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**Nominate a Stand-Out Future Leader for the 2018 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 a ninth exciting year! The search is on for the 2018 CUES Next Top Credit Union Exec. This program for the industry’s emerging leaders is powered by Currency and sponsored in part by DDJ Myers, a Silver CUESolutions provider for their succession planning, executive recruitment and leadership coaching services.

[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 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 ninth year, we’re eager to see the depth of talent from all the applicants,” 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 many unique and interesting project ideas, as well as the presentations and crowning of the ultimate winner at CUES CEO/Executive Team Network in November.”

Four key phases make up the program:

1. Nominations will be accepted from May 1 to May 11, 2018 at [www.ntcue.com](http://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 14 to June 19, 2018.

2. The public can view the application videos and blog posts and then vote for their favorite. Voting takes place June 21 to July 5, 2018. The five applicants with the most votes will move on to the Top 10 phase, along with five additional applicants chosen by a special panel of CUES members and past Finalists.
3. Each member of the Top 10 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 10.
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™](#), November 5-7 in Nashville.

To provide additional value to the competition experience, the Top 10 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 of CUES' CEO Institutes, a total prize package valued at \$20,000.

2017 CUES Next Top Credit Union Exec Geoff Bullock said, "When I entered the Next Top Credit Union Exec competition last year, I knew I'd be stretched by some tough competition. However, I had no idea this competition would be such a catalyst of support from within my own credit union and from the movement as a whole. It's been a realization of the power of each of us can have within this movement, no matter our age, if we put our "people helping people" values front and center.

This competition has been a once in a lifetime experience with opportunities to network, learn and grow unlike anything available anywhere. The CEO Institute was a life changing experience and the relationships I've built as a result of this competition will be life-long. Whenever I talk to fellow participants from past years, our analysis is the same—the CUES Next Top Credit Union Exec competition represents the best of what our industry is about...and the best is yet to come!"

To nominate a young profession, visit [ntcue.com](http://ntcue.com).

CUES ([www.cues.org](http://www.cues.org)) 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.

Currency ([www.currencymarketing.ca](http://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](http://www.ddjmyers.com)) offers executive recruitment, strategic organization, and customized leadership programs.

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