



For Immediate Release:
March 23, 2023

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Thirty-Six CUES® Emerge Participants Selected from Record Number of Applicants

MADISON, Wis.— Thirty-six “emerging” credit union leaders who have the potential to create a lasting impact within the credit union industry have been selected to participate in the [2023 CUES Emerge program](#), offered in partnership with [Currency](#).

“CUES Emerge is now in its fourth year; we’re very excited to have had a record 120 apply to participate,” said Jerry Saalsaa, CUES Interim CEO & SVP/CAO. “The 36 who were selected represent a cross-section of the credit union world. We’re looking forward for them to begin their journey, and to see what they learn from the program.”

“As the credit union industry continues to evolve, it's essential that we cultivate the next generation of leaders who will drive innovation and growth. I am thrilled to see such a talented and dynamic group of emerging credit union leaders selected to participate in this year's CUES Emerge program, and I have no doubt they will make a significant impact in the years to come,” said Tim McAlpine, Currency Founder & CEO.

The CUES Emerge cohort is a diverse group, hailing from 17 U.S. states and two Canadian provinces, and representing 32 different credit union roles. All are highly respected among their teams, having shown enormous growth in their development by driving change in their credit unions and the communities they serve.

This group will receive coaching, training and resources to build their leadership acumen and strategic thinking skill set. They will also benefit from the exclusive opportunity to collaborate with their peers during mastermind groups, where they will work to transform their ideas into a business case and compete for the chance to become the 2023 CUES Emerging Leader.

“With the support of our partners at Currency and a panel of judges, we will select a Final Five and Top Three before ultimately choosing the 2023 CUES Emerging Leader in October,” continued Saalsaa.

Guiding the participants are six Masterminds, hand selected for their leadership, industry impact and drive to develop themselves and others:

- **Lyla Elliott**, CCM, Director of Loan Production, TwinStar Credit Union, Olympia, WA, USA
- **Alyssa Guillory**, CCM, Vice President of Marketing, Unity One Credit Union, Fort Worth, TX, USA
- **Alex Hsu**, CCM, Vice President, Planning & Change Management, SchoolsFirst FCU, Tustin, CA, USA
- **James Hunter**, CCM, Chief Diversity Officer, New Orleans Firemen's Federal Credit Union, Metairie, LA, USA
- **Shannon Huot**, CCM, Chief Experience Officer, Educators Credit Union, Mt. Pleasant, WI, USA
- **Amber Stutzman**, CCM, Member Loyalty Manager, Oregon Community Credit Union, Springfield, OR, USA

All Masterminds are previous participants in the CUES Emerge program. Additionally, Hsu is the 2021 CUES Emerging Leader, and Hunter was a top three finalist in 2020.

The Masterminds are an integral part of the CUES Emerge program; each will support six participants, helping them connect the learning to their business case, and supporting them through to the competition phase.

See the 2023 CUES Emerge cohort members [here](#), then follow along on their journey at [CUESemerge.com](https://cuesemerge.com) or at #CUESemerge.

Learn more about CUES at cues.org. Learn more about Currency at CurrencyMarketing.ca.

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 42,000 members and growing, we measure success one leader at a time.

Connect with CUES at CUES.org and on [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#). For daily insights on issues impacting credit unions visit CUmanagement.com.

Currency 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.

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