



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Chris Court

Organization: Service 1st FCU

US DE Graduation Year: 2017

Notable Leadership Experience:

Oversee Operations, Accounting and Call Center Departments at Service 1st FCU Facilitator/Lead of Service 1st's Innovation Management Team (i2i Team) and smaller Group Innovation Trend Teams Project Lead on Digital Application Revisions, Credit & Debit Card Conversions CUNA Management School - mentor/graduate assistant to classes Served as a Credit Union Advisory Committee member at the CFPB Advisory Committee member, Leadership Wilkes-Barre Served as a mentor to 2 DE programs Completed the Filene i3 program in 2017 I believe my previous experience, along with my passion, aligns me to be an effective committee member to assist in providing feedback and advice on the strategic direction of the DE program and related work. Providing my opinions hasn't been short in the past and I would plan to provide recommendations to help the programs grow and flourish in the changing times between what we would love to have as traditional face to face but are forced to turn to virtual. I believe the direction of the programs might have the opportunity to continue to review some hybrid approaches that can assist in its growth and development.

Professional Organization Involvement:

CUNA Management School - mentor/graduate assistant to classes Advisory Committee member, Leadership Wilkes-Barre Conference Committee Member - CUNA Operation and Member Experience Council Filene member & i3 Alumni Adjunct Instructor in the Division of Business, Management and Technology at Keystone College I think these particular memberships and activities align nicely to develop innovative and creative ways for the programs to develop into the current world environments and grow into what behaviors come next. I align myself with theory and application to apply changes to the virtual world into remote and hybrid options for what was the normal education, conference and networking standards.

What did your DE experience mean to you and your career in credit unions?

I already believed in the basic credit union philosophy and reason for being prior to my DE experience, or so I thought. My DE experience really put things into perspective. Prior to DE, I had expanded my comfort zone, network and experience by attending educational schools, conferences and development programs.

But DE let me top all those experiences off with the real "why" we as people do what we do. I believe the DE program helped me understand why I do things I've done in my life and let me apply them to my work and life. In turn, it gave me a stronger sense of belonging to my friends, family and credit union. Now I can in turn repay that to others to help them understand the same perspective I was given. I also believe it made more humble to help others grow. Even though I believed this before, I have a stronger passion to see others succeed and in turn have them do the same.

Why should credit unions and system partners send their employees to DE Training?

DE is a revitalization of passion for some and maybe the beginning of a flame for others. Regardless, the beliefs that come from the program help people grow both personally and professionally. The theory the program teaches is exceptional but it goes beyond that. It's about passion and actions. Credit Unions and System Partners should send employees to DE Training to help learn and apply that passion. In education, that is sometimes where we fail. Learning the theory is standard, but applying the theory based on feelings and passion is where the magic happens.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I envision assisting the DE Program (and similar work) and DE Alumni Network expand more into the virtual and hybrid environments to match the changing behaviors of the way people are learning both in curriculum and technology. I also would like to explore the option of assisting with more international involvement in the program. I think a hybrid option or virtual option might accelerate this and help expand US DE's knowledge. I will also commit to applying what is needed to assist the Foundation, DE Program and DE Alumni Network with growing their base and support within credit unions and partners.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: James Hunter

Organization: Alternatives FCU

US DE Graduation Year: 2019

Notable Leadership Experience:

I serve as the Chief Lending Officer for a CDCU that is focused on creating innovative product and services to help members bridge the financial wealth divide.

Professional Organization Involvement:

I serve as an executive board member and Chair of the Mortgage Committee for Inclusiv. Inclusiv is a CDCU whose mission is to help low- and moderate-income people and communities achieve financial independence through credit unions.

What did your DE experience mean to you and your career in credit unions?

My DE experience is centered around my core values of helping evoke change through the cooperative approach. DE reinforces the and highlights the complexity of the Credit Union difference and the simplicity of People of People.

Why should credit unions and system partners send their employees to DE Training?

It reinforces the premise of why Credit Unions exist. In the book For People, Not Profit there is a quote from Henry David Thoreau that best summarizes my opinion. "It is not enough to be busy. So are the ants. The question is: What are we busy about?" The Credit Union philosophy is deeply rooted in People Helping People. If our lending strategy does not align with the mission and vision then why not just become a bank.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I envision working with like-minded, servant leaders to share narratives that highlight the CU difference.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Amy Nigrelli

Organization: Nusenda Credit Union

US DE Graduation Year: 2013

Notable Leadership Experience:

In everything I do, I try to be a champion for credit unions and a passionate marketing leader committed to cooperative organizations with great missions, vibrant cultures and big goals. I've joined Nusenda Credit Union from Credit Union National Association (CUNA) where I led brand, marketing and digital strategy. I'm a proud Credit Union Development Educator, I've mentored at DE, presented at DE and am currently serving as Chair of the DE Advisory Committee. I hope my fellow DEs will allow me the chance to continue serving on your behalf and continue to help the Foundation empower DE Alumni and soon-to-be DEs.

