



FOR IMMEDIATE RELEASE

CONTACT: Jen Kochan, Communications Director
608.288.5325, jenk@cues.org

The Next Generation of CU Leaders Takes Shape as Applications Open for CUES Emerge 2026

MADISON, WI – January 8, 2026 – Applications are now open for the 2026 CUES Emerge leadership development program. Offered in partnership with Currency Marketing, CUES Emerge was designed to equip rising credit union professionals with the skills, confidence, and visibility to accelerate their careers. There is no cost to participate.

“What makes CUES Emerge so special is that it doesn’t just teach leaders new skills; it helps them recognize the power they already have to influence, inspire, and drive meaningful change,” said Heather McKissick, CUES CEO. “Every year, we watch participants step forward with more clarity, confidence, and conviction in their leadership. That momentum goes beyond career growth, strengthening the entire credit union system.”

The program combines expert-led CUES Virtual Classroom sessions with peer-driven Mastermind discussions, providing both structured learning and collaborative support. Participants apply what they learn by developing a comprehensive business case tailored to a real opportunity or challenge within their organization. Those who successfully complete all program requirements earn the respected Certified Credit Union Manager (CCM) designation, signaling readiness for expanded leadership responsibility.

Participants may also opt into the program’s competition phase, where select finalists are invited to present their business cases during a live online pitch event. One participant will be named CUES Emerging Leader, with two additional runners-up. All three will receive a tiered package that includes advanced education opportunities, leadership assessments, and professional coaching.

Many CUES Emerge alumni leave the program with initiatives that have a measurable impact at their credit unions. In many cases, these efforts create opportunities for new leadership roles and expand participants' influence within their organizations.

CUES Emerge is open to non-executive credit union professionals who are ready to invest in their leadership growth and contribute meaningfully to the future of the credit union movement.

To learn more, apply for the 2026 cohort, or watch the 2025 CUES Emerge Pitch Show replay, visit CUESEmerge.com. Applications will be accepted through **February 9, 2026**.

Learn more about CUES at cues.org. For more on Currency Marketing, visit 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 to learn how CUES plays a pivotal role in shaping the future of credit unions.

About Currency Marketing

Currency Marketing (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.

###