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CUES® Emerge Judges Announced

MADISON, Wis.—CUES Emerge, the program for emerging credit union leaders that combines online learning, peer collaboration and an exciting competition component, has announced its 2023 judging panel. They are:

- Chris Andrus, SVP/Chief Culture Officer, Altura Credit Union, Riverside, CA
- Jean Hopstetter, CSE, CCD, CCE, Senior Executive Vice President, Member One FCU, Roanoke, VA
- Frank Mancini, President/CEO, Connex Credit Union, East Berlin, CT
- Tansley Stearns, President/CEO, Community Financial CU, Plymouth, MI
- Mary Beth Spuck, President/CEO, Resource One CU, Dallas, TX

After an initial cohort of 36 applicants were selected into CUES Emerge, 30 continued on into the competition phase of the program, where the judging panel evaluated and scored each participant's business plan. Judging was based on criteria including project need, value to stakeholders, and realistic viability. The five highest-ranking applicants were then named as Finalists.

The Final Five will [present their business cases online](#), live from CUES partner Currency Marketing's video production studio, Wednesday, October 4 at 1:00 p.m. Central.

Each Finalist will be given seven minutes to recap their project, followed by a three-minute Q&A session with Currency Marketing's Tim McAlpine. The judges will be viewing the final presentations with a critical eye toward the Finalist's ability to clearly articulate their business idea and describe the benefits. A Top Three will be chosen, and ultimately, the winner of CUES Emerge.

Watch the final presentations at CUESEmerge.com.

CUES Emerge was created by CUES and Currency Marketing to offer free professional development to the industry's up-and-coming leaders. Participants who complete the course work

and business case earn the Certified Credit Union Manager designation in recognition of their commitment to their career, credit union and the industry.

Visit [CUESEmerge.com](https://cuesemerge.com) to check out the five Finalists' business case ideas.

The CUES Emerge competition is powered by [Currency Marketing](https://currencymarketing.com).

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 47,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](https://www.linkedin.com/company/cues), [Facebook](https://www.facebook.com/cues), [X](https://twitter.com/cues), and [Instagram](https://www.instagram.com/cues). For daily insights on issues impacting credit unions visit [CUmanagement.com](https://cumanagement.com).

[Currency Marketing](https://currencymarketing.com) is a credit union-focused marketing firm. Our unique programs—*It's a Money Thing* and *CUES Emerge*—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

Connect with Currency Marketing at [CurrencyMarketing.ca](https://currencymarketing.ca) and on [LinkedIn](https://www.linkedin.com/company/currency-marketing), [Facebook](https://www.facebook.com/currency-marketing), and [X](https://twitter.com/currency-marketing).

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