KeyNotes

A Message From *KeyNotes* Editor Rob Landis

Happy New Year!

I hope this newsletter finds you well and as excited we are at Corelation for all that 2015 has in store. The year now completed has seen a number of tremendous milestones for our company, many of which have been documented in this newsletter in the past few issues. Among them, we celebrated our fifth anniversary, added hungry and talented professionals to our ranks, and greatly expanded our product's abilities. Most importantly of all, we've created new partnerships and deepened existing ones across the industry. With all this progress to celebrate, and with such promise on the horizon, we've decided to start fresh in these pages as well.
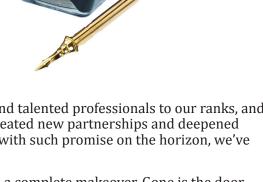
As you may have already noticed, the *KeyNotes* newsletter has undergone a complete makeover. Gone is the door key/musical note clip art in the header (though it will always make me smile and I make no promises it won't be dusted off for some future nostalgia). Instead, you can look forward to quarterly updates in the clean look you see here. Just like the rest of our company, the newsletter is growing up.

In addition to the new layout, readers of *KeyNotes* can expect more in-depth content. Each issue will deliver more detailed information about the people who give this company life and personality, like the profile of our newest executive, Cindy LaFave, on page 3.

We'll provide more information about our Recognized Vendors, giving you insight into the organizations we've identified that mirror our service-oriented approach to the credit union movement. The first such article highlights our newest vendor partner, Stickley on Security.

Even with all the changes, of course we'll continue to provide a forum to announce our newest clients and offer a little wisdom from our President, Theresa Benavidez.

The new and improved *KeyNotes* is still intended to provide updates to our client community about the direction and watershed moments of our company. We believe the new style and substance of each issue will better serve that purpose.

As always, I welcome your feedback on the newsletter directly at rlandis@corelationinc.com, so please don't hesitate to let me know what you think. Thank you for your ongoing support of Corelation, and best of luck in 2015! **C**

Contents

Recognized Vendor Spotlight

Stickley on Security

Jim Stickley, founder of Corelation's latest Recognized Vendor, Stickley on Security (SoS), gained national fame in 2000 when he discovered a vulnerability in Network Associates' Gauntlet firewall suite, which was marketed at the time as "the world's most secure firewall." Until Stickley discovered the flaw, Gauntlet was believed to be impenetrable.

Since that time, Stickley has devoted his entire career to providing all manner of cyber-security services to credit unions and banks around the country. However, he always believed that there was one thing missing from the financial institution security arsenal.

"Companies are doing a much better job of securing their networks than ever before," said Stickley, "but breaches are still out of control. It doesn't seem to make sense. If companies are doing more things right, why are the breaches getting worse?" The issue, according to Stickley, is one of education.

"You can have the most secure network on the planet," said Stickley, "have intrusion tests and monitoring and log management and firewalls and antivirus software – you can have all that stuff you're supposed to have to really lock it down – and then have one person make one mistake through email or a website, and it completely bypasses all that security you put in."

Stickley said that while many companies do an adequate job of training their own employees on such matters, customers are typically left on their own. "Average people have no idea how to protect themselves," said Stickley, "so they're getting absolutely destroyed." He claimed that according to a Javelin Strategy & Research report from 2013, someone falls victim to identity theft every two seconds.

Faced with this reality, Stickley launched SoS as a security education service that credit unions can offer to their own members. The company's flagship product is SoS Advisor, a suite of security education tools that can be deployed inside any credit union's website.

"I realized that if I could get this information out to average consumers, they'd stand a fighting chance," added Stickley. "And what better way to do that than through the financial institutions?"

The information presented via SoS Advisor is typically updated multiple times per day. The content is presented in a completely credit union-branded environment. The product gives members the ability to share SoS Advisor content through social media outlets such as Facebook. Such sharing preserves the credit union's branding, taking interested users back to the credit union's website for complete information.