Professional Organization Involvement:

I'm Madison sister society founder and member of the Global Women's Leadership Network. I support credit unions and system partners by speaking on leadership, strategic planning and credit union system topics.

What did your DE experience mean to you and your career in credit unions?

Going through DE in 2013 reinforced everything I knew to be true about credit unions and why I belong in this movement. Our system is filled with thoughtful and passionate people who are dedicated to service, and I'm filled with pride that I can play a role in helping them tell their story.

Why should credit unions and system partners send their employees to DE Training?

Employees deserve the opportunity to connect more deeply to the mission and purpose of credit unions. The inspiration gained from DE can help organizations ensure we have a culture dedicated to service and empathy, and retain the talent we need to ensure the continued success of the credit union movement.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I will continue to support the Foundation in exploring new ideas, advising on how we can make DE and their related programming more inclusive, and helping people find their voice and share the credit union story. The Foundation asks the DE Advisory Committee to provide support and guidance in these directions. I hope you'll allow me to serve in this capacity.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Heather McKissick

Organization: UFCU

US DE Graduation Year: 2017

Notable Leadership Experience:

As SVP of Community Impact I set the strategy for and help implement the plans that enable our Social Purpose credit union to put solutions to development issues in action.

Professional Organization Involvement:

Board of Directors: Communities In Schools Central Texas, American Heart Association Central Texas, Young Women's Alliance, Austin Young Chamber of Council Advisory Board Chair, Leadership Austin Faculty
I think this community involvement continues to expose me to a wide variety of perspectives, keeps me up to date with development issues, and allows me to have regular experiences of volunteering and serving outside of the context of my work. I also actively fundraise for all these organizations and understand the not for profit fundraising cycle and stewardship model.

What did your DE experience mean to you and your career in credit unions?

It changed my life and solidified my dedication to the CU movement for the rest of my career.

Why should credit unions and system partners send their employees to DE Training?

To further reinforce why the movement exists, and to continue the vision that all boats rise when all credit unions are strong.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I would like to lend my voice to help amplify the work of all these groups. I would like to advise as needed on curriculum, policy and implementation especially as we face a post-Covid world. I can also offer professional fundraising support, advice and visibility.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Alexander Savon

Organization: Suncoast Credit Union

US DE Graduation Year: 2016

Notable Leadership Experience:

I am the Leadership Development Manager for our credit union of 1900 employees and provide internal consulting and professional development programming. I also direct all leadership development initiatives for our Managers, Vice Presidents, and Senior Staff. I was on the planning Committee for the 2017 DE Workshop that was hosted in Tampa.

Professional Organization Involvement:

The Association for Talent Development, The Tampa Bay Organizational Development Network Steering Committee.

What did your DE experience mean to you and your career in credit unions?

My DE experience was a life changing moment when I realized how strong a bond could be created in just one week. In fact, I am in constant communication and collaboration with my fellow 48 DE's from that class. Furthermore, the experience really put me in touch with my personal agency and showed me how I could be an agent for change in my credit union and my community by effectively communicating my passion and galvanizing the support of like-minded individuals. My DE project put me on a path to truly believe that people can make a lasting difference.

Why should credit unions and system partners send their employees to DE Training?

I think organizations and credit unions do a good job onboarding and conveying culture, but nothing can compare to time spent at DE to truly understand our "why" and the importance of keeping purpose constant. After I went to DE and got bitten by the bug I fully appreciated that the credit union movement wasn't something that merely began in the 1930's in Estes Park, Colorado. The credit union movement is alive and well today, and our communities are counting on us to engage in them in a meaningful way to create lasting bonds and improve lives. It would ignite your employee's passion and provide a substantial meaning to their daily work.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I would continue to be a strong advocate for my organization to send our employees to DE, and then further my reach to other credit unions who may not have the history or the graduates that my organization does. I would look to cultivating quality relationships with difference-making organizations. I would like to take the existing DE social media network and create even more meaningful collaborations that keeps the momentum going post DE training. I would also just love to be back at work with a like-minded group of individuals to create true change by igniting that initial spark that comes from DE Training, but then keeping it lit and burning bright for all of our alumni.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Linda White

Organization: Upward Credit Union

US DE Graduation Year: 2019

Notable Leadership Experience:

Being the CEO of a CU <\$100m and being here for quite some time, allowing me to be nimble and see changes within an organization.

Professional Organization Involvement:

I'm a member of a host of credit union groups and it requires working with many different people. That includes our state regulator advisory group, the Healthcare CU Assn, CU Women's Leadership Alliance, to name a few.

What did your DE experience mean to you and your career in credit unions?

It brought the foundation of why we exist and that is a part of what we are. It gave "permission"/it's okay to do things for our community that you can't always put a ROI to for the credit union. It has helped me when we're interviewing for new positions and how we as an organization respond to our members needs.

Why should credit unions and system partners send their employees to DE Training?

