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Applications Now Open for CUES Emerge 2025: Elevate Your Leadership Potential

MADISON, WI – January 9, 2025 – CUES is now accepting applications for its coveted credit union leadership program, [CUES Emerge](#). Offered in partnership with Currency Marketing, this transformative course is custom-designed to accelerate career advancement and empower future credit union leaders to step into leadership roles—all at no cost to the participants.

Applicants accepted into the multifaceted program first explore strategic thinking, communication skills, and design thinking during expert-led CUES Virtual Classroom sessions. These learning sessions are interspersed with Mastermind sessions, designed to further support learning and guide each participant in building a ready-to-implement business case for their credit union.

All participants who successfully complete both the course work and the business case development earn the prestigious Certified Credit Union Manager (CCM) designation. They can then choose to compete for a spot as one of five finalists invited to pitch their business case to a live online audience.

The CUES Emerging Leader and two runners-up will receive a tiered educational package, leadership assessment, and coaching to support their continued development and growth within the credit union movement.

“This transformative program is a win-win for both the participants and the credit unions they serve,” said Dawn Abely, CUES SVP/Chief Sales & Member Relations Officer. “Many alumni go on to head up the project created during the business case development portion of the program. This not only benefits their respective credit unions, but in many cases, it has catapulted the participants into leadership roles within their organizations.”

The CUES Emerge program is free and open to all non-executive credit union professionals who wish to expand their leadership potential.

To learn more, or to apply for the 2025 program, visit [CUESemerge.com](https://cuesemerge.com). Applications will be accepted through February 10, 2025.

Learn more about CUES at cues.org. For more on Currency Marketing, visit [CurrencyMarketing.ca](https://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](https://cues.org) to learn how CUES plays a pivotal role in shaping the future of credit unions.

About Currency Marketing

Currency Marketing (<https://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.

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