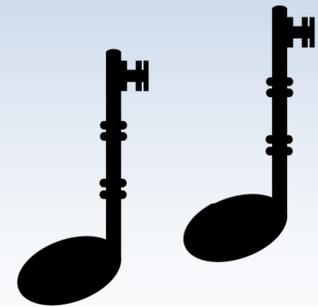


# KeyNotes



## Pictures Worth Five Thousand Words

The second quarter of 2014 has served to continue the tremendous momentum Corelation built up in the start of the year. We have been very fortunate to be able to add five new photographs to our Wall of Fame, each portraying a handshake and a clink of champagne to commemorate the start of a new partnership. These newest members of our growing footprint in the industry represent tremendous diversity in their geography and makeup.

That diversity begins with the first CUSO to move to KeyStone. The three credit unions of the Member Support Services organization will be converting sequentially in the coming months. The first to take the plunge will be Aspire FCU (\$185m Assets; 25,000 Members) of Clark, NJ, with a conversion in the 1<sup>st</sup> quarter of 2015. They'll be followed in the 3<sup>rd</sup> quarter of 2015 by United Teletch Financial FCU (\$325m Assets; 22,000 Members) of nearby Tinton Falls, NJ. And finally they'll be joined on their new core in the 4<sup>th</sup> quarter of 2015 by the Credit Union of New Jersey (\$335m Assets; 44,000 Members), located in Ewing, NJ.

We are tremendously excited to welcome the MSS trio into our client base, as they bring a fresh perspective on the industry and how best to support their membership. While it is the goal of many CUSOs to disseminate their technological needs, the leaders of MSS have forged a much tighter bond. Tom O'Shea of Aspire, Leo Ardine of United Teletch Financial, and Andrew Jaeger of CUNJ share best practices, product concepts, and through their conversions to KeyStone are beginning the process of normalizing their vendor relationships, leveraging their common ground to get the very best products and support.

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## Welcome to Our Newest Client Partners



Clark, NJ  
\$185m Assets  
25,000 Members



Tinton Falls, NJ  
\$325m Assets  
22,000 Members



Ewing, NJ  
\$335m Assets  
44,000 Members



Honolulu, HI  
\$550m Assets  
29,000 Members



Pleasanton, CA  
\$310m Assets  
25,000 Members

This innovative approach speaks to the vision of these credit unions and their leaders, which will be well represented on our Advisory Board in the form of Aspire's CEO, Tom O'Shea. "Given the range of needs across MSS, our core search was especially thorough. Over the course of the detailed process, Corelation emerged as the perfect answer in terms of technology and culture. I welcome the opportunity to not only improve our core system, but to have a hand in the direction of this company's growth."

Our travels in 2015 will take us from the Garden State to a State of Aloha. Our Conversion Services group was even more excited than usual to hear that their next project will be to convert the University of Hawaii FCU (\$550m Assets; 29,000 Members). Located in balmy Honolulu, HI, UHFCU will bring KeyStone online in the 3<sup>rd</sup> quarter of 2015. CEO Jeanine Morse recently expressed her enthusiasm for the upcoming change, "Our decision to partner with Corelation came down to a clear improvement in technology, all supported by a group of people we can trust. Once we saw KeyStone and met the people behind the system, we knew this was the system for UHFCU."

*"Corelation represents a clear improvement in technology, supported by people we can trust."  
– Jeanine Morse, CEO of UHFCU*

The most recent celebratory photograph of the quarter was taken right in the middle of our client conference. It was there that CEO Barry Roach put pen to paper and committed SafeAmerica CU (\$310m Assets; 25,000 Members) to a conversion to KeyStone in the 1<sup>st</sup> quarter of 2015. Located in Pleasanton, CA in the beautiful Bay Area, SafeAmerica will be making their first core system migration in over thirty years. VP of Technology John Gracyalny believes this move will allow them to remain on KeyStone for even longer. "I am looking forward to the beginning of a major new adventure and a long and mutually rewarding partnership."

The signing of SafeAmerica at the client conference made the event all the more special, and was the first such celebration in our young company's history. While the client base at large enjoyed a lunch on the veranda at beautiful Hard Rock Hotel in the historic Gaslamp District of San Diego, the executive teams of our respective organizations snuck down to a conference room to capture an image of their decision.

As the photographs representing our many partnerships begin to cover the office wall like ivy, employees and visitors alike are often found looking them over, one by one. In each, the excitement and promise of a new system, a new partner, and a growing community are evident. We look forward to delivering on that promise with our five newest inductees.

## We're Human After All...

We all know that nobody is perfect and we all make mistakes. This truism extends even to those who are the best at their jobs, be they executives, collectors, accountants, or member service representatives. But when it comes to correcting these mistakes, those MSRs now have a leg up on their colleagues thanks to a number of new features available in KeyStone. Through the combination of the new Fee Reviewer, Loan Correction, and Loan Modification functions, it has never been easier to wipe away those inevitable slip-ups and have your members walk away feeling satisfied.

The Fee Reviewer feature is built to instantly provide the background your users need to make an informed decision about whether to reverse one or more fees for a member. When Fee Reviewer is selected, KeyStone provides a summary of all fees assessed or already reversed for the member in a flexible time range. These extend to all manner of fees, from loan payment late fees to monthly maintenance fees. Color-coding, sub-totals, and grand totals simplify the review, allowing a user to understand the member's history and behavior in a single glance. If one or more fees are selected to be reversed, the transaction can be processed in one click, and even allows the placement of a comment on the member's statement to reflect the courtesy.

