



**FOR IMMEDIATE RELEASE**

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**SHANECE ROBINSON NAMED 2024 CUES EMERGE WINNER**

**Empowering the Next Generation of Credit Union Leaders Through Innovation and Growth**

**MADISON, WI – October 10, 2024** – Shanece Robinson, Team Lead, Learning & Development, Sharonview Federal Credit Union, Fort Mill, SC, has been named the 2024 CUES Emerge winner.

As one of five finalists, Robinson’s journey began when she was selected into the CUES Emerge program early in 2024. From there, attendees engaged in live online courses and Mastermind sessions, creating project ideas and developing business cases, which were later reviewed by a panel of judges.

On October 2, Robinson and the four other finalists presented their projects live during an online pitch show. The event was hosted by Tim McAlpine, Founder & CEO of [Currency Marketing](#).

Two other finalists, Irene Boyer, Consumer Loan Manager, WECU, Bellingham, WA, and Kelley Taghon, AVP/Brand + Creative, Everwise Credit Union, South Bend, IN, were named as runners-up.

As the winner, Robinson earned a free registration to attend [CUES Advanced Management Program](#). Each runner-up can choose from two prize packages, both featuring CUES courses tailored specifically for emerging leaders. Additionally, Robinson, Boyer, and Taghon each earned leadership assessments and coaching from [Envision Excellence](#), an executive coaching and leadership development organization.

Robinson’s winning business case, *The Enhanced Learning Experience*, outlines the impact of cohesive learning journeys through innovative educational experience platforms.

The other Finalists taking part in the online pitch show were:

- Scott McClellan, Ph.D., Safety & Physical Security Manager, SchoolsFirst Federal Credit Union, Tustin, CA
- Trent Saflin, Mortgage Loan Officer, Northwest FCU, Herndon, VA

CUES Emerge was created 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 (CCM) designation in recognition of their commitment to their career, credit union and the movement. Watch the pitch show and explore the program at [CUES Emerge.com](#).

Learn more about CUES at [cues.org](https://cues.org). For more on Currency Marketing, visit [CurrencyMarketing.ca](https://CurrencyMarketing.ca).

**About CUES**

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with credit unions to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit [CUES.org](https://www.cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

**About Currency Marketing**

Currency Marketing (<https://www.currencymarketing.ca/>) is the leading credit union-focused financial education firm. The *It's a Money Thing Financial Education Program* helps credit unions attract, educate and inspire young adult members, and provides education and financial training for members and staff. In addition, Currency Marketing partners with CUES to manage the CUES Emerge program aimed at celebrating the best emerging credit union leaders and their ideas.

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