To enlighten and broaden the reason why credit unions are different and how we really are People Helping People because we WANT to. The WHY part of our business as a financial cooperative.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

Being available to promote and communicate the vision. Available to speak and share the benefits for credit unions and credit union individuals.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Daniel Marquez

Organization: Corelation Inc & Madam Nymphadora

US DE Graduation Year: 2018

Notable Leadership Experience:

Throughout the my tenure within the Credit Union Movement I have held leadership and management positions inside Credit Unions in Nebraska. I served as a board director for Young Professionals of Credit Unions - Nebraska for 4 years, serving as Chair person during the last year. Over that time YPCU lead community development workshops, networking events, a rebranding, and educational outreach in local schools. Parallel to this experience I have volunteered in the non-profit sector as Executive Director/Founder of Rendezvous (high school choir) 501(c)(3), Board Director for YMCA Committee of Management, and Community Outreach Coordinator/President for Star City Pride LGBTQ+ 501(c)(3), Board Director for Alliance Chamber of Commerce (Alliance, NE), Nebraska Credit Union League Advocacy Committee, and Drag Ambassador with Drag Out The Vote 501(c)(3). The experience I have of working with students, health/wellness community, LGBTQ+ people, economic development, democratic participation, and young professionals have equipped me with a diverse skillset and passion focusing on strategizing and amplifying socioeconomic sustainability.

Professional Organization Involvement:

I am a founding member of CU PRIDE, the Credit Union Movement's first LGBTQ+ organization for LGBTQ+ and Ally identifying Credit Union Professionals. In addition, my DE project, Madam Nymphadora, is a Drag Ambassador with Drag Out The Vote to promote democratic participation. I recently was tapped to serve on the DE Awards Subcommittee with the National Credit Union Foundation. This experience provides me with a unique perspective of underrepresented individuals in the Credit Union Movement that would create opportunities for inclusive and equitable representation. LGBTQ+ individuals have compounding socioeconomic development issues that prevent sustainability and growth. The experience I have gained speaking and workshopping with LGBTQ+ and Credit Union organizations proves that human rights in democracy are not exclusive to United States citizens. I believe that the American DE program has opportunity and potential for global impact for equity, unity, and representation.

What did your DE experience mean to you and your career in credit unions?

The DE experience proved to me that humanity exists and is at the core of the mission of the Credit Union Movement. DE taught me that representation, empathy, and authenticity matter. Before attending DE in 2018 I was terrified to be my authentic self and to truly share my lived experiences with those in the Credit Union Movement out of fear I would be shamed and unaccepted, similar to past experiences throughout childhood.

DE taught me how to love my authenticity, embrace my talents, and provided me the tools and relationships to engineer compassionate and cooperative solutions for consumers. DE affirmed the passion and pride I have for the Credit Union Movement and ultimately fed my ambition to continue advocacy for all consumers, socially and economically. Because of DE I know my future is forever in Credit Unions.

Why should credit unions and system partners send their employees to DE Training?

I personally believe that DE Training is essential in the advancement of socioeconomic equity for Credit Union members and potential members. DE Training breathes vibrancy and enthusiasm into Credit Union professionals with intangible resources and relationships that keep us moving forward. DE is a life changing and career changing experience that creates sustainability for professionals and volunteers all across the world. I currently work for a data core processor for Credit Unions specifically and have learned the value that DE brings to a core in just 6 months. Corelation has been extremely open to collaborating to create learning opportunities for employees to expand company's focus on Credit Unions. I have had the privileges to witness the authentic impact development education is able to have on system partners. As a Conversion Strategist, overseeing the entire data conversion, I have a theory that core processors, through technology, are the nervous system of the Credit Union. Thus believing that DE Training is vital to keep the heart beating in the Credit Union Movement. I believe in cooperative outreach to further engage future DE's.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

As a member of the DE Advisory Committee I would envision supporting NCUF, the DE Program and the Alumni Network through outreach, engagement and cooperation. This would look like organizing cooperative volunteer opportunities, outreach to system partners detailing the impact of the DE Program, amplifying Alumni activity and involvement, and reigniting the DE flame with Alumni Network. I believe that we are transitioning into a new era of financial services and we need united DE's to lead the way. As a member of the DE Advisory Committee, I would seek out collaborative opportunities for DE's to develop and explore case studies relevant to today's climate. In doing so, harboring new and existing relationships with system programs such as i3 and League partners to strengthen the Credit Union growth process.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Eric Christiansen

Organization: Dane County Credit Union

US DE Graduation Year: 2014

Notable Leadership Experience:

I've led the lending initiatives at DCCU for the past two years, including the launch of new products geared specifically to our unique membership. Prior to DCCU I was a board member and supervisory volunteer at Heartland Credit Union. And prior to that I worked at CUNA Mutual- where I worked with all size credit unions, including a direct relationship with Navy FCU- so I have spent the 15 years working non stop within the movement, from the smallest of CU's to quite literally the largest - we are not a monolith, and understanding all of the different sized organizations is something I'm proud of.

