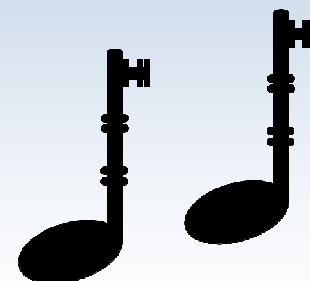


# KeyNotes



## Corelation Signs Three New Partners

2011 was a formative year for Corelation, and one that we will remember fondly for the lifetime of this company. We successfully introduced KeyStone to the world, converting our first three clients successfully and smoothly, and growing our company’s size and confidence. In addition, our company’s momentum in the marketplace has grown with each new signing and each successful conversion. That momentum yielded three additional signings and some very exciting new directions for KeyStone’s development and implementation path.

Our new partners in the industry are: ALPS Federal Credit Union (\$41 million assets; 3,000 members), located in Sitka, Alaska; Georgia Heritage Federal Credit Union (\$77 million assets, 8,000 members) from Savannah, GA; and Orion Federal Credit Union (\$530 million assets, 48,000 members) and centered in Memphis, TN. More information on each credit union can be found on the following page, and we are thrilled to join up with each of them to provide the best service possible to their members.

Each client will bring something new to the table for the Corelation family. ALPS FCU will be the first credit union to join a service bureau environment run on KeyStone software, as their system will be hosted at the Anaheim-based data center of Wescom Resources Group (WRG). They will be joined later in the year by Georgia Heritage FCU, providing each institution with redundant servers, disaster recovery options, data security, operational support, and diffused IT costs. Orion FCU will keep their system in-house, but like Cabrillo CU before them, will spur the development and growth of KeyStone to include new services and efficiencies.

“The partnership with these three, dynamic organizations is a testament to the flexibility and power of KeyStone,” said Theresa Benavidez, Corelation’s President. “We are truly and sincerely honored to join with John (O’Brien, CEO of ALPS), Thor (Dolan, CEO of Georgia Heritage), and Daniel (Weickenand, CEO of Orion) to implement our software and better serve their members. The experience we gain as we work with each of these credit unions will add to our knowledge and experience base, and will continue to drive us to the top of our industry.”

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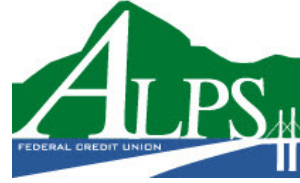
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## A Note From the Editor

In looking over the last issue of KeyNotes, I read through the Note from the President and its reflection on how much KeyStone had grown in the prior months. Between that and the New Year, it got me to thinking about my own growth over the last year.

I am simply humbled by how much the people I have worked with and the experiences we've shared have taught me about this industry. And the most humbling realization of all is how much I have yet to learn.

The journey so far has been a roller coaster – the slow, steady climb towards Harbor FCU's conversion in June, the plunge into rapid-fire development and training for Cabrillo CU, and the amazing highs of their successful conversion in October and Oregon Pioneer FCU's in December. As Corelation gets larger and I earn more experience, I do expect the ride to level out some, but I sure hope the excitement never wanes.

I have big plans for this year to ensure that I continue to grow along with my department and the company at large. Every day brings an expansion to my training materials, and just when I think I have a grip on the system's capabilities and scope, the developers add new wrinkles (and even wholesale advances) that push the limits even further.

2011 was a remarkable year in so many ways; it seems difficult to imagine another like it. And yet, when I read the news in these pages, I know that 2012 promises to spur even more growth, for me and for KeyStone.

If you have any questions regarding KeyNotes, please email me at [rlandis@corelationinc.com](mailto:rlandis@corelationinc.com).

- Rob Landis, Director of Educational Services

ALPS FCU was interested in upgrading their software while maintaining or lowering their IT expenditures. By outsourcing their back office to the data center hosted by WRG, they will accomplish both goals in one fell swoop.

"The talent on the Corelation team is exceptional," said John O'Brien, CEO of ALPS. "They have brought a product to market that allows us to create a member service environment that serves our members better, with a broader range of products and services, than we ever have before."



Georgia Heritage FCU was intrigued by both the back end and the user interface of the KeyStone product. Their IT staff quickly came to appreciate the efficient layout of the relational database, streamlining their processes and saving them time. The staff also found the system intuitive and loved the way information was laid out at their fingertips.

"The training program will be more of a 'point-and-click' process so staff won't have to memorize a multitude of transaction codes," says CEO Thor Dolan. "As a result, our members will be served faster with greater accuracy."



Orion FCU represents Corelation's largest client to date, in terms of asset size (~\$530 million), members (~48,000), and services offered. Our company will be challenged to bring our very best to the table, from product development to education to client service. In addition, we'll be working to seamlessly integrate a new group of vendors to the KeyStone platform, expanding our list of seasoned third parties to offer future clients.

"We as leaders of organizations have to find ways of running our institutions as efficiently as possible and finding those critical paths is more important today for survival than ever before," said Orion CEO Daniel Weickenand. "Better systems means greater savings in people, processes, and service, and that is basically the business I am in."

