



**For Immediate Release:**  
February 19, 2020

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## **CUES® Announces *Welcome to Credit Union Leadership* Manual as Newest Member Benefit**

**MADISON, Wis.**— *Welcome to Credit Union Leadership: A guide for executives who are new to the CU industry*, is now available for CUES members to download.

The 30-page manual was developed to help executives who started off in other sectors shine when they join the credit union movement.

“We’ve seen a growing trend of credit union talent being recruited from other financial services industries and business sectors,” said Jimese Harkley, JD, CUDE, CUES VP/Membership. “Our hope is this guide will help these talented executives and emerging leaders understand the philosophy of the industry and thrive in their new role, while gaining an understanding of what makes the credit union movement so special.”

The manual offers a look into the history of the industry in North America, its legal foundation in the U.S. and Canada, strategic challenges and opportunities, similarities and differences between the movement and other sectors, tips on moving up the ladder, and ways for leaders to start strong and hit the ground running.

“In developing this manual, we turned to six executives who shared their perspectives on joining credit unions from other business sectors with us,” said Harkley. “Their insights will be invaluable to the industry’s newest executives.”

Readers will also find key laws and regulations, and common industry terms to help these executives as they embark on their new career.

Members can download the manual now by logging in at [cues.org](http://cues.org) and selecting “Access My Benefits.”

Learn more about CUES Membership at [cues.org/membership](http://cues.org/membership). Learn more about CUES at [cues.org](http://cues.org).

*[CUES](http://cues.org)’ mission is to educate and develop credit union CEOs, executives, directors and future leaders.*

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**Note to Editor:** Image attached.

**Caption:** *Welcome to Credit Union Leadership: A guide for executives who are new to the CU industry* is now available for CUES members to download.