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### **CUES® Emerge Masterminds Announced**

**MADISON, Wis.**—A group of leading credit union professionals have been named as Mastermind group leaders for the 2022 CUES Emerge competition. They are Geoff Bullock, Executive Vice President – Member Experience, Royal Credit Union, Eau Claire, Wisc.; Clark Duncan, Product Manager, CU NextGen, Wilmington, Del.; Alyssa Guillory, Vice President of Marketing, Unity One Credit Union, Fort Worth, Texas; Alex Hsu, Vice President, Planning & Change Management, SchoolsFirst FCU, Tustin, Calif.; James Hunter, Chief Diversity Officer, New Orleans Fishermen’s Federal Credit Union, Metairie, La.; Emily Strybosch, Brand Specialist & Coach, Libro Credit Union, London, Ont.

Each Mastermind will work with five applicants to the CUES Emerge program. They will facilitate in-depth discussion with their group, deepening the learning from the three program instructors. In addition, they will help the applicants by providing guidance in developing a business case to address an issue in the credit union industry. Applicants to the program are from all across the United States.

Alex Hsu, the 2021 CUES Emerge winner and a first year Mastermind, said, “CUES Emerge is an outstanding program that I recommend to any up-and-coming leaders who are looking for an intellectual challenge and who want to extend their network. After taking part in the program as a participant last year, I felt like part of a community. I’m excited to be able to give back to that community by being a Mastermind this year.”

An initial cohort of 30 applicants was selected to receive online training, and all of them are eligible to continue on in the competition portion of the program, where a panel of judges will review their completed business cases.

The CUES Emerge competition is powered by [Currency Marketing](#). Visit [CUESEmergence.com](#) to follow along.

*[CUES](#) is the leading Talent Development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 35,000 members and growing, we measure success one leader at a time.*

*Connect with CUES at [CUES.org](#) and on [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#). For daily insights on issues impacting credit unions visit [CUmanagement.com](#).*

*[Currency](#) 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.



Geoff Bullock



Clark Duncan



Alyssa Guillory



Alex Hsu



James Hunter



Emily Strybosch

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