



For Immediate Release:

November 5, 2014

For more information, contact:

Christopher Stevenson

VP/Professional Development & Innovation

800.252.2664 or 608.271.2664, ext. 315

christopher@cues.org • cues.org

Castley Named 2014 CUES® Next Top Credit Union Exec

AMELIA ISLAND, Fla. – Alex Castley, engagement & communications manager with \$1.25 billion Integris Credit Union in Prince George, British Columbia, Canada was named the 2014 CUES Next Top Credit Union Exec this morning in Florida.

Castley's credit union project about attracting a younger demographic to his credit union in terms of both members and staff was chosen from a group of international applicants, all age 35 or under, who had been selected by a team of judges as Finalists in September. As one of five Finalists, Castley's blog and video updates over the past few months provided the industry with an insight into the project's progress, and culminated with a final presentation Monday at CUES' [CEO/Executive Team Network™](#). Castley emerged the winner after a five-part scoring process that included two separate judging panel results, a measurement of his social media engagement, plus audience and online voting.

Castley is new to the credit union industry and has already made a large impact. His project uses fun and humor to engage young people and encourage them to see what the credit union is all about. In his presentation, Castley provided suggestions for how credit unions of any size could implement similar programs of their own.

CUES President/CEO Chuck Fagan said, "Attendees at our CEO/Executive Team Network meeting are thrilled to see Alex Castley and the rest of the Finalists demonstrating so well that the future of the credit union movement will be in the capable hands of those who will carry the torch after us."

The other four Finalists are Alvaro Macias of \$340 million Ascentra Credit Union in Bettendorf, Iowa; Brianne Meszaros of \$1.4 billion Royal Credit Union in Edina, Minn.; Jennifer Mravich of \$84 million Power Credit Union in Pueblo, Colo.; and Noel Sanger of \$1.7 billion United Federal Credit Union in Fort Smith, Ark.

Castley wins a \$20,000 educational prize package that includes registration, accommodation and economy airfare to any two CUES' CEO Institutes – one in 2015 and one in 2016 – and two remote coaching sessions from CUES Supplier member, strategic partner and challenge sponsor [DDJ Myers Ltd.](#) of Phoenix, Ariz. Watch for further updates on Castley's project at [NextTopCreditUnionExec.com](#).

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

###