Professional Organization Involvement:

I am a board member of Asset Builders of America, a non profit dedicated to increased financial literacy of underserved populations. Their mission aligns directly with credit unions - helping folks in our community achieve financial success.

What did your DE experience mean to you and your career in credit unions?

I've often said many people drink the kool aid, but DE is dumping the bucket on your head. DE changed my role in the movement from really enjoying the kind of integrity based financial services we provided, to solidifying that my career will never leave the movement- it reinforced and brought to the surface what was in my DNA, that I wanted to be a part of something, that I wanted my career to mean something, and that I wanted to be part of a force for good.

Why should credit unions and system partners send their employees to DE Training?

DE is what helps turn motivated employees into passionate leaders and lifetime cheerleaders within the movement. Many CU employees know a little about how it all started, but most (including me) didn't know how this thing started in depression era basements and backrooms, I had never visualized the founders sitting around a table with a shoe box and a ledger starting something that would grow to a trillion dollar industry. It's inspiring, it gives deeper meaning to our already noble purpose, and increases the strands in the web- I stay in touch with many from my DE class.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

One of my favorite things of course is volunteering with new DE classes and I would like to mentor a class when life returns to normal. Beyond that, I am active fund raiser for the non profits I support and am on the board of. I think that there is a unique opportunity to add a little lending flair to the DE program- at the end of the day, lending is what drives credit unions, and is a laser like focus for the largest CUs. I think someone like me who has the DNA of DE and the day to day experience of a credit union lender, could add some insight into this crucial function of CUs and how DE can be even more relevant by incorporating some aspect of lending.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Tamra Gaines

Organization: Cornerstone Credit Union League

US DE Graduation Year: 2014

Notable Leadership Experience:

Serving as the Vice President of Experience and Events I partner closer with the Cornerstone Foundation to support their efforts of education and awareness. I also oversee several high-level projects such as the Cornerstone Sister Societies, CU4Kids, Credit Unions Care and liaison with our eight Councils.

Professional Organization Involvement:

I am a past president for Meeting Professionals International having served 8 years on the board. I am a member of ASAE and currently serve on two boards for Visit McKinney and the Little Rock CVB. My strategic thinking, cross collaboration efforts and desire to engage will make me a valuable asset on this committee.

What did your DE experience mean to you and your career in credit unions?

I was honored to have this opportunity for my CUDE after only being with the League one year. From that experience I developed Cornerstone's Women's Leadership Initiative and plug into projects outside of my job scope on a regular basis for personal and professional growth.

Why should credit unions and system partners send their employees to DE Training?

Whether you've been part of the movement one or 30 years, our industry is ever changing. Ensuring the success of credit unions begins with the foundation of knowledge and support of the industry. DE training helps you build that foundation.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I can be an Ambassador speaking to groups about the value of the program and the benefits to the bottom line; I can also be available to assist with DE training (live or virtual).



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Rogerio Griguc

Organization: Sicredi - Brasil

US DE Graduation Year: 2016

Notable Leadership Experience:

Business director (head) in CU Sicredi Sul MT, member of a Sicredi System Brazil. We are working to develop a way to increase the cooperative feelings at our members, and working to demonstrate the advantages of executing all the principles during our journey. At 2020 we increase, under my leadership, more than nine thousand members only in our CU. We nowadays are with a target of introducing a CU initiative in a region where this does not exist: Amapá, that is a state of Brazilian Republic.

Professional Organization Involvement:

Sicredi, that is a Union of CU in Brazil and we have 5 MM of members. We are 10 CU organized in a 1 Central CU; At Brazil 5 Central's CU are partners and have a bank, sharing a lot of services and solutions. I am an active member of this organization.

What did your DE experience mean to you and your career in credit unions?

I worked during 20 years for banks, like Citibank e Itau (biggest private bank in Brazil). When I came to Sicredi it only means a new professional opportunity. When I had my time dedicated to DE experience the cooperative concept understanding brought brightness to my life and a new sense to my career. I finally could see the real meaning of my job and how each action could bring impact to our member's life, delivering solutions to real problems.

Why should credit unions and system partners send their employees to DE Training?

People really engaged, that believe what they are doing is important and relevant, can transmit the sense of cooperation to other people more easily. We really believe that the cooperative model can make the world a best place to live.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

We don't have any initiative from DE at Brazil, and I desire strongly to develop some experience here. I think like a member, we can work together to amplify frontiers and I reinforce the value of different voices and cultures to organization. It can be being inclusive and to permit a more complete outlook vision of the Latin America reality, and our experiences. Best regards to you, my friends!



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Jenefer Machovina

Organization: CUNA Mutual Group

US DE Graduation Year: 2016

Notable Leadership Experience:

Modeling the way for leadership has been a focused journey my entire professional career, as a people leader yet more importantly through a daily choice to continuously improve....projects, processes, people, organizations, communities. I have the privilege to design and develop leadership learning for credit unions, and I look to incorporate those skills and attributes into my work every day.

