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CUES Honors President/CEO John Pembroke's Legacy with DEI Award, CEO Institute Scholarship

MADISON, Wis. – Talent development leader CUES is paying tribute to its late president/CEO with the [John Pembroke Catalyst for Change Award](#), formerly the DEI Catalyst for Change Award. The award's prize package has also been enhanced to include a seat, including travel costs, at the prestigious [CEO Institute I: Strategic Planning](#), at The Wharton School, University of Pennsylvania, valued at nearly \$10,000.

"I can't think of a more fitting tribute to honor John than by supporting talent development and DEI efforts, both things he was passionate about," said Jerry Saalsaa, CUES interim CEO, speaking at [CUES Symposium](#) in Maui, Hawaii on Monday. "We selected CEO Institute I as part of the prize package because John was a Wharton graduate, and CEO Institute helps new and aspiring CEOs become great leaders—which was important to John. Additionally, we've started a scholarship fund to sustain this program and support the many future leaders who will benefit from attending CEO Institute I."

The John Pembroke Catalyst for Change Award will be presented to a credit union that has demonstrated sustained support for advancing DEI in their workplace, raised awareness of workplace diversity and inclusion issues, been a catalyst for change regarding workplace DEI, and/or supported positive change within the industry, their organization, or their community.

CEO Institute I: *Strategic Planning* is the first segment of the esteemed three-part executive educational program which also includes [CEO Institute II: Organizational Effectiveness](#) at the Samuel Curtis Johnson School of Management at Cornell University, [CEO Institute III: Strategic Leadership Development](#) at Darden School of Business, University of Virginia, and the new [CEO Institute: FinTech](#), at Cornell SC Johnson College of Business, Roosevelt Island, NY.

The John Pembroke Catalyst for Change Award joins a roster of other prestigious awards from CUES including:

- [CUES Outstanding Chief Executive Award](#), honoring credit union CEOs
- [CUES Exceptional Leader Award](#), honoring credit union leaders

- [CUES Distinguished Director Award](#), honoring credit union board members

Winners will be recognized during the [CUES Awards Ceremony](#), happening October 19. CUES members can register [here](#).

The nomination deadline for all awards is April 21.

To contribute to the John Pembroke Catalyst for Change Award scholarship fund, reach out to Tony Hill, CUES SVP/Chief Marketing Officer, at tony@cues.org.

Visit cues.org/Awards to learn more. 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 42,000 members and growing, we measure success one leader at a time.

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