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36 CUES Emerge Participants Selected from Record Number of Applicants

MADISON, WI – March 27, 2025 – Thirty-six emerging credit union leaders have been selected from a record 126 applicants to participate in the 2025 [CUES Emerge](#) competition. Representing 19 U.S. states and two Canadian provinces, these up-and-coming professionals will take part in a dynamic program designed to strengthen leadership skills and strategic thinking.

Offered in partnership with [Currency Marketing](#), CUES Emerge delivers free leadership development through interactive Virtual Classroom and Mastermind sessions, connecting participants with subject matter experts and their peers to expand leadership expertise.

During the Mastermind sessions, participants are split into groups of six to refine their ideas and transform them into compelling business cases. The 2025 Mastermind sessions will be led by a mentor, each a past CUES Emerge participant ready to share their insights and guide new participants toward success. They are:

- Jana Chamberlin, CCM, Instructional Design Manager, Northwest FCU, Herndon, VA, USA
- Zachary Churchill, CCM, CUDE, CMA, CFE, VP of Consumer & Mortgage Lending, Achieva CU, 2022 CUES Emerging Leader, Dunedin, FL, USA
- Jayde DelGado, CCM, VP/Member Experience, American Lake Credit Union, 2023 CUES Emerging Leader, Tacoma, WA, USA
- Lyla Elliott, CCM, CUDE, Director of Consumer Loan Production, TwinStar Credit Union, Olympia, WA, USA
- Shanece Robinson, CCM, Team Lead, Learning and Development, Sharonview Federal Credit Union, 2024 CUES Emerging Leader, Fort Mill, SC, USA
- Amber Stutzman, CCM, People Experience Business Partner, Oregon Community Credit Union, Springfield, OR, USA

Participants can then opt in to the competition phase to have their business cases reviewed by a judging panel of credit union CEOs. Five finalists will be invited to present their business cases during the dynamic CUES Emerge pitch show, happening online October 1.

Three top presenters will receive a tiered learning and coaching package, with the ultimate winner being named the 2025 CUES Emerging Leader.

Shanece Robinson shared her thoughts on CUES Emerge in the CUmanagement.com article, [*Passionate About Learning & Development*](#).

“I thought the program was phenomenal,” Robinson said. “There were multiple components, but what I most enjoyed were the breakout sessions. Having the opportunity to have small-group discussions about what’s working at our credit unions and what challenges we’re facing, to brainstorm and learn from each other, and to take ideas back to our respective credit unions was one of the most impactful things for me.”

View the full list of 2025 CUES Emerge cohort members and follow along on their journey at [CUESEmerge.com](#) or [#CUESEmerge](#).

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.

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.