



# Press Release

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## ***Who's Who in America's Credit Unions*** **Unveiled as Nationwide Industry Leadership** **Recognition Program Starting in 2008**

*New Elite Recognition Program for Credit Union Volunteers and Professionals Scheduled for Release of Inaugural Edition in April 2008 as a Subsidiary of Birmingham-based Dollar Associates, LLC*

**Birmingham, AL - July 10, 2007:** Stating that one of the most needed programs in credit union circles today is a nationwide comprehensive annual recognition program for volunteers and professionals, Dollar Associates announced today that it has risen to the challenge in unveiling *Who's Who in America's Credit Unions* – a publication and award program designed to honor leadership, accomplishment and service in the credit union field.

Dennis Dollar, former NCUA Chairman and partner in the Birmingham, Alabama based credit union consulting firm of Dollar Associates, will serve as Chairman of the Editorial Advisory Board for *Who's Who in America's Credit Unions, LLC*. Kirk Cuevas, Dollar's former NCUA Chief of Staff and partner in Dollar Associates, will serve as President/CEO of the *Who's Who in America's Credit Unions*. "One of the missing recognition programs in credit unions today is a nationwide award that covers those who, both on a volunteer and a professional level, have helped build this movement into what it is today," said Dollar in making the announcement of the *Who's Who* program. "We have decided that it is worth investing in the establishment of such a program and have heard from countless credit union leaders that a quality recognition program which features the thousands of pioneers and heroes who have built a great movement and are keeping it moving toward even greater heights today is long overdue."

*Who's Who in America's Credit Unions* will accept nominees for annual induction of any leader in the credit union movement with at least five years of contribution to credit unions in some capacity, either professionally or as a volunteer. The selection of inductees will be validated by the *Who's Who* Editorial Advisory Board.

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“Our experience has shown us that there are thousands of Board Members, Supervisory Committee members, CEOs, managers, League officials, trade association officials, chapter presidents and so many others who are laboring in the credit union vineyard each day largely unrecognized for all they do,” said Kirk Cuevas, President/CEO of the *Who’s Who* subsidiary of Dollar Associates. “After a couple of years of saying someone should do something about it, we decided our background uniquely qualified us to be the ones to do it. So, we decided to put our money where our mouth is and invest in creating such a quality nationwide recognition program for credit union leaders. The response has been incredible.”

The Editorial Advisory Board for *Who’s Who in America’s Credit Unions* is within itself a Who’s Who of industry leaders. In addition to Dollar as Chairman, also serving on the Editorial Advisory Board are former NCUA Vice-Chair Shirlee Bowne; former Virginia Credit Union League President Eugene Farley; David Gilbert, Board Chairman of the Aberdeen Proving Ground Federal Credit Union in Maryland; former NCUA Board Member Deborah Matz; Ken Robinson, former NAFCU President and CEO; Eunice Rogers, President of NRS Community Development Federal Credit Union in Alabama and current Board Chairman of the National Federation of Community Development Credit Unions; Marcus Schaefer, President of Truiliant Federal Credit Union in North Carolina; and Gary Wolter, President and CEO of the Alabama Credit Union League.

*Who’s Who in America’s Credit Unions* will be unlike other broader professional award programs of a similar nature in that it will be specific to credit union leadership and accomplishment. “Although our publication probably won’t be six inches thick like some of the professional Who’s Who books we have all seen that try to include everyone and his brother,” said Cuevas, “when you look at how many people are involved daily contributing to the credit union movement, it will still be quite substantial. Frankly, we believe that this will be more special for the inductees because it is industry specific to credit unions. We envision *Who’s Who* rapidly becoming the premier recognition program in the credit union field, certainly not replacing other awards - but supplementing them in a more broad based manner.”

*Who’s Who in America’s Credit Unions* website ([www.wwacu.org](http://www.wwacu.org)) can be accessed for nominating prospective inductees, as well as for providing additional information about the *Who’s Who* program. The inaugural edition of *Who’s Who in America’s Credit Unions* is tentatively scheduled to be available in April 2008, as well as a limited number of *Who’s Who* ancillary items available for inductees. – end-

**Attachments included with press release email are the Who’s Who in America’s Credit Unions logo and photos of publication and plaque. For additional information, contact Dennis Dollar at 205-991-1525 or email at [ddollar@dollarassociates.com](mailto:ddollar@dollarassociates.com).**

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