Professional Organization Involvement:

PRISM ERG, Plexus LGBTQA Allied Chamber of Commerce, Equality Ohio, Association for Talent Development (ATD) are all reflective of my lifelong love of learning and to seek opportunities to ensure diverse thought and action is included in all of the work we do to advance well being in our communities.

What did your DE experience mean to you and your career in credit unions?

Life-changing opportunity to see the work I do and we do together to improve the financial health and well being of all consumers. CUs have the obligation to serve more consumers. Renewed understanding, pride and purpose to keep pushing us forward to know better and to do better.

Why should credit unions and system partners send their employees to DE Training?

Enabling anyone to engage in DE will immediately change the trajectory of their career and their capability to positively contribute to the success of their organization, membership, and teams.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

To be a catalyst taking what has been built so far, and expand to encompass the new world we are living in today. Keeping the foundational principles at the center yet expand to be more diverse, inclusive, and relevant to the challenges CUs are and will experience in the future.



**Credit Union Development
Education Program**

Inspiring change through
credit unions since 1982

CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Nanci Wilson

Organization: University Federal Credit Union

US DE Graduation Year: 2015

Notable Leadership Experience:

Since taking CUDE in 2015, I have been a passionate credit union advocate. I have traveled to several states to speak about the CU difference and to press the importance of the DE program. I have spoken at DE graduations, been a mentor more than once, and recently have led the crusher program at our state level.

Professional Organization Involvement:

I am a member of our local Chapter, the Chamber, a writer for CUInsight, and a member of UND Pride Allies. My time is spent being an active member of the Credit Union movement.

What did your DE experience mean to you and your career in credit unions?

It meant everything. I realize that sounds large, but it is large. CUDE was the difference between a job and a passion. I merely started at a Credit Union because they personally helped me and I wanted to be that person for someone else. Once I was sent to CUDE, I realized the magnitude of the Credit Union Movement and knew that I had found my professional home. This would not have happened without the DE knowledge that I was given.

Why should credit unions and system partners send their employees to DE Training?

It truly is the difference between an employee and an advocate for the industry. DE training provides the platform for a CU professional to visually see where they belong in the movement and to grow their role from there. I always say that if someone leaves DE feeling "meh", they aren't in the right field. Being in the movement is a way of daily life, not just at work and DE allows you to see that front and center.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

First and foremost I would be a champion for all of these entities. Word of mouth and motivation is a huge factor in having people actually listen. I envision being someone that could assist in spreading the importance of the DE education, the foundation which provides it, and the alumni that keep it alive. To embrace CUDE is to support all of these and be an active part in keeping them going in any way that you are able.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Angela Prestil

Organization: CU Difference

US DE Graduation Year: 2003

Notable Leadership Experience:

During my 20-year tenure at Credit Union National Association (CUNA), I had the pleasure of leading a virtual team for 13 years. This taught me the importance of connecting and communicating with my teammates, leading with empathy, and building deep levels of trust. It also taught me that deep relationships can be built and sustained even without in-person engagement. Those skills have been invaluable as we've shifted everything we do to a virtual environment. I believe they would be helpful on the CUDE Advisory Committee in providing ideas and support for keeping the DE Network alive and connected as the virtual world is part of everything we do with DE. Also while at CUNA, I was the director of CUNA Management School for several years, I played an active role in the design and delivery of the Experience Learning Live conference for credit union trainers, and I led the CUNA Creating Member Loyalty team. Additionally, I was one of two people who created CUNA's webinars serving as both an online instructor and in helping instructors transition their content from in person to virtual. All of this experience prepared me to serve in an advisory capacity for the Virtual DE program and other virtual DE activities that happen throughout the year. While in the past we relied on our interactions at GAC, DE Workshop, and face-to-face DE training, those in person events were only accessible to those who could physically be present. There's a whole new world available to all of us when we connect virtually. I'd be honored to act in an advisory capacity to further develop the virtual connections available to the wider DE Network.

Professional Organization Involvement:

I'm a member of the Madison Campus Chapter of Global Women's Leadership Network, AACUC, and CU Pride. My focus on Diversity, Equity, and Inclusion and the issues surrounding marginalized populations would help me be an effective Committee member as I seek to ensure all voices are heard and broad perspectives are considered in the design of both the DE program and DE Alumni events. I believe that we all bring value to the table, yet some voices are heard more loudly than others, whether intentional or not. We can all benefit from a deeper focus on inclusion!

What did your DE experience mean to you and your career in credit unions?

My DE experience opened my eyes to the broader DE movement around the world, as well as what has been happening in our own backyard. The DE program looked much different in 2003, and I will forever be grateful for having an opportunity to learn elbow-to-elbow with DE rock stars like Lois Kitsch, Joanne Todd, Brandi Stankovic Rice, Marlene Shiels, and Donald Urquhart. Yes, it truly was the best class ever!

