



For Immediate Release:
October 12, 2017

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Bullock named 2017 CUES Next Top Credit Union Exec

Las Vegas –Geoff Bullock, financial education specialist with \$1.1B Firefly Credit Union, Burnsville, Minn., United States, was named the 2017 CUES Next Top Credit Union Exec (NTCUE) this morning.

Bullock’s project about bridging the financial gap for adoptive families was chosen from a group of international applicants, all age 35 or under, whom a team of judges selected as Finalists in August. As one of five Finalists, Bullock’s blog and video updates over the past few months provided the industry with an insight into the project’s progress, and culminated with a final presentation Wednesday at [CUES CEO/Executive Team Network™](#). Bullock emerged the winner after a four-part scoring process that included judging panel results, a measurement of his social media engagement, plus audience and online voting.

Bullock, highlighted how his state of Minnesota became a central stop on “The Orphan Train” in the mid-1800s, and how it remains first in the United States in adoptions per capita. Bullock’s project idea was to create a unique loan product that would allow families wishing to adopt to have financial support and guidance throughout the process. In his presentation, Bullock provided suggestions for how credit unions of any size could implement similar programs of their own.

CUES president/CEO John Pembroke said, “Attendees at CEO/Executive Team Network were excited that Geoff Bullock and the rest of this year’s NTCUE Finalists continue to demonstrate that the future of the credit union movement is strong and the plans and ideas coming from this next generation of leaders are both smart and achievable.”

The other four Finalists were:

- Derek Fuzzell of \$3.258B Northwest Federal Credit Union, Herndon, Va.;
- Josh Gelser of \$1.1B DuPont Community Credit Union, Waynesboro, Va.;
- Lindsey McMillen of \$1B Y-12 Federal Credit Union, Oak Ridge, Tenn.; and

- Jessica Vartanian of \$270M Red Rocks Credit Union, Littleton, Colo.

Bullock wins a \$20,000 educational prize package that includes registration, accommodation and economy airfare to any two of CUES' coveted CEO Institutes – one in 2018 and one in 2019 – and two remote coaching sessions from Silver CUESolutions provider, strategic partner and challenge sponsor [DDJ Myers Ltd.](#) of Phoenix. Watch for further updates on Bullock's project at www.NextTopCreditUnionExec.com.

CUES (www.cues.org) is the go-to source credit union professionals rely on for the highest quality talent development. We serve the evolving needs of the industry with excellence and value, making it stronger along the way. CUES offers highly rated institutes, conferences, and seminars, convenient online learning options, and progressive strategic solutions.

Currency (www.currencymarketing.ca) is a credit union-focused marketing firm. Our unique programs—It's a Money Thing, Young & Free and Next Top Credit Union Exec—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

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

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