

The KeyStone Way

How a New Initiative and a Lot of Teamwork Aim to Provide a Greater LOS Solution

Let's go back to 2009. Back to when Barack Obama was inaugurated as the United States' 44th and first African-American president. USC beat Penn State 38-24 in the Rose Bowl. Slumdog Millionaire won Best Picture at the 81st Academy Awards. 2009 was also a year to remember for a few individuals who took a leap of faith to create something unforgettable. John Landis, Jeff Dent, and Theresa Benavidez unveiled KeyStone and forever changed the landscape of the credit union industry. Now, spring forward ten years. It's another new year. Another opportunity to improve, refresh, embark on a new adventure, or get in shape ... again. To kick off 2019, a special initiative at Corelation is well underway that promises to refresh and revitalize an important component of KeyStone and the essence of every credit union.



Corelation has committed to dedicating time and resources to the KeyStone loan origination system (LOS) to provide credit unions large and small with a top-tier system as part of the core. Chief Operating Officer Rob Landis stated, "One of the differentiators in our offering at large is that we don't sell things piece by piece or in modules; all our functionality comes together. With that said, we started out with a loan origination system that met the needs of our early clients really well, but as we have partnered with larger institutions—and with them, more complex portfolios—we found that there were things that we needed to add."

Additions to KeyStone's lending platform in recent years have expanded its commercial offerings with construction lending, business asset lending, and participation lending functionalities. The LOS initiative this year will focus more closely on the consumer side. Enhancements in the pipeline include, but are not limited to, a complete overhaul of KeyStone's queues, a robust and flexible CPI (Collateral Protection Insurance) table, new auto-decisioning rules, customization of the underwriting screen, and updates to the application workflow to be more secure and user-friendly. These improvements to KeyStone aim to provide solutions in a time of market uncertainty. Business Analyst Andrew Vargas says, "We have a pulse on our client's needs and the industry as a whole. We're listening, and are providing in-core solutions, in a platform that many of our clients are already using." We implemented several creative methods to identify what needed to be added. Each method reflects our commitment to the KeyStone way by exemplifying transparency, collaboration, and creativity.



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If you were to take a stroll down to Development Services, you'd spot the LOS "vision box." A vision box is a practical and collaborative exercise to define high-level goals at the beginning of a development project. After much brainstorming and conceptualizing, this simple yet powerful technique was put into play. The team of dedicated resources took many support tickets, gap items, and other factors into consideration as they defined how the LOS would be enhanced. The collaborative process also involved proactively pulling together ideas from our client base and working with system users to identify and design the best improvements. Once the goals were finalized, they made their way onto the vision box. "People like to have a tangible representation of what they're working on. Rather than saying we're working on this number of tickets, you're able to show a manifestation of the project's goals," says User Interface Developer Graham Held. As the initiative takes shape and is refined, so is the vision box. Not only does it encompass everything the team is working on, but it's also a reminder for those who may not be directly involved in the LOS initiative that it's important not to lose sight of Corelation's end goal.

To keep pace with these exciting changes, clients are given timely progress updates as well as the ability to provide input and ask questions every step of the way. Confluence, Corelation's information and documentation sharing site, contains an LOS Initiative page with everything clients need to know about what's coming. A roadmap details each item on the enhancement list and provides estimated timelines. Clients can also check the LOS Initiative blog for updates to stay informed. Service Coordinator Valerie Jacobellis leads these client communications and puts her thirty years of experience in the credit union industry to work as she advocates for clients throughout the development process. She says that transparency is the key to this process and "it's so important that all of our clients benefit from this initiative." Any input or questions regarding the initiative can be directed to LOS@corelationinc.com.



