



Credit Union Executives Society

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For Immediate Release:

December 1, 2010

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**Credit Union Industry Raises \$16,100 to Send All Next Top Credit Union Exec Finalists to CUES®
CEO Institute I**

MADISON, Wis.—As the Credit Union Executives Society's CEO/Executive Team Network™ conference drew to a close in Dallas, Tina K. Hall, vice president of organizational development, Verity Credit Union, Seattle, was crowned CUES' Next Top Credit Union Exec. Upon accepting her award, Hall did something selfless, donating half of her educational prize package to the runner up, Ronaldo Hardy, branch coordinator, La Capitol Federal Credit Union, Baton Rouge, La.

Hall continued her acceptance speech by challenging each conference attendee and the industry at large to donate \$50 so each Next Top Credit Union Exec finalist would have the opportunity to attend CEO Institute I: *Strategic Planning*, April 3-8, 2011, The Wharton School, University of Pennsylvania, Philadelphia.

Credit union leaders are stepping up in response to this challenge. Conference attendees and vendors have already donated \$3,050. Calling it "a terrific idea," CUES president/CEO Fred Johnson announced CUES would match all donations and also contribute \$2,500 toward each of the four remaining finalists' attendance.

This makes a total of \$16,100 raised to date, and means that each finalist now has \$4,025 to offset tuition and airfare to attend CEO Institute I.

To make a non-tax deductible donation via check, credit card or ACH/wire, contact CUES at **800.252.2664, ext. 3400**. Learn more about the Next Top Credit Union Exec competition by visiting www.NextTopCreditUnionExec.com. For details about CEO Institute I, visit cues.org/ceoinstituteI.

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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