"Ultimately," concluded Stickley, "our goal at SoS is to make sure that credit unions and their members have the best information available, so that they can feel as safe and confident as possible." C

SoS Founder Jim Stickley

The Complete List of Corelation Recognized Vendors

BDI
www.businessdatainc.com

Bluepoint Solutions
www.bluepointsolutions.com

Cash Flow Management
www.cfms4.com

Centurion Disaster Recovery
www.profitstars.com

Compushare
www.dh.com

Elan
www.elanfinancialservices.com

Enacomm
www.enacomm.net

IMSI
www.imsintegration.com

Millennial Vision
www.mviusa.com

PSCU
www.pscu.com

SMA Solutions
smasolutions.it

Stickley on Security
www.stickleyonsecurity.com

TeleVoice
televoice.com

Vantiv
www.vantiv.com

Wescom Resources Group
wescomresources.com

Wycom
www.wycomsystems.com

Xpress Data
www.xdi.com

Employee Profile

Cindy LaFave
Director of Conversion and Education Services

Cindy was born in Bangladesh, but her family immigrated to the United States when she was two years old. She's lived in the San Diego area ever since and holds a B.S. degree in Business Management.

Before joining the Corelation team in February of 2014, Cindy served in various roles at San Diego County Credit Union for nearly 18 years. Her most recent position at the credit union was that of Senior Vice President of Member Services.

In that role, Cindy oversaw Member Services, as well as Loss Prevention and the Contact/Call Center. Her main responsibilities, however, were managing projects and products/services. "I was in charge of everything plastic card related from fraud to operational processes to rewards," she said. "I was also involved in and/or managed many other products, services and promotions including: statements/e-statements, new accounts/online accounts, courtesy pay, IRAs, checking/savings accounts, mobile deposit, mobile banking, online banking, web chat, vendor management, and internal and external member fraud."

When asked about her decision to leave the credit union, Cindy said, "I greatly value my time at the credit union and I'm so grateful to have been given the opportunities I was given during my time there. But when I really started to think about doing something different, going to a core system provider was a natural move for me. I've always been very involved in the operational side of the credit union and I'm very comfortable managing processes, people and projects. Ultimately, I was ready for a change."

At Corelation, Cindy's job is to ensure as smooth a transition as possible from the client's previous core to KeyStone. To accomplish this, she manages three teams: Project Management, Product Management and Education Services. These groups work closely with one another and the client in order to set and meet the conversion goals and milestones.

"It's not enough to have a proven, standard process in place," said Cindy. "Our responsibility lies in getting to know each credit union and the team members for a truly customized experience. We realize and appreciate each client's uniqueness and we try to honor that while still utilizing tried and true methods for success." She added that ultimately it's the goal of her team to inspire confidence, take responsibility and communicate in a way that allows for an open dialogue in the ongoing client/vendor partnership.

Cindy LaFave
Director of Conversion and Education Services

In her spare time, Cindy enjoys Bikram Yoga and reading. She added that she's addicted to the TV show *Homeland* and listening to talk radio. She also enjoys travelling, claiming that in a single trip across Europe, she once visited The David, Notre Dame, The Louvre, The Eiffel Tower, The Vatican, an underground casino and an all night club/bar.

What does she like most about being part of the Corelation team? Said Cindy, "Being in a supportive, challenging, inventive and fun workplace with people you truly enjoy spending time with is absolutely amazing and a dream come true for me." C

Are you attending the CUNA Governmental Affairs Conference?

Please stop by the **Corelation** booth and say hello. We'd love to see you.

March 8-10, 2015

New in Release 2014_03

Introducing Escrow Analysis and Disbursement

Recognizing our clients' growing interest in mortgage loan servicing, Corelation is pleased to announce that escrow analysis and disbursement is an included feature of Release 2014_03, the latest KeyStone release.

Gone are the days of manual calculations or reliance on external loan origination systems for escrow analysis. "Although the basic functionality is the same," said Corelation Conversion Services Product Manager Mary Barlow, "KeyStone's escrow analysis feature is much more intuitive and easy to use than other platforms I've worked on." She added that the module is very compact, requiring only a couple of new records on the system and one batch program.