Projects of this volume take a village to complete. Thinking back once more to 2009, a solid foundation formed that we continue to build upon every day. As an organization committed to being the best, we keep a distinct reminder at the forefront of all that this initiative entails: staying true to the system's architecture and philosophy. As Held puts it, "Sure, we have a list of necessary features that we need to add, but we have to do it the KeyStone way." 🏠

Another method used for the project is the formation of a "scrum" team. Development resources with a variety of specializations including core programming, user interface programming, reporting, and batch scripting are dedicated solely to this project. Add in a couple of business analysts and a scrum master to organize and map out all the efforts, and you've got yourself a team ready to take on this endeavor. The scrum team has their own meetings, development sprints, and testing plans, which allows them to have a clearer focus on the tasks in front of them. "This approach made it a lot easier for us to define the requirements, create the specifications, and come up with the design because we're all on the same team and in the same room," says Vargas. Held adds, "From a design perspective, we acted as though we were starting with a blank slate. We're taking this as an opportunity to take a step back, refresh, and evaluate it as a whole, rather than as individual pieces that have been developed over the last decade."

Upcoming Training and Seminars

- | | |
|--------------------------|--|
| Apr. 18-19 | Jaspersoft Studio Reports Training |
| Apr. 24
12-2 p.m. PST | Business Lending in KeyStone Webex |
| May 2
12-2 p.m. PST | KeyStone LOS from A-Z Webex
sponsored by
 |
| Jun. 18
12-1 p.m. PST | Credit Cards Webex sponsored by
 |
| Jun. 18-21 | Interactive & Batch Scripting Training |

Certified Partner Spotlight: Xpress Data, Inc.

Commitment and trust are the ultimate keys to a successful business partnership. Corelation has just that with Xpress Data, Inc. (XDI). Best of all, they've been with us since day one! President and CEO Theresa Benavidez recalls, "They were one of the first vendors to see our system, and they partnered with us before we had a signed client." As we celebrate our decade of success, we are pleased to shine the spotlight on our certified partner, 2019 Client Conference Gold Sponsor, and decade-long friend XDI.



XDI processes electronic and paper delivery for statements, notices, forms, and letters. They can also leverage output files from KeyStone and accompanying collection, lending, and servicing software packages. In addition, XDI's eService product offers a powerful electronic document presentation and repository platform for credit unions who offer home and mobile banking. It includes an integrated E-SIGN function at no additional cost.

XDI is the only vendor of its kind to focus exclusively on processing for credit unions. They serve over 160 institutions representing \$208 billion in assets, collectively serving more than 15 million members. Other vendors work with numerous industries and may not treat credit unions as a top priority, but for XDI, credit unions are the *only* priority. They work hard to adapt quickly to critical industry regulation changes. XDI understands that if there is a change that affects one credit union, it likely affects all.

Mike Cooper, XDI's CEO, says, "We pride ourselves in our commitment to integrity and transparency in all that we do for our clients and accept nothing less than unconditional client satisfaction." XDI is so confident in their services that they don't require a binding contract from clients. Mike goes on to say, "XDI's clients choose to stay because they want to, not because they are contractually obligated to do so."

Exceptional service drives how XDI thinks and acts. They're known for responding promptly and providing value in every solution. XDI has worked diligently with Corelation's Development team and has a clear understanding of KeyStone's file format. This experience allows them to move quickly when they respond to requests. In fact, XDI has developed a reputation as a kind of knight in shining armor, rescuing clients who planned to stay with their existing vendor only to be disappointed at the last minute by that vendor's inability to meet expectations.

One such story comes from Penn East FCU. It was late December 2015 and the credit union was in the process of finalizing their January 1, 2016 conversion to KeyStone when their IT Manager, Brad Gebert, received a call from their statement vendor informing him that they wouldn't be able to support KeyStone's data format after they promised that they could. Somewhat panicked, he pressed the vendor to reconsider. Figuring they had a month to figure it out, the vendor agreed, but they backed out for a second time on January 20. "We had no way of printing our January statements," says Gebert. He contacted XDI and was told that they were very busy, so it might take a couple of days to get their sample statements done. Brad says, "I got a good laugh out of that. We contacted XDI on January 28, and January statements were in the mail February 3." In the end, Penn East's members received their statements two days sooner than they would have received them with their old vendor.

XDI's success has required them to expand. They recently opened a new facility in Charlotte, NC which has added increased capacity along with full disaster recovery and business continuity capabilities. With the new office, XDI is prepared for just about anything and can ensure uninterrupted service to their clients.

But it's not all just about work; XDI also believes in helping credit unions give back to their community. Over the past six years, XDI has helped credit unions raise money for charity through their popular Credit Union Chili Challenge. This year, they're switching things