



For Immediate Release:

September 19, 2024

For more information, contact:

Jen Kochan, Communications Director

800.252.2664 or **608-288-5325**

jenk@cues.org ● cues.org

2024 CUES Emerge Competition Judging Panel Announced

MADISON, Wis.— CUES and partner [Currency Marketing](https://currencymarketing.com) have selected a team of highly-respected credit union leaders to serve as the 2024 CUES Emerge judging panel. They are:

- Mirren Harris, VP/Education & Professional Development, Canadian Credit Union Association, Halifax, Nova Scotia
- Hector Martin, President/CEO, County Schools FCU, Ventura, California
- Dianna Wilson, SVP/Chief Experience Officer, American Eagle Financial CU, East Hartford, Connecticut
- Darius Wise, President/CEO, Red Rocks CU, Littleton, Colorado

CUES Emerge was created by CUES and Currency Marketing to offer free leadership development to the industry's up-and-coming professionals.

An initial cohort of 36 participated in the multifaceted program, which featured expert-led sessions covering strategic thinking, communication skills, and design thinking. These sessions were interspersed with Mastermind sessions, designed to further support the learning and guide participants in building a business case for their credit union.

Thirty-one participants opted to continue into the competition phase. The Five Finalists were selected from among this group to participate in the online Pitch Show, happening October 2 at 1 p.m. CDT, online.

During the Pitch Show, each Finalist will have seven minutes to recap their business case, followed by a three-minute Q&A session moderated by judging panelist Martin. The judges will be viewing the presentations with a critical eye on the Finalist's ability to clearly articulate

their business idea and describe the benefits. A Top Three will be chosen, and ultimately, the winner of CUES Emerge.

Visit [CUESemerge.com](https://cuesemerge.com) to check out the Five Finalists' business case ideas and sign up for a Pitch Show reminder.

Learn more about CUES at cues.org.

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 more than 50,000 members and growing, we measure success one leader at a time.

Connect with CUES at [CUES.org](https://cues.org) and on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#). For daily insights on issues impacting credit unions visit [CUmanagement.com](https://cumanagement.com).

Currency Marketing 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.

Connect with Currency Marketing at [CurrencyMarketing.ca](https://currencymarketing.ca) and on [LinkedIn](#), [Facebook](#), [X](#) and [Instagram](#).

###