Specifically, there is a new batch program called Escrow Analysis, and there are two new tables in the system called the Escrow Analysis and Escrow Analysis History tables. The Escrow Analysis record is a sub-record of a Loan, and each of these represents an initial, annual, or short-period analysis. In turn, a set of Escrow Analysis History records are created to represent each historical or projected transaction to the escrow share for the period being analyzed. All of these records are created in seconds by the batch job, allowing users to focus on the results rather than the process.

Together, these two records provide all the information necessary to produce the escrow analysis disclosure statement. These records can be kept on the system as long as you like. These records can be kept on the system as long as you like, allowing for thorough and granular review of escrow analyses completed in years past for the entire mortgage portfolio. For example, your credit union could cross-reference this data with paid vs. defaulted mortgages to analyze its procedures for determining cushions and handling deficiencies.

Once the analysis is complete, KeyStone also makes the handling of escrow payments simple. Standard Loan Transfer records can be created with the new category of Escrow Disbursements, allowing your credit union to schedule as many transfers for taxes or insurance as are needed by the member, well in advance. These transfers are typically handled by check, but are of course able to take advantage of all system-standard transfer methods.

While Escrow Analysis is a standard tool for mortgage servicing, the ease of use and research capabilities afforded by the KeyStone approach to this function add considerable value for your credit union. The model is of course fully compliant with Reg X, but still provides tremendous flexibility for each loan to be carefully considered and independently defined by mortgage specialists. The software has already earned a following among its early adopters. "It's totally rad and really bitchen," concluded Barlow. C

Mark Your Calendars for the Corelation Client Conference, May 19-21, 2015

A Note From the President

"Never try to be better than someone else. Learn from others, and try to be the best you can be. Success is the by-product of that preparation." — Coaching Legend John Wooden

When we founded Corelation five years ago, a lot of people thought we were crazy. Not only was the credit union core data processing market crowded; it was dominated by a handful of truly giant corporations. How could our tiny company ever hope to go head-to-head with these Goliaths of the industry?

I didn't have an answer to that question then, and I still don't have one now. The reason is that at Corelation, we don't use our competitors as a measuring stick.

We have decades of combined experience building and deploying great data processing systems for credit unions, so we knew five years ago what it would take to succeed. And we've had the ongoing feedback and support of our fabulous clients to make sure we stay headed in the right direction.

In other words, it really doesn't matter what our competitors are doing, or how big they are. We know we're doing the right thing and our clients know we're doing the right thing. That's what really matters. That's *all* that really matters.

Five years later, our company is still small. We're still learning. We're still preparing for our future success. And we're still committed to doing what's right. That's why 33 credit unions from across the country, some big and others not so big, have decided to join the Corelation family. And that's why the industry as a whole has taken notice of our little start-up.

I've told our employees that 2015 is going to be our year. However, the truth is that each of the past five years has been our year. Each year, the company has grown, more credit unions have joined us, and the KeyStone platform has expanded. I can't help but feel that we're exactly where we're supposed to be, and pointed in exactly the right direction, too.

On behalf of the entire Corelation organization, please accept my wishes for a very exciting and very prosperous new year. With your help, I know we truly will make a difference.

Sincerely,

Theresa Benavidez
President

corelation

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Reputation, Relationship, Results

Welcome New Clients!

Community First CU
Santa Rosa, CA
Todd Sheffield, CEO
16,500 members/$166M assets
Converting July 1, 2016

Energy Capital CU
Houston, TX
Randall Dixon, CEO
18,000 members/$212M assets
Converting October 1, 2016

Sidney FCU
Sidney, NY
James Doig, CEO
47,000 members/$390M assets
Converting December 1, 2015

Chula Vista Employees FCU
Chula Vista, CA
Lydia DeNecochea, CEO
527 members/$2.7M assets
Converting January 1, 2015

Bellwether Community CU
Manchester, NH
28,000 members/$397M assets
Michael L'Ecuyer, CEO
Converting April 1, 2016

First Service FCU
Houston, TX
David Bleazard, CEO
50,750 members/$510M assets
Converting March 1, 2016