

FOR IMMEDIATE RELEASE

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MADISON, Wis., and WASHINGTON (April 27th) – The credit union movement's brightest HR and organizational stars and their accomplishments were recognized during a virtual ceremony at the CUNA HR & Organizational Development Council Virtual Conference, April 20-22, 2021.

“In a year of extreme challenge, our peers found the opportunity to innovate and to shine brightly in addressing the needs of their colleagues, members and communities,” said Awards & Recognition Committee Chair Jan Johnson, executive vice president of organizational agility at Royal Credit Union.

The winners and their accomplishments will be featured in an upcoming issue of *Credit Union Magazine*. [Click here](#) to view the full awards presentation.

Recognition Award Winners:

- **Karen Maxfield**, Chief Human Resources Officer, Commonwealth Credit Union in Frankfort, KY, has won the **2021 Professional of the Year Award**. This award distinguishes an individual who consistently excels at creating value for their employer, elevates the HR or organizational development functions within their organization and contributes to the credit union movement.
- **Josh Harden**, HR and Training Manager, Colorado Credit Union in Littleton, CO, has been named the **2021 Rising Star**, which recognizes an emerging credit union professional in HR or organizational development.
- **Rebecca Nelson**, Chief Administrative Officer, Great River Federal Credit Union in St. Cloud, MN, was named the **2021 Top Community Contributor**, which recognizes the value and expertise shared with peers through collaboration within the CUNA Councils Community.

Excellence in HR & Organizational Development Award Winners:

- **Deseret First Credit Union** in West Valley City, UT, was named **Best of Show**, Employee Engagement, Assets \$500 million - \$1 billion for their “How Innovative Employee Communication Methods Helped DFCU Improve Employee Engagement” entry.
- Category: Employee Engagement (Less than \$499 million)
First Alliance Credit Union, Rochester, MN
Winning Entry: Employer of Choice

- Category: Employee Engagement (\$500 million – \$1 billion)
University of Michigan Credit Union, Ann Arbor, Michigan
Winning Entry: UMCU Elf on Day Off
- Category: Employee Engagement (More than \$1 billion)
U.S. Eagle Federal Credit Union, Albuquerque, NM
Winning Entry: Developing Engagement Through Frequent Touchpoints
- Category: Innovative Staff Development (\$500 million – \$1 billion)
PremierOne Credit Union, San Jose, CA
Winning Entry: Leadership Development
- Category: Management Practices (\$500 million – \$1 billion)
Deseret First Credit Union, West Valley City, UT
Winning Entry: Improving Job Satisfaction through HR Data and Fun
- Category: Management Practices (More than \$1 billion)
MSU Federal Credit Union, East Lansing, Michigan
Winning Entry: Compensation and Benefits

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About CUNA

Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America's credit unions, which are owned by 120 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth and operational confidence to protect the best interests of all credit unions. For more information about CUNA, visit cuna.org. To find your nearest credit union, visit YourMoneyFurther.com.

About CUNA Councils

CUNA Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development for our members while advocating for the overall success of the credit union movement. There are eight CUNA Councils with a network of more than 7,300 credit union professionals. For more information, visit cunacouncils.org.