

**FOR IMMEDIATE RELEASE:**

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**Edwards Selected to be Part of Filene Research Institute's i3 Program**

**Wausau, WI – July 15, 2009** – Jackie Edwards, Connexus Credit Union's Business Development Manager, was recently selected to be part of Filene Research Institute's i3 (Ideas, Innovation, Implementation) program. Members of i3 strive to be transformational leaders in building the future of credit unions and to create new ideas, innovate and implement for the benefit of the credit union industry.

Over 60 applications from qualified credit union executives were received. The selection process evaluated innovative aptitude, experience, and other key factors including present position, leadership abilities, motivation, geography, and type of credit union.

Currently, i3 members are working on topics such as the American Dream, sustainability, and income generation. i3's most recent success is an anonymous debt management tool for members.

Edwards will serve a two-year term and will join 22 other new members from across the United States and Canada.

**About Connexus** - Founded in 1935 to serve employees, retirees, and families of Wausau Insurance Companies, Connexus has fostered strong partnerships and long-lasting financial relationships with the employees, retirees and family members of Liberty Mutual Insurance, UMR (formerly FiservHealth), and staff, students and alumni of Northcentral Technical College. Over the past several years, Connexus has extended service to over 20,000 members across the U.S. and has recently exceeded \$270 million in assets. Connexus is committed to helping their members achieve personal financial objectives while anticipating their needs and exceeding their expectations with superior products and service.

**About Filene Research Institute** – The nonprofit Filene Research Institute is a consumer finance think tank serving North American credit unions. Filene publishes objective research and fosters consumer-focused financial innovation. The Institute collaborates with leading researchers and academic institutions worldwide.