Reversing a fee is one thing, but backing off a misapplied loan payment discovered months later is clearly not so simple... at least it wasn't until Loan Correction was introduced. This new best friend of loan officers across the country allows the user to select a loan, enter the last date the loan was accurate, and immediately view all transactions and record updates that have posted in the meantime. From here, there is no limit to the adjustments that can be applied. Adding, removing, or adjusting a payment from months ago? What if the interest rate should have changed in the middle of last year? All these and more can be handled by Loan Correction, including a full re-amortization of the loan back to the current date to yield accurate division of fees, interest, and principal.

While Loan Correction cleans up loan errors from the past, Loan Modification spoils lenders even further by making the adjustment of loans going forward easier as well. Existing loans can be opened in a projection screen just like the one used during the initial application. Virtually any element of the loan can be adjusted, such as payment amount, interest rate, term, payment methods and transfers, etc. Users can quickly and easily project the results of their changes, print out fresh amortizations for the member, and then apply their alterations in one click.

These three features add tremendous efficiency in cleaning up those inevitable mistakes that are made in day-to-day operations. There may not be a way to eliminate errors entirely, but the key to excellent service is to rectify them cleanly and quickly. With KeyStone, excellence can be the standard.



### 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 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).

## A Note From the Editor

This has been another busy quarter for our company, with a clear highlight having been the hosting of our 3<sup>rd</sup> Annual Client Conference in May. Some photos of the event are to the right, and more information about the event and the spirit of camaraderie and excitement we witnessed can be found in the quarterly Note From the President on the following page. Thank you all for your support of Corelation, and as always if you have any questions or comments, please feel free to reach me at [rlandis@corelationinc.com](mailto:rlandis@corelationinc.com).

- Rob Landis  
Director of Client Relations

## A New Recognized Vendor

The most recent addition to the Recognized Vendor Program is IMSI Integration (IMSI). Founded in 2007, IMSI specializes in the development of browser based technologies for financial institutions. Its founders rely on over 50 years of experience serving financial service organizations, and believe in the principles of personalized service to address organizational needs for improved efficiencies through technology. IMSI offers a wide range of in-house and hosted products and services leveraging the KeyBridge API, including:

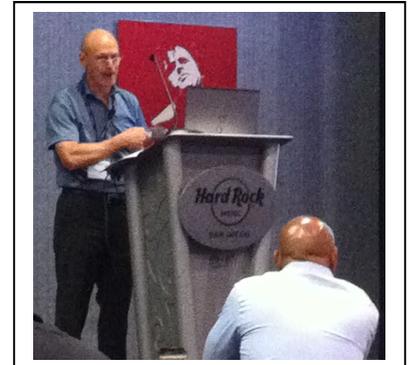
- Make A Statement
- Trial Balance+
- EZ Opt In
- Web Loan & Online Account Opening

Visit [www.imsintegration.com](http://www.imsintegration.com) for additional information.



## 3<sup>rd</sup> Annual Corelation Client Conference

Corelation was proud to host our 3<sup>rd</sup> Annual Client Conference from May 21-23, once again returning to the stylish Hard Rock Hotel in downtown San Diego, CA. Please enjoy a few snapshots of the rapidly expanding event below, and feel free to peruse the Note From the President to get Theresa Benavidez' perspective on the event below. In addition, check out the new videos documenting the event posted to our website ([www.corelationinc.com](http://www.corelationinc.com)), including interviews with two of our esteemed clients. Thanks to all of our wonderful client and vendor attendees!



## A Note From the President

I experienced a moment of serene clarity at approximately 3:15pm on Wednesday, May 21. I looked out over acres of green grass, heard the birds chirping in the sunshine, and smiled as I settled into my seat. It was just *after* that moment that a golf ball whizzed past the front of my golf cart and pinged off a fence post, and I snapped back to the reality of my surroundings. Take it from me: when it comes time for our annual Client Conference, keep your head on a swivel. The flurry of activity extends from the golf course to the vendor showcase and into our entertaining and informative sessions, and you don't want to miss a second.

At this year's conference, one of the first things to stand out to hosts and attendees alike was the sheer size of the event. We comfortably filled the largest space the Hard Rock Hotel had to offer, with our vendors representing as many folks as our first conference had in total! Over 160 attendees registered overall for an opportunity to exchange ideas, learn about new technologies and opportunities in the industry, and of course get up to speed on the latest and greatest in KeyStone. Oddly enough, even that number seemed low at the cocktail party...

That in turn speaks to my very favorite element of this annual get-together: the Corelation community brings an undeniable passion and enthusiasm for what can be accomplished through collaboration and good old elbow grease. That *joie de vivre* is surely in part due to a few of the characters in attendance, but also to the culture of vision and eagerness that's inherent to a group of leaders and early adopters like the one our clients and partners represent. These folks see obstacles as opportunities, and to have a hand in getting them in a giant room and letting them interact gives me deep satisfaction.

An excellent example could be found right in the conference program, as this year marked the first in which representatives of the client base presented the ways that they had taken advantage of KeyStone's flexible architecture to gain efficiencies for their own credit unions. Pens were flying as others jotted down those concepts and ideas of their own. Breaks were filled with stimulating conversations about these trailblazers' work, as well as about the future direction of our industry and of our day-to-day existence in a consumer society as described by keynote speaker Paul Fiore of CU Wallet, as well as (back by popular demand) security expert Jim Stickley.

In my always humble opinion, it will be the maintenance of that spirit that will be a better measure of our success than the continued growth of the event. Corelation is founded on the idea that what has always been done can always be improved, and it's just a matter of bringing the right vision and talent together to make it happen. We work every day to apply that principle to credit union technology. Now if only a few folks would apply it to their golf game as well...

As always, thank you for your support of our company and mission. We hope to see you at next year's conference!

Sincerely,



Theresa Benavidez,  
President, Corelation Inc.



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