Flash forward to 2014. I was struggling at work and contemplating leaving the movement when I was invited to act as a DE mentor for the first time. It was lifechanging as I was able to experience DE through the eyes of Team Honey Badger. I've been fortunate to experience mentoring 5 times in total, with each group bringing their own light and energy to the movement which subsequently fueled my own DE fire even further. I'm fortunate to live in Madison, which has given me the opportunity to volunteer for many of the classes as a driver, tour guide, or merchant in the Life Simulation. My initial DE experience – along with all subsequent experiences – has made me one of “those people.” The person who asks their Uber driver if they belong to a credit union. The one who makes sure credit unions are part of the conversation when the neighbors are discussing where to get a credit card for their teens. And the one who regularly goes toe-to-toe with her brother who works at a bank. All true! In fact, my DE experience led me to where I am today, working with the CU Difference team, which was founded by credit union pioneers, Lois Kitsch and Mark Lynch. It may sound cliché, but I'll say it anyway. DE truly changed my life for the better and I will forever be grateful for the relationships and experiences over the years.

Why should credit unions and system partners send their employees to DE Training?

Members are at the heart of all we do as credit unions. Yet sometimes we get caught up in the day-to-day work functions and forget about the member. We forget the “why” and the “People Helping People” philosophy on which credit unions were built. When that happens, it can drive a wedge between colleagues, creating a battle between member-facing staff and the heart of the house (sometimes called the back office). When we find ourselves doing more infighting than serving, there is one solution that will turn things around and provide a laser focus on who and what is truly important: the CUDE experience. The total immersion in credit union philosophy will transform your team into credit union superheroes, fighting for the people and communities we serve. No matter if an employee has been with their credit union for a year, a decade, or 40 years, they will benefit from the education, the experiential learning, and the relationships that are forged during the training. And once you light that spark, it will take off with others on your team, opening eyes and hearts to the experience of the underserved in ways that can't be imagined yet must be experienced to truly live the People Helping People philosophy.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I envision the role as a member of the DE Advisory Committee as being a combination of cheerleader, connector, and fundraiser. Each graduating class has a handful of people who burn so brightly that you can see their DE-ness shine from miles away. It's important to act as a cheerleader to support The Foundation team in keeping those shining stars connected and passionate by reaching out to recent DE graduates and Alumni alike. Secondly, acting as a connector would help keep that spark lit for others in the class that feel DE is a great program but who aren't sure how to keep that fire burning on their own. Whether through social media, email, or DE events, there is a place for everyone to remain connected. Finding each person's niche to remain connected would be an awesome and inspiring undertaking! Last, but not least, The Foundation can grow and do its best work through the donations of credit unions and system partners. Therefore, fundraising must be a part of the discussion and it would be a critical part of the DE Advisory Committee member's role. I've had the great fortune of attending 17 GACs, 3 DE Workshops, and at least 20 DE classes in a volunteer capacity. Serving on the DE Advisory committee would be an honor in the continuation of my credit union journey.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Cynthia Ryan

Organization: Connect Credit Union

US DE Graduation Year: 2020

Notable Leadership Experience:

Currently I over see all Operations, training, marketing and back office functions in my current role as VP at Connect CU. Previously at other CUs, I oversaw various functions and staff. In our local area, I was president of the Broward Chapter of CUs for four years. I have been a member of the CUNA Technology council (2000-2004) and am a currently member of the Ops Council. In my current role I sit in on our strategic planning sessions and can look at projects from a strategic level as well as a detailed level to help lead them to completion.

Professional Organization Involvement:

I have served on the United Way of Broward's Allocation cmte, a volunteer at LifeNet for families and have served on the University of Miami Alumni Council. Seeing other organizations fundraising efforts can provide new insights and ideas to further the committees strategic goals and fundraising.

What did your DE experience mean to you and your career in credit unions?

Having been in the CU industry for over 20 before completing my DE experience, I feel that my DE training helped reconnect me to the roots of the CU movement and the fundamental purpose of our organizations in our communities.

Why should credit unions and system partners send their employees to DE Training?

DE training provides the foundation of an employee understanding the CU movement and all the credit union industry stands for. It will help re-energize employees who have been at their CU awhile and also educate any employees who are new to the credit union movement.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

As one of the first classes to graduate virtually, the program proved its purpose in a whole new method of presentation. I look forward to encouraging my network of CCUE's, fellow DE's and peers across the country to take part in the program. I hope to gain knowledge from the DE Alumni network to take the best ideas of the past and implement new ideas with a strong DE Alumni group. I would support the Foundation in its goal of inspiring change through a new found commitment to respond to our local communities and inspiring CUs across the country to help our members improve their financial lives.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Stephenie Brown

Organization: Gather Federal Credit Union

US DE Graduation Year: 2020

Notable Leadership Experience:

