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**Nominate a Stand-Out Future Leader for the 2017 CUES Next Top Credit Union Exec Challenge
powered by Currency and in partnership with DDJ Myers**

MADISON, Wis.—The industry’s first competition recognizing the incredible young leaders of the credit union movement is back for an eighth exciting year! The search is on for the 2017 CUES Next Top Credit Union Exec. This CUES® program for the industry’s emerging leaders is powered by Currency and sponsored in part by DDJ Myers.

[CUES Next Top Credit Union Exec](#) challenge searches for emerging credit union leaders age 35 and under. Participants pitch a current project or program they are working on at their credit union, or an idea to advance either their credit union or the credit union industry. The challenge features more than \$50,000 in prizes and will award the title of CUES Next Top Credit Union Exec to one evolving leader in the credit union industry.

“As the CUES Next Top Credit Union Exec challenge enters its eighth year, we’re eager to see the pool of talent the applicants and entrants display,” said John Pembroke, CUES’ president/CEO. “This contest embodies CUES’ mission to bring the finest in talent development opportunities to the industry, and I look forward to seeing the project ideas, as well as the presentations and crowning of the ultimate winner at CUES CEO/Executive Team Network in October.”

Four key phases make up the program:

1. Nominations will be accepted from May 1 to May 12, 2017 at www.ntcue.com. Any young leader may apply by completing an application form, and submitting a short video and blog post about their project idea during the application phase of May 15 to June 26, 2017.
2. The public can view the application videos and blog posts and then vote for their favorite. Voting takes place June 28 to July 10, 2017. The ten applicants with the most

votes will move on to the Top 15 phase, along with five additional applicants chosen by a special panel of CUES members and past Finalists.

3. Each member of the Top 15 will submit an additional blog post, updating his or her project or idea. The second judging phase then begins with our judging panel of two CUES members and Deedee Myers, CEO of DDJ Myers, evaluating and scoring each member of the Top 15.
4. The five highest-ranking applicants from the judges' scores will be named Finalists and move on to the Finalist phase. The Finalists will contribute one additional video prior to their final presentations at [CUES CEO/Executive Team Network](#), October 10-12 in Las Vegas.

To provide additional value to the competition experience, the Top 15 will receive executive coaching sessions from DDJ Myers. The five Finalists will receive additional coaching, airfare, accommodation and registration to CUES CEO/Executive Team Network. The winner will receive further coaching, airfare, accommodation and registration for two CUES' CEO Institutes, a total prize package valued at \$20,000.

2016 CUES Next Top Credit Union Exec Shannon Cahoon said, "Winning this competition was overwhelming. The support I received during the competition and beyond far surpassed my expectations. It was eye-opening to see how much interest there is in the competition. The CUES Next Top Credit Union Exec competition and the ability to attend CEO Institute have already directly impacted my career. This competition gives opportunities to young leaders that aren't available elsewhere."

CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. CUES' mission is to educate and develop credit union CEOs, directors and future leaders.

Based in Phoenix, Ariz., DDJ Myers (www.ddjmyers.com) offers executive recruitment, strategic organization, and customized leadership programs.

Currency (www.currencymarketing.ca) is a credit union-focused marketing firm. Our unique programs—It's a Money Thing, Young & Free and CUES Next Top Credit Union Exec—focus on

helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

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