



Media Release – October 25, 2023

Gulf & Fraser Co-CEOs inducted in 2023 CUES Hall of Fame

Burnaby, BC

We're delighted to announce the induction of Bill Kiss and Jeff Shewfelt, Co-CEOs of Gulf & Fraser, into the Credit Union Executives Society (CUES) 2023 Hall of Fame. On October 19, both leaders were recognized for their contributions to the credit union industry, commitment to community service, dedication to lifelong learning and contributions to CUES.

"CUES is thrilled to include Bill Kiss and Jeff Shewfelt as inductees into the CUES Hall of Fame. Their leadership in the movement, commitment to community service, dedication to and history of self-improvement, and their contributions to CUES itself are exceptional" said Heather McKissick, CUES CEO. "Congratulations and thank you, Bill and Jeff!"

In June 2023, Bill and Jeff [announced their plans to retire](#) after almost 30 years of working together and 12 years of Co-CEO leadership. During their journey as co-leaders of Gulf & Fraser, the credit union became one of the top 20 credit unions in Canada, and one of the top 6 in British Columbia.

Bill and Jeff's legacy

Both Bill and Jeff have served on various boards and committees, contributing to pivotal decisions that have left a lasting impact on the industry. Under their leadership, Gulf & Fraser experienced incredible growth through several mergers, expanding from \$1 billion in assets to over \$5 billion in 12 years. The credit union, with just 12 branches in 2012, now boasts an impressive network of soon-to-be 30 branches. Their Co-CEO tenure was also marked by consistently high employee engagement scores, indicative of a supportive and engaging workplace.

Floyd Yamamoto, President and Board Chair of Gulf & Fraser, shared his heartfelt congratulations saying, "Bill and Jeff's induction into the 2023 CUES Hall of Fame is a well-deserved recognition of their remarkable careers and the enduring legacy they've created. Their commitment, innovation, and tireless dedication have not only advanced Gulf & Fraser but have left a permanent mark on our credit union and the entire Canadian industry. Congratulations to them for this incredible achievement."

Bill Kiss and Jeff Shewfelt's induction into the 2023 CUES Hall of Fame is a testament to their leadership, dedication to improving the financial lives of their members, and contribution to the credit union industry. It's a moment of honour and celebration, not only for Gulf & Fraser, but for the credit union system.

ABOUT GULF & FRASER

Gulf & Fraser proudly provides our credit union members with a full range of personal and business banking, investment, and insurance solutions. For over 80 years we have been committed to empowering our communities through local collaboration, financial wellness education, and reliable advice and service. We're Gulf & Fraser and we're here to power your possible.

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Gulf & Fraser is a trade name of Gulf and Fraser Fishermen's Credit Union.



ABOUT CUES

CUES is the leading talent development solutions provider for credit unions in North America. We educate, develop and support credit union CEOs, executives, directors, and emerging leaders through partnerships with premier business schools, live and online events, digital learning, networking, and premium content. With over 39,000 members and growing, we measure success one leader at a time.

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