrer, a partner at Kehrer Bielan. “We set out to develop a transparent, data-driven process that would reward Directors whose investment services practices excel in the selected criteria. The criteria we chose for the evaluation process are the areas that our accumulated experience as researchers and consultants tell us are critical for growth.”

The members of the inaugural class of Top Directors were selected based on their practices’ performance across eleven metrics:

- Revenue penetration of deposits
- Year-over-year growth in revenue
- Advisor revenue productivity
- Investment assets per advisor
- Advisory revenue per advisor
- Life insurance revenue per advisor
- Clients per advisor
- Revenue per client
- Investment assets per client
- Asset productivity (revenue on assets)
- Advisor coverage of deposits

To earn points in any one factor, the Director’s practice needed to be among the top 100 in the category, essentially the top quartile of the 133 practices evaluated. More information on the award methodology can be found [here](#).

“The recipients of the 2021 Top Director Awards truly represent the best performers in our community,” commented Peter Bielan, a partner at Kehrer Bielan. “These practices perform at a higher level in the key areas compared to their peers, and they couldn’t have gotten these results

without superior leadership. All of this year's winners should take great pride in having achieved this much-deserved recognition."

**About Kehrer Bielan Research & Consulting.** KBR&C provides the financial advice industry with insights based on a melding of research and experience in managing the delivery of investment, insurance, and wealth management services. The firm provides performance assessment and benchmarking, human resource management and development, due diligence, consumer insights, and interpretation of industry trends through its original research, unbiased consulting, and peer study groups.

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