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Connexus President & CEO Enters the CUES Hall of Fame

J. David Christenson Honored for Over 25 Years of Leadership and Service

Wausau, WI (November 13, 2015) – J. David (Dave) Christenson, President and CEO of Connexus Credit Union, was inducted into the CUES Hall of Fame at the CEO/Executive Team Network banquet in Scottsdale, AZ. Christenson was one of seven credit union executives inducted into the CUES (Credit Union Executives Society) Hall of Fame at their November 8th event.

Christenson has been at the helm of Connexus Credit Union since 1995 when it had 20,000 members and was named Wausau Insurance Employees Credit Union. He has guided the credit union through multiple mergers and challenging financial markets with a steady hand and constant focus on member service. Connexus recently topped the \$1 Billion mark in assets and currently has over 189,000 members spread across all 50 states.

Ron Dins, Chair of the Connexus' board of directors, stated in his nomination of Mr. Christenson: "The success of our credit union can largely be attributed to key leadership traits Dave continually demonstrates. He instills a strong culture of member service to all employees and surrounds himself with good people, including the strong leadership team he has developed." The CUES Hall of Fame "recognizes a lifetime of achievement and dedication to the credit union movement." Honorees are chosen by CUES' board of directors for their professional and industry contribution, community service, and track record of self-improvement.

"It's a special journey as a CEO to be entrusted with something bigger than ourselves, bigger than our individual credit unions - it's about people helping people," Christenson commented at his induction ceremony. He went on to say "I've been very fortunate to work for a great board to serve a group of loyal, trusting members. And I can't tell you how much I have benefited from the incredible, dedicated employees at Connexus and, of course, the unwavering support of my wife and children."

Christenson has spent his entire career in the financial services sector, working for several financial institutions in the 1980's. Prior to joining Connexus, he was the Deputy Commissioner, Savings and Loans for the State of Wisconsin. Dave earned a Bachelor's of Business Administration from the University of Wisconsin – Whitewater and is also a graduate of the Center for Creative Leadership. He has also held several leadership positions in Wisconsin's Credit Union League and Credit Union Review Board. Dave and his wife, Gretchen, live in the Wausau, WI area and are very proud of their son and daughter.



Photo provided by the [Credit Union Executives Society](#)

View Dave Christenson's CUES Award Video [here](#).

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About Connexus Credit Union – Serving more than 189,000 members across all 50 states, Connexus is a member-focused cooperative with over \$1.1 Billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as competitive rates for personal, home and auto loans. The Wausau, WI based credit union has been nationally recognized for excellence by Forbes, CNN Money, PC Magazine, AARP, Kiplinger and Bankrate.com. Connexus is committed to helping their members achieve personal financial objectives while anticipating their needs and exceeding their expectations with superior service and products.

About CUES - CUES is a Madison, Wisconsin-based, independent, not-for-profit, international membership association for credit union executives. Their mission is to educate and develop credit union CEOs, directors and future leaders.