

For Immediate Release

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Walker Named First-Ever CUES Emerge Winner

MADISON, Wis. – Lindsey Walker, Executive Assistant with Tampa Bay FCU in Tampa Bay, FL, was named the 2020 CUES® Emerging Leader.

As one of five Finalists, Walker’s route to the podium began via her acceptance to the first CUES Emerge cohort. Upon completion of the education phase, her submitted business case was reviewed by a team of judges, placing her in the Top 5. On September 16, it culminated in Walker and the four other finalists presenting their business cases during an online pitch show, hosted by Tim McAlpine of Currency.

Walker’s business case addressed the need to reduce linguistic barriers through a Hispanic Outreach Program. Due to the large influx of immigrants from Spanish-speaking countries in her area, Walker outlined a program to provide marketing collateral and documentation in Spanish.

James Hunter, Executive Director of New Orleans Fireman’s FCU in New Orleans, LA and Paul Hinrichsen, Product Manager of GTE Financial in Tampa Bay, FL, were identified as runners-up after the tabulation of judges’ scores. Walker and each of the runners-up will receive an education and coaching package including registration to the [CUES School of Applied Strategic Management](#). Walker will also receive an all-expense paid trip to [CEO/Executive Team Network™](#) in Austin, Texas, happening May 16-18, 2021, as part of her prize package.

We would like to also recognize the two other individuals rounding out the Top 5. Eric Christiansen, Lending Manager with Dane Country CU in Madison, WI, and Katie Luther, Mortgage Servicing Supervisor with Royal CU in Eau Claire, WI.

“With this being our first year of CUES Emerge, we were thrilled with the cohort of emerging leaders that applied themselves fully, despite working through a pandemic,” said John Pembroke, CUES president/CEO. “The dedication shown by these leaders to

learn and apply that learning in their business cases was outstanding. Our judging panel had a difficult decision to make when choosing not only our finalists, but also the winners. The energy and excitement shown by our educational cohort made us realize how CUES is able to support emerging leaders in new and innovative ways."

Visit [CUESemerge.com](https://www.cuesemerge.com) to watch the pitch show recording and learn more about the program, including the 2021 cohort application.

To learn more about CUES, visit [cues.org](https://www.cues.org). To learn more about Currency, visit [currencymarketing.ca](https://www.currencymarketing.ca).

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 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 partners with CUES to manage the CUES Emerge program aimed at celebrating the best emerging credit union leaders and their ideas.

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