



For Immediate Release

CCUA and CUES Announce Strategic Collaboration to Expand Leadership Development in Canada

Ottawa, ON & Madison, WI – January 14, 2025 – The Canadian Credit Union Association (CCUA) and the Credit Union Executives Society (CUES) are proud to announce a collaboration designed to advance leadership development for Canadian credit unions. By combining CCUA’s deep expertise in the Canadian credit union market with CUES’ globally recognized leadership development programs, this collaboration establishes a unified approach to credit union leadership development across North America.

CCUA will now become the exclusive representative of CUES products and services in Canada, providing Canadian credit unions with high-quality, innovative solutions that build on CCUA’s existing programs to empower leaders to stay agile, responsive, and future-minded.

“This collaboration with CUES is a testament to the power of cooperation,” said Jeff Guthrie, President and CEO of CCUA. “By combining CCUA’s deep understanding of Canada’s credit union sector with CUES’ innovative leadership development solutions, we are setting a new benchmark for what collaboration between credit union sector partners can achieve. Our members will benefit from top-quality leadership development, streamlined access to world-class resources, and programs tailored to their unique business needs.”

By uniting, both organizations highlight their shared commitment to fostering the success and sustainability of credit unions in a rapidly changing financial landscape. Moreover, through this relationship, CCUA and CUES are curating their professional development offerings to equip credit unions with the skills and strategies needed to lead with confidence and foster innovation.

“At its core, this is about the values that drive the credit union movement—cooperation, shared success, and a commitment to serving communities,” said Heather McKissick, CEO of CUES. “When system partners align their strengths, we create opportunities for all credit unions to thrive. By joining forces with CCUA, we are reinforcing the belief that collaboration not only strengthens individual organizations but elevates the entire credit union system.”

Key Benefits:

- **Streamlined Leadership Development:** Canadian credit unions will unlock access to CUES' world-class leadership development programs tailored to their local and regional market.
- **Sustainability Through Collaboration:** Optimized resources, enabling credit unions to focus on member services and long-term success.
- **Market-Specific Expertise:** Programs addressing Canadian-specific challenges, such as regulatory requirements and demographic shifts.

This unified approach sets a new standard for credit union sector partners and the credit union industry as a whole, demonstrating that cooperation can lead to exceptional outcomes for organizations, leaders, and the members they serve.

To stay up to date on the latest information about this collaboration, please visit CCUA's dedicated [webpage](#) or the CUES [website](#).

About CCUA

The Canadian Credit Union Association (CCUA) is the national trade association for Canada's credit unions and caisses populaires, excluding the Desjardins Group. Canada's 176 credit unions and caisses populaires are leaders in small business lending and hold \$313 billion in assets. Learn more at [CCUA.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 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.

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