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Cupps named 2018 CUES Next Top Credit Union Exec

NASHVILLE, TN –Lynette Cupps, VP Organizational Development, with \$1.3B MAX Credit Union in Montgomery, AL was named the 2018 CUES Next Top Credit Union Exec (NTCUE) this afternoon.

Lynette’s project, how to support non-profit organizations by partnering to provide training for their staff and volunteers, was chosen from a group of international applicants, all age 35 or under, whom a team of judges named as Finalists back in August. As one of five Finalists, her 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 Tuesday at [CUES CEO/Executive Team Network™](#). Lynette emerged the winner after a four-part scoring process that included judging panel results, a measurement of her social media engagement, plus audience and online voting.

After sharing a conversation with an executive director at a local non-profit about the challenges they faced, Lynette developed her idea. Her project is a way to offer a strategic partnership with local non-profit organizations that often have the passion and volunteer base, but lack formal training or processes to support their mission. In her presentation, she provided suggestions for how credit unions of any size could implement similar programs of their own.

CUES President/CEO John Pembroke said, “Attendees at our CEO/Executive Team Network conference were excited that Lynette Cupps 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:

- Blaine Bartholomew of \$1B Unitus Community Credit Union, Portland, OR;
- Clark Duncan of \$1.5B Fort Knox Federal Credit Union, Radcliff, KY;
- Emily Strybosch of \$4.4B Libro Credit Union, London, ON; and
- Jodi Maus of \$1.0B Central Minnesota Credit Union, Melrose, MN.

Lynette wins a \$20,000 educational prize package that includes registration, accommodations and economy airfare to any two of CUES coveted CEO Institutes – one in 2019 and one in 2020 – and two

remote coaching sessions from [DDJ Myers Ltd.](http://www.ddjmyers.com), challenge sponsor and Silver CUESolutions provider for their succession planning, executive recruitment and leadership coaching services. Watch for further updates on Lynette's project at www.NextTopCreditUnionExec.com.

CUES (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), based in Chilliwack, BC, is a leading integrated marketing agency for credit unions and is featuring its latest financial education concept – It's a Money Thing.

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

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Note to Editor: Photo Attached

Caption: 2018 Next Top Credit Union Exec Winner, Lynette Cupps