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CUES® Emerge Judges Announced

MADISON, Wis.—The judges for the 2021 CUES Emerge competition have been announced. They are:

- Judy DeLucca, President/CEO, New Orleans Firemen’s FCU, Bogalusa, LA
- Kathy DuVall, President/CEO, San Francisco Fire CU, San Francisco, CA
- Jim Minge, CEO, Texas Trust CU, Mansfield, TX
- Michele Garcia, VP, Human Resources, AmeriCU, Rome, NY
- Jeff Shewfelt, Co-CEO, G&F Financial Group, Burnaby, B.C.

After an initial cohort of 32 applicants were selected into CUES Emerge, 29 continued on into the competition phase of the program, where the judging panel evaluated and scored each participant’s business plan. Judging was based on criteria including project need, value to stakeholders, and realistic viability. The five highest-ranking applicants were then named as Finalists.

Judges are also responsible for evaluating the final presentations that will happen online, live from Currency’s video production studio. The final presentations can be viewed on [CUESemerge.com](https://cuesemerge.com) on Wednesday, October 6 at 1:00 p.m. Central. The judges will be viewing the final presentations with a critical eye toward the Finalist’s ability to clearly articulate their business idea, and describe the benefits. Each Finalist will be given seven minutes to recap their project, followed by a three-minute Q&A session with Currency’s Tim McAlpine. A Top 3 will be chosen, and ultimately, the winner of CUES Emerge.

“The judges have told us that the competition was stiff this year, and that it was difficult to narrow the field down to our five finalists,” said Nicole Morrison, CUES’ VP/Marketing. “I can’t wait to see how they do with the Live Pitch Show. There are business plans that cover the credit union

world in general, and others applied to a specific problem at their credit union. All of them are worthy.”

CUES Emerge was created to offer free professional development to the industry’s up-and-coming leaders. Participants who complete the course work and business case earn the Certified Credit Union Manager designation in recognition of their commitment to their career, credit union and the industry.

Visit CUESemerge.com to check out the five Finalists’ business case ideas. The CUES Emerge competition is powered by Currency Marketing. You can learn more about CUES at cues.org.

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 36,000 members and growing, we measure success one leader at a time.

Connect with CUES at CUES.org and on [LinkedIn](https://www.linkedin.com/company/cues), [Facebook](https://www.facebook.com/cues), [Twitter](https://twitter.com/cues), and [Instagram](https://www.instagram.com/cues). For daily insights on issues impacting credit unions visit CUmanagement.com.

Currency (www.currencymarketing.ca) 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.

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Note to Editor: Photos Attached.



Judy DeLuca



Kathy DuVall



Jim Minge



Michele Garcia



Jeff Shewfelt

Caption: CUES Emerge Judges. The CUES Emerge program supports the industry's emerging leaders, and is powered by Currency.