



FOR IMMEDIATE RELEASE:

April 23, 2018

End Date: April 25, 2018

## **Preferred Credit, Inc. Receives St. Cloud Area Chamber Diversity Award**

**St. Cloud, Minn.** – Preferred Credit, Inc. earned the inaugural St. Cloud Area Chamber Diversity Award for their substantial efforts to promote a community business environment that is free from bias and discrimination.

The Chamber's Diversity Recognition acknowledges the exceptional efforts of area businesses whose visible efforts foster greater appreciation, advancement and celebration of diversity and inclusiveness in the Central Minnesota business community.

Preferred Credit, Inc. (PCI) was founded by Gene Windfeldt in 1982 to provide financing to one of the largest in-home consumer sales distributorships in the world. Their mission is to be a relationship-driven finance company by providing honest, superior service with a commitment to operational excellence. In doing so, PCI strives to create sustainable opportunity for business, consumers and employees.

They continue to be dedicated to moving their business towards being a diverse and inclusive operation. Thirty percent of their current workforce of 300 employees is bilingual, and they continue to hire for a variety of languages, including Spanish and Tagalog.

Preferred Credit, Inc. will accept the Diversity Award at the community's 8<sup>th</sup> Annual Diversity Conference on April 25 from 8 a.m. – 4:45 p.m. at the College of Saint Benedict in the Gorecki Center, St. Joseph, MN, 56374. To attend, download the conference brochure at <https://www.centracare.com/app/files/public/3931/Diversity-Conference-Brochure.pdf>, and return to the address on the registration form.

The St. Cloud Area Chamber of Commerce is the voice of business in Central Minnesota. Supported and led by members and a professional staff, we create, enhance and support a healthy business environment for our members.

-chamber-

### **FOR MORE INFORMATION, CONTACT:**

Gail Ivers, St. Cloud Area Chamber of Commerce,  
320-656-3809, [givers@StCloudAreaChamber.com](mailto:givers@StCloudAreaChamber.com).