



For Immediate Release:
January 30, 2020

For more information, contact:
Tony Hill, SVP/Chief Marketing Officer
800.252.2664 or 608.271.2664, ext. 321
tony@cues.org • cues.org

CUES® Revamps its NTCUE Competition

MADISON, Wis.—The industry’s first competition recognizing the incredible leaders of the credit union movement is back and better than ever! CUES Next Top Credit Union Exec (NTCUE) competition has undergone a thorough refresh and evolved into [CUES Emerge](#). This program for the industry’s next top credit union leaders is powered by Currency.

CUES Emerge is a multi-faceted challenge that features online learning, peer collaboration and a business case competition. It is open to all age groups, and the program is free to participants. The challenge features a number of prizes including an all-expense-paid trip to [CEO/Executive Team Network™](#) 2020, where the ultimate winner will be presented with their award, and be interviewed live on stage at the event.

“After nine very successful years as CUES Next Top Credit Union Exec competition, we wanted to take what we’ve learned and improve every aspect of the challenge,” said John Pembroke, CUES president/CEO. “CUES Emerge offers a once-in-a-lifetime experience with opportunities to learn, collaborate and grow unlike anything available anywhere, and it embodies CUES’ mission to bring the finest in talent development opportunities to the industry.”

There are two key phases to the program—an Education phase and a Competition phase. Any emerging leader, whether an existing CUES member or not, may apply by completing an application form from January 28 to March 10, 2020 at cuesemerge.com.

Up to thirty applicants will be accepted; they will participate in three CUES Elite Access™ Virtual Classroom courses that will take place between April 8 and May 13, 2020. Concurrently, three Mastermind sessions will be held with the cohort of applicants, facilitated by a group of former CUES Next Top Credit Union Exec winners, finalists and industry leaders.

Then, participants will create a business case. All who complete the course work and business case in full will earn the Certified Credit Union Manager designation.

Next, participants can self-select to enter the Competition phase. From that group, Five Finalists will be chosen by a judging panel. They will receive professional coaching and mentoring, and participate in an online pitch show, hosted by Tim McAlpine in the Currency Marketing Studio.

From there, a Top Three will receive an education and coaching package which includes registration to [CUES School of Applied Strategic Management](#)™ in 2021.

At the same time, the ultimate winner will be announced and named the 2020 CUES Emerging Leader. That person will receive an all-expense-paid trip to [CEO/Executive Team Network](#)™, November 2-4, 2020 in Austin, Texas, including an award presentation, a live interview and an ongoing coaching package.

To apply for the competition, visit cuesemerge.com.

[CUES](#)' mission is to educate and develop credit union CEOs, executives, directors and future leaders.

[Currency](#) is a credit union-focused marketing firm. Our unique programs—It's a Money Thing and CUES Emerge—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

###