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CUES® Emerge Judges Announced

MADISON, Wis.—The judges for the 2020 CUES Emerge competition have been announced: Mollie Bell, Chief Development Officer, Ent Credit Union, Colorado Springs, Colo.; Doug Chambers, President/CEO, Idaho State University Credit Union, Pocatello, Idaho; April M. Clobes, President/CEO, MSU Federal Credit Union, East Lansing, Mich.; and Tim Klassen, President and CEO, Sunrise Credit Union, Brandon, Man.

After an initial cohort of 30 applicants were selected to receive online training, 27 of the cohort continued on into the competition phase of CUES Emerge. The judging panel of Bell, Chambers, Clobes, and Klassen evaluated and scored each cohort member's business plan. Judging was based on various criteria including project need, value to stakeholders, and realistic viability. The five highest-ranking applicants were then named as Finalists.

Judges are also responsible for judging the final presentations that will occur online, live from the [Currency Studio](#). The final presentations can be viewed on [CUES Emerge.com](#) on Wednesday, September 16. The judges will be viewing the final presentations with a critical eye toward the Finalist's ability to clearly articulate their business idea, and describe the benefits. Each Finalist will be given seven minutes to recap their project, followed by a 3-minute Q&A session with the judges. A Top 3 will be chosen, and ultimately, the winner of CUES Emerge.

According to Clobes, "I'm excited to see how the cohort members advance through this process. We received so many great business plans to review, and soon, the Finalists will be stepping up to show us what progress they've made on their plans."

Klassen added, “I’ve followed this program when it was originally the Next Top Credit Union Exec competition for many years. There is always a strong cross-section of applicants from Canada, the United States and beyond, and we saw that again this year. It makes for a unique and interesting challenge, as there is a great diversity of ideas. I’m excited to see the presentations from our five finalists.”

The CUES Emerge competition is powered by [Currency Marketing](#). Visit [CUESemerge.com](#) and check out the five Finalists’ project ideas.

CUES ([www.cues.org](#)) is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. CUES’ mission is to educate and develop credit union CEOs, directors and future leaders.

Currency ([www.currencymarketing.ca](#)) 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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Note to Editor: Photos Attached.



Mollie Bell



Doug Chambers



April M. Clobes



Tim Klassen

Caption: CUES Emerge Judges. CUES Emerge challenge is for the industry's emerging leaders and is powered by Currency.