

**FOR IMMEDIATE RELEASE**

## **National Association for Business Resources Names Spectrum Investment Advisors A 2020 Winner for Milwaukee's Best And Brightest Companies To Work For<sup>®</sup>**

**Milwaukee, WI** – Spectrum Investment Advisors, located in Mequon, Wisconsin, is one of 56 Greater Milwaukee area businesses, out of over 350 nominated, that are being named a 2020 winner for Milwaukee's Best and Brightest Companies to Work For<sup>®</sup>. For more information about Spectrum Investment Advisors, visit [www.spectruminvestor.com](http://www.spectruminvestor.com).

This year's winners represent best practices in industries as diverse as information technology, financial services, manufacturing and marketing. These select companies will be recognized by the National Association for Business Resources (NABR) at Milwaukee's Best and Brightest Companies to Work For<sup>®</sup> symposium and awards gala on March 6, 2020 at the Wisconsin Club.

“With the war on talent hitting the doorsteps of the Best and Brightest, this achievement means even more than it did a year ago,” said Jennifer Kluge, President and CEO of the Best and Brightest Programs. “As we continue to raise the bar, these companies rise to the challenge through cultural innovation, maximizing their workforce potential.”

An independent research firm evaluates each company's entry based on key measures in various categories. They include: Compensation, Benefits and Employee Solutions; Employee Enrichment, Engagement and Retention; Employee Education and Development; Recruitment, Selection and Orientation; Employee Achievement and Recognition; Communication and Shared Vision; Diversity and Inclusion; Work-Life Balance; Community Initiatives and Strategic Company Performance.

### **About Spectrum Investment Advisors**

Spectrum Investment Advisors was incorporated in 1995. Spectrum is a Registered Investment Adviser built on the premise that achieving one's financial goals depends on independent financial advice, timely research, and easy access to the investments and services that best fit an investor's specific needs. Registration with the SEC does not imply a certain level of skill or training.

### **About the Best and Brightest Programs**

The Best and Brightest Companies to Work For<sup>®</sup> is a program of NABR that provides the business community with the opportunity to gain recognition, showcase their best practices and demonstrate why they are an ideal place for employees to work. The national program celebrates those companies that are making better business, creating richer lives and building a stronger community as a whole.

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Media Contact:

Angie Franzone

Communications Editor

262-238-4010, [afranzone@spectruminvestor.com](mailto:afranzone@spectruminvestor.com)