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CUES Directors Conference Attendees Rally for Wildfire Relief in Maui

Maui, HI—CUES Directors Conference 2023 attendees united under the “Spirit of Giving” in Maui this week, driven by a shared mission to help those affected by the devastating wildfires that ravaged the island last August.

These heartfelt acts of generosity translated into support for Maui’s fire-stricken community and the dedicated staff of host hotel Hyatt Regency Maui Resort & Spa through:

- **The Gift Card Donation Drive:** Each of the more than 200 Hyatt Regency staff members who lost their homes in the disaster were presented with a gift card thanks to \$13,000 donated.
- **The Maui Food Bank Drive:** 56,000 meals will go to those in need through the nearly \$14,000 donated to The Maui Food Bank from the group.

Additionally, CUES has made a previous commitment to invest \$15,000 in the relief and recovery efforts of the credit unions and people of Maui.

“It is unimaginable for us to know what it has been like for the Hyatt team and the people of Lahaina these past five months, who have lost too much to comprehend, yet have given us so much this past week,” said Heather McKissick, CUES CEO. “Our members, attendees, sponsors, and staff showed up in a big way this week, and truly embraced the spirit of *kuleana*—which is the responsibility and privilege to care for community. The humanity and kindness the CUES Directors Conference attendees have shown warms my heart, knowing the cooperative spirit of credit unions is strong, and the credo “People Helping People” is alive and well. It was our goal to leave behind more than we came with, and we hope we have done just that.”

“I’ve been with this company for twelve years and I’ve never seen anything like this,” said Luke Yurek, Hyatt Regency Maui Director of Rooms. “The real beauty of this island is in its culture and its people; we now consider you and everyone in this room to be *ohana*—part of our family. Thank you so much. This is unbelievable, and we’ll never forget it.”

The [Spirit of Giving](#) page will be open for additional donations through December 22.

[CUES Directors Conference](#) is the premier event for board members in the credit union industry. Next year's event will be in Nashville, TN, December 8-11, 2024.

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 49,000 members and growing, we measure success one leader at a time.

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Note to Editor: Photos attached.

Luke Yurek, Hyatt Regency Maui Director of Rooms, and hotel staff affected by the Maui wildfires join CUES CEO Heather McKissick during CUES Directors Conference 2023 to receive donations given through The Gift Card Drive.