



NEXT TOP CREDIT UNION EXEC CONTEST FACT SHEET

WHAT IS CUES?

- The Credit Union Executives Society (CUES®) is an independent, not-for-profit, international membership association for credit union executives. Its mission is to educate and develop credit union CEO's, directors and future leaders.
- Just like credit unions, CUES needs to attract the next generation of business talent and future credit union executives. Membership in CUES is aging, with most members representing executive and boards of directors, who are also aging.

WHAT IS THE NEXT TOP CREDIT UNION EXECUTIVE CONTEST?

- CUES is looking for young professionals, 35 and under, to apply to become the Next Top Credit Union Exec.
- The Next Top Credit Union Exec contest allows young credit union professionals to stand out amongst their peers, and be recognized for the work they are doing to advance their credit union and the movement.
- It provides finalists and the winner with educational credits to help them further their careers within the credit union industry.

HOW TO APPLY

- Applicants enter online at www.NextTopCreditUnionExec.com
- Applications consist of one 60-second video application, edited and uploaded to YouTube.
- The video will describe the applicant's role at the credit union, and will pitch the project, program, or idea they are currently working on to benefit the credit union.

DETERMINING REGIONAL FINALISTS

- All video applications are organized by six geographical regions:
http://cq043.k12.sd.us/regions%20of%20the%20US%20webquest/regions_of_the_united_states_web.htm
 - Canada
 - U.S. West
 - U.S. Southwest
 - U.S. Midwest
 - U.S. Northeast
 - U.S. Southeast
- The applicant with the most online votes in each region becomes the Regional Finalist.

DETERMINING THE NEXT TOP CREDIT UNION EXECUTIVE

- The six Regional Finalist will compete at the CUES' CEO/Executive Team Network Conference in Las Vegas, November 6-9, 2011.
- Each finalist will present the progress of their project, program, or plan.
- A judging panel, audience voting and online voting will determine the winner.

CONTEST DATES

- Search opens: **Tuesday, April 26**
- Application deadline: **Tuesday, June 7 at 5:00p.m. ET**
- Public online voting: **Friday, June 10 – Monday, June 20**
- Regional Finalists named by: **Friday, June 23**
- Finalist Presentations: **November 6-9, Las Vegas**
- Winner Announced: **by November 9**

RESPONSIBILITIES OF THE FINALISTS and WINNER

- Each Regional Finalist will post two written blog entries per month, and three videos from July to October at www.NextTopCreditUnionExec.com, reporting on the progress of their project and preparing for the final presentation.
- The Next Top Credit Union Exec winner will provide monthly content updates.

PRIZES

- Each Regional Finalist will receive a prize package valued at \$5,000, including:
 - Registration, economy class airfare and accommodations to CUES' CEO/Executive Team Network
- The Next Top Credit Union Exec winner will receive an educational package valued at \$20,000, including:
 - Registration, economy class airfare and accommodations to two CUES' CEO Institutes
- Complete details about the Next Top Credit Union Exec contest can be found at www.NextTopCreditUnionExec.com.

About CUES

The Credit Union Executives Society is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Its mission is to educate and develop credit union CEOs, directors and future leaders.

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