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CUES and Currency Marketing Announce Finalists for Prestigious Emerging Leader Title

MADISON, Wis.— CUES and partner Currency Marketing are pleased to announce the Five Finalists selected to compete for the title of [2024 CUES Emerging Leader](#). For the second year in a row, this free program attracted a record-breaking number of applicants, with 36 promising professionals selected to participate from among more than 120.

Of these, 31 self-selected to move on to the competition phase, submitting their business cases to a four-judge panel. The judges selected the following Five Finalists to compete in the online pitch show, powered by Currency Marketing:

- **Irene Boyer**, Consumer Loan Manager, WECU, Bellingham, WA
- **Scott McClellan, Ph.D.**, Safety & Physical Security Manager, SchoolsFirst Federal Credit Union, Santa Ana, CA
- **Shanece Robinson**, Team Lead, Learning & Development, Sharonview Federal Credit Union, Fort Mill, SC
- **Trent Saflin**, Mortgage Loan Officer, Northwest FCU, Herndon, VA
- **Kelley Taghon**, Director, Marketing, Everwise Credit Union, South Bend, IN

“We’re extremely proud of the participants who took part in this one-of-a-kind industry event, which combines online learning, peer collaboration, and an exciting competition phase,” said Sara Dyer, CUES Senior Director of Meetings & Digital Events. “The Final Five’s business cases this year are particularly interesting, as they address solutions to common issues seen throughout the industry—solutions which will ultimately benefit the credit union’s members. Every credit union leader will want to tune in to watch the online pitch show—they may just find solutions they can implement themselves.”

“We’re proud to join CUES in sponsoring this incredibly relevant professional development program,” added Tim McAlpine, CEO, Currency Marketing. “The Five Finalists represent an exceptional group of credit union professionals who fully dedicated themselves to the program. As part of the process, they took part in insightful discussions and enlightening educational and Mastermind sessions that broadened the knowledge of all participants.”

Tune in to support the Five Finalists as they complete the final stages of the competition. Business cases will be presented during a live online pitch show taking place October 2 at 2:00 p.m. EDT; 1:00 p.m. CDT; and 11:00 a.m. PDT. Mark your calendar and watch [CUESEmerge.com](https://www.cuesemerge.com) for registration information coming soon.

Following the live show, the judges will select the Top Three before naming the ultimate 2024 CUES Emerging Leader. Each of the Top Three candidates will receive a tiered educational package, plus a leadership assessment and additional coaching to support their continued development and growth. Keep up with the final stages of the competition at [CUESEmerge.com](https://www.cuesemerge.com).

The CUES Emerge program was created to offer professional development to the industry’s up-and-coming leaders. All participants who complete the coursework and a business case earn the Certified Credit Union Manager designation in recognition of their commitment to their career, credit union, and the industry. There is no cost to participate.

To learn more about CUES, visit [cues.org](https://www.cues.org). To learn more about Currency Marketing, visit [currencymarketing.ca](https://www.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 more than 50,000 members and growing, we measure success one leader at a time.

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

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