## Another Industry Pioneer Completes Conversion



It was like the opening night of a Broadway show: each player knew their role, the steps had been carefully blocked out and taken to memory, and the talented fingers of the orchestra were tapping delicately at the keys, anxiously awaiting the symphony to follow. The minutes of the afternoon on Wednesday, November 30 ticked slowly by, trickling into evening, building the anticipation until the curtain would finally be drawn and the performance would begin. And at precisely 5:00pm, the doors were shut against the gathering darkness of Portland, and the flurry of activity began in earnest. No notes were sung, though a little drama certainly unfolded, as Oregon Pioneer FCU underwent a process of conversion onto KeyStone four months in the making, all in just one night.

Balancing, conversion, hardware installation, data validation: Corelation and OPFCU staff moved gracefully around the credit union floor, working in tandem and solo, fluidly transitioning from one job to another. When one needed a rest, another would lend support, testing and retesting, reacting to changes in cadence and connectivity, and on into the night. And when sunlight began to pour over the yellows and reds of the trees outside, the final steps were being taken, the final keys being played, and the credit union was ready to open its doors and serve its members on its brand new KeyStone system.

Of course, from the perspective of OPFCU, that meant the *real* performance was about to begin. Members came in to conduct their normal business, but because Oregon Pioneer's staff is so ingrained within its community, they also came in just to see what the fuss was about. The reviews were resoundingly positive.

"We certainly had a lot of foot traffic for a regular Thursday," recalls Mark Davis, CEO of OPFCU. "Even after we got through the initial teller line at opening, we still had members coming in throughout the day, just checking balances and saying hi. We were able to help them all and talk through some of the new benefits that KeyStone would provide for them, and they all seemed as excited as we were."

While an overnight conversion is not a method that Corelation would recommend for many clients, the size and level of preparation of Oregon Pioneer allowed for the quick turnaround.

"When the conversion program itself takes less than ten minutes to run, it opens up some time for the other aspects of a conversion," said Theresa Benavidez. "Couple that with how ready Mark [Davis] and his team were, as well as the straightforward database structure and vendor integrations, and we were able to complete the process efficiently even given the time constraints."

Fully operational from December 1 on, Oregon Pioneer marks the third credit union to be running KeyStone, and the partnership with Corelation promises to be a long and fruitful one. After all, as any good theater producer knows: when opening night is a hit, and when the critics all give glowing reviews, you know you've got a production that can last.



### About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative new core processor for today's credit union. This solution is a person-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff have dedicated their careers to creating core systems and providing unparalleled client service.

Corelation got its start when principal architect John Landis attempted to retire from the industry after 25 years. However, his passion for the creation of efficient software never left him, and the emergence of new technologies that would allow ever more elegant solutions to be designed represented an irresistible challenge. Over six years of research and development, KeyStone was molded and enhanced into its current form, and the Corelation team was assembled from some of the finest minds in the industry.

For more information on Corelation, Inc, please visit our website at [www.corelationinc.com](http://www.corelationinc.com).



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## A Note From the President

It has been a tough few years for me here at Corelation. You see, I'm the lone Denver Broncos fan in the office, surrounded by Chargers and even (\*shudder\*) Raiders fans. Season after season, my team would show flashes of promise before being overtaken by other, more stable squads. But this season – This Season – the Broncos gave me something to cheer for, something to believe in. This season, they gave me Tim Tebow at quarterback.

As fans will know, Tebow is not necessarily the most polished quarterback in football, but he has one skill in spades – Tebow is a leader. That leadership gave me two gifts this winter: a division championship to hold over the heads of the rest of the office, and a lesson in just how much can be accomplished when leadership acts as a catalyst in an environment full of potential. The Broncos didn't have the most talent of the division, but they did have a shared vision, supreme confidence in themselves and what they could accomplish, and the leadership to tie it all together. We believe Corelation has that same recipe for success in the credit union space.

As a smaller company, we know we need to overcome the sheer volume of resources available to other core processors – larger development, implementation, and client service departments. But like my football team, our company's abilities as a team can achieve more than the sum of our individual parts, and more than even the best efforts from our competition. We have the very best at each position in our organization, so we know we can accomplish more than other groups that may have more depth, but less cohesion.

The relative youth of Corelation as a company also lends itself to a unified purpose, a focus that keeps us all pulling in the same direction. Put simply, we demand from ourselves that we provide the best software and client service in the credit union marketplace, and that we create true partnerships with our clients. With a lean, dedicated group like ours, there isn't room for any other agenda or ego to get in the way of that vision. And of course, any of you who have followed our growth knows the confidence we have in ourselves and each other, another key factor in capitalizing on our potential.

That leaves the glue that turns all that talent, vision, and confidence into real success: leadership. We have leadership within our organization at every level, and we work every day to be leaders in our industry. Our software was designed explicitly to provide the next generation of core processing, introducing a new baseline to the industry that includes a member-centric model, open and flexible integration opportunities, and a new standard for client service. As the CEO of our latest signed partner, Daniel Weickenand of Orion FCU, put it, "Why go with someone that is headed to a place versus just going with the company that is already there? Corelation is already there".

It has truly been a relief and a joy for me this year – a relief that on Sundays I have been able to cheer for a winning team with a remarkable background and formula for success, and a joy that on Mondays I get to bear witness to that same formula and success at Corelation.

Sincerely,

Theresa Benavidez  
President, Corelation Inc.