My greatest accomplishment so far in my opinion has been in developing our Youth Financial Literacy Program. Our children are our future & I think seriously about this. It is known that our CU's have an older, some say dying, membership. In order for CU's to survive we need to grow our new, younger membership as fast as possible. Within the last year I was able to expand our Financial Literacy & Savings Program to every single school on the island. I've created a buzz on the island with my in-Branch Field Trip Treasure Hunts & more than doubled our new accounts. I also co-Hosted a Youth Entrepreneur Programs for middle school children was a huge success. I've helped to create Credit Union's in High Schools run by the students themselves & even purchased exclusively the Reality Fair Program for High school Juniors & Seniors. Since covid has hit I've purchased an online Financial Education Program for all of the schools on island, Public, Private & Chartered. I have aimed for Gather FCU to be synonymous for Financial Education & we are well on our way. The kids love it & we love it. Also, within the last two years, I developed the Golf Ball Helicopter Drop for our Annual Golf Fundraiser. I partnered with the Kauai North Shore Lions Club & Jack Harter Helicopters to help me. We allow non-golfing members of the Community to purchase golf balls to be dropped over a specific hole on the course, for prizes, before the event. Since I started this it has helped to raise an additional \$20,000.-! This golf ball drop has helped to donate a record amount to our local hospital. To date Gather FCU has donated over half a million dollars to the Wilcox Health Foundation. As a CUDE Advisory Committee Member I'd generate new ideas just like those mentioned above for our future or growth & development. Coming up with solutions & thinking out of the box is what drives me.

Professional Organization Involvement:

*FEAH Board- Financial Education Alliance of Hawaii *Kilauea Neighborhood Association Board-
*Anaina Hou Community Park Board- Founded by William Porter founder of eTrade *Namolokama
Canoe Club Board- *Kauai Board of Realtors Member- *Kauai Chamber of Commerce Member-
*Native Hawaiian Chamber of Commerce Member- *Kauai North Shore Lions Club Member- *Kauai
Youth Resilience Project Committee- *Gather FCU Annual Golf Fundraiser Committee- *National
Association of Realtors Member- *Native American & Indigenous Studies Association Member- *World
Council of Credit Unions Member- *Global Women's Leadership Network Member- I belong to a wide
network of organizations that encourage building & maintaining positive actions within my Community &
around the World. I feel like these connections can be incorporated to help with the Credit Union
Movement. There is much work to be done & I am excited to be a part, and to do the work. Giving back to
my Community is & always has been very important to me. As part of the CUDE Advisory Committee I would
bring with me the years of strategic thinking & decision making from more than 20 years of Sales &
Marketing experience.

What did your DE experience mean to you and your career in credit unions?

When I first heard about the CUDE Certification I just knew I needed to be involved. As soon as the schedule opened up I was online signing up. Due to covid_19, my initial conference was cancelled in Wisconsin and I was so sad. I had been looking forward to the CUDE Conference for months! As soon as I could, I signed out for the 1st Virtual CUDE in September 2020. This CUDE class was all that I'd been looking forward to & so much more! Everyday within me burned a flame for new inspirations & insights to help our CU Community move forward. I learned so much & I wish for this CUDE journey to not end, but continue on. I have already requested to attend the next CU World Conference & the I-CUDE Certification. My desire is to serve. I am ready, willing and able. I believe that timing is everything & that the timing couldn't be any more perfect. If I am elected to the CUDE Advisory Committee I promise to be an informed & passionate advocate.

Why should credit unions and system partners send their employees to DE Training?

When credit unions & system partners send their employees to the DE training, a world of wonder & possibility opens up. Those that attend the DE Training will return to their CU fully charged with an entirely new outlook on the Credit Union Movement. The DE training encourages growth, compassion and positivity through action. All that attend are reborn to a Global Platform with limitless possibilities.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

As a member of the DE Advisory Committee I envision being present in making bold moves to support the Foundation, the DE Program and the DE Alumni Network. I am available to travel as much as needed for training or meeting opportunities. I am an outstanding Leader and an outstanding Team Player. I am dedicated to the promotion of the Foundation's work and look forward to whole heartedly supporting fundraising efforts. I am so excited to get and to be involved. I hope that you choose me. I do want this so very much. Thank you for your time & consideration. I look forward to your response. Aloha from Hawaii.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Andrea Rusnak

Organization: PSCU

US DE Graduation Year: 2020

Notable Leadership Experience:

I've been a leader in the credit union movement for over 18 years. I'm also a mentor within PSCU and I mentor several individuals that are emerging leaders within the company. I've been a VP with PSCU for the past six years and I've been a leader for over 15 years in the credit union and financial services space. I believe that my leader experience, mentoring and my willingness to always champion for others will be essential as a Committee member as I know what it takes to continue to professionally develop others.

Professional Organization Involvement:

I've pleased to share that I am active advisory board member for the following groups: 1. CUES Council for the Southern CA & NV region 2. Co-Leader for the San Francisco Bay Area Sister Society for Global Women's Leadership Network 3. Credit Unions for Kids Activation Board I have a lot of experience working on various advisory boards, bringing new ideas to the table, bringing in diverse talent for different perspectives and I know that this would assist me as a Committee member with sharing a variety of experiences. I work for a national Credit Union Service Organization which is all about people serving people which is the mantra of credit unions. I always want everyone to have a voice at the table and for all of us to grow when you are part of a Committee.

What did your DE experience mean to you and your career in credit unions?

I can't say enough good things about being the first virtual DE class of 2020. I learned about how critical the development issues facing our industry are key for all of us. You have to leverage what you learned from DE and apply it in your daily life. We all need to work on making a positive impact and difference in our respective communities. DE is all about being open to learning, sharing, collaborating with your colleagues and being willing to put yourself out there. It's about showing your vulnerability so that you can learn from others experiences and hopefully this will champion you to do more to support our members.

Why should credit unions and system partners send their employees to DE Training?

Credit Unions and system partners should really strive to set the example for others on what it means to really walk in our members shoes, show empathy, compassion and a willingness to always want to serve others. The DE training provides you with a unique way to learn more about our industry as a whole, how everything fits together and why it's so important for all of us to find ways to make an impact. We want our movement to stay strong, be sustainable and be part of the changes that make our communities stronger. It's our role to continue to look for ways to partner with others to grow our diversity of thought, leadership, experience and ensuring that we have representation across the spectrum.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

I would imagine that if I was honored enough to join the DE Advisory Committee that part of my role would be to share my experiences with other credit union leaders to get more through the program, promote the NCUF, financial wellness and the reasons why individuals would want to go through the DE program. The DE program was life changing for me because I fully immersed myself in the program, the experiences and I was more than willing to meet new people. Also, my takeaways from the program is to spread the message about the development issues, how we can all do our part and the elements of how this program can truly make a difference on making the communities that we serve a better place for all.



CUDE ADVISORY COMMITTEE CANDIDATE STATEMENTS

Name: Armand Parvazi

Organization: New Orleans Firemen's Federal Credit Union

US DE Graduation Year: 2020

Notable Leadership Experience:

Former consultant for CUs, specializing in marketing, digital strategy, corporate strategy - Served as a member of senior management at multiple CUs - Served as an advisory board member for Sprint Mobile - Currently serve as Chief Administrative & Development Officer for NOFFCU overseeing Marketing, Business Development, and Digital Strategy I believe I can bring a unique perspective to the CUDE Advisory committee with my background. As a second-generation CU lifer, but with a focused vision on the future, I constantly strive to expand the understanding of CUs and convert more potential members into members. My team and I are constantly pushing CU conveniences forward to compete with the big banks so member convenience and experience is on par with what our members expect. Saving money and taking advantage of fiscally responsible products/services should be convenient and easy, and work every day to make this possible.

Professional Organization Involvement:

CUNA, NAFCU, Louisiana Credit Union League (serve on the Political Affairs Committee), Enactus (participating alumni & judge) I participate in these professional organizations because they keep people focused on bettering people's lives through responsibly built business initiatives and serving the underserved.

What did your DE experience mean to you and your career in credit unions?

As a second-generation CU lifer, the DE program reinforced the perspective and mission I held dear from a young age - people helping people. Additionally, it added additional fuel to the fire on why we need to use empathy every moment of every day. Showing how people live daily and how there are multiple institutionalized systems set up as roadblocks to their success (e.g. minimum wage does not cover a modest two-bedroom apartment in any county in the US), this reinforces why we need to do our part and provide responsibly-built products to these people, help educate them on how to manage their cash flows, and give them the opportunities to constantly better their situation. As Covid affected many of the workers in New Orleans due to our travel and gig economy, we have seen first-hand how big banks were not prepared to handle the human side of this emergency, and how predatory lenders were ready to leap into the fray. We work tirelessly to keep our people out of despair and use all resources, including community partners, to do so. The DE experience reinforced why we do this.

Why should credit unions and system partners send their employees to DE Training?

I had many DE colleagues over the last decade push me to get my DE certification, and now, I am proudly one of those DE's that push the training. CUs are not regular financial institutions. We are supposed to operate differently because our business model is supposed to be centered around people. This is taken to the next level in my organization as we are a CDFI and LID. The DE training reinforces the WHY. Why are CUs different? Why are we tax exempt? Why do we reinvest in our products/services? Why do we offer lower rate products? From a financial institution perspective, CUs are built much like other FIs in the general products that are offered. But, the development, pricing and deployment strategies are fundamentally different because of the WHY. We must educate our CU employees and partner on not just how we do business, why we do business this way. Without the why, we will simply be another FI in the market.

As a member of the DE Advisory Committee, how would you envision supporting the Foundation, the DE Program, and the DE Alumni Network?

Any way I can. I would be honored to come back and speak to future DEs. Serving in the alumni network and sharing ideas and initiatives amongst a group of people that understand our why would help spread ideas that can be deployed to multiple markets. Using our business acumen mixed with our empathy, we can impact our communities in ways we cannot begin to imagine. We can use our skillsets for good, and lessen the burden of millions of Americans.