



FOR IMMEDIATE RELEASE

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

**BenefisCU Advances Leadership Development
Through Two CUES CEO Institute Scholarships**

MADISON, WI – October 15, 2026 – Credit union-owned executive benefits CUSO BenefisCU powered by TriscendNP is investing in credit union leadership by sponsoring two [CEO Institute I: Strategic Planning](#) scholarships. Offered through BenefisCU's Industry Advancement Fund, each scholarship covers the program registration fee, helping current and aspiring CEOs expand their strategic perspective and leadership capabilities.

"The future of the credit union movement will be shaped by the leaders we develop today," said Alexandria Staron, BenefisCU CEO. "We want to invest in people who are curious, forward-thinking, and committed to something bigger than their own organization. Our hope is that these scholarships give two exceptional leaders an opportunity to grow, and then use that growth to make the entire credit union industry stronger."

"The CEO Institutes have formed credit union leaders for more than three decades," said Heather McKissick, CUES CEO. "We're grateful to BenefisCU for expanding access to this transformational leadership experience and investing in the future of credit unions."

[CEO Institute](#) is CUES flagship executive education program, designed to help current and aspiring credit union CEOs strengthen their leadership capabilities, broaden their strategic thinking, and build lasting professional networks. The three-part educational series, delivered in partnership with top business schools, combines faculty-led learning, peer collaboration, and practical business applications to create an immersive leadership experience.

Graduates of the full program earn the prestigious Certified Chief Executive (CCE) designation, a respected credential demonstrating executive-level expertise and commitment to leadership excellence.

To be considered for a scholarship, applicants will share their vision for the future of the credit union movement, highlight examples of leadership and initiative, and describe how they would leverage the CEO Institute experience to benefit their organizations and the industry.

Complete the [scholarship application](#) by **December 18, 2026**.

Learn more about CUES at cues.org.

For more about BenefisCU, visit Benefiscu.com.

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 the credit union system 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 BenefisCU powered by TriscendNP

BenefisCU is an award-winning, credit union-owned CUSO bringing transparency, collaboration and education to executive benefit planning. BenefisCU reinvests 1% of profits into credit union advocacy, education, and research as well as generating earnings for its credit union owners to keep value within the movement. BenefisCU is powered by TriscendNP, a firm with more than 25 years of experience designing executive benefit solutions for credit unions, healthcare systems and nonprofits. Together, the partnership combines deep expertise with an unmatched credit union-first approach, because credit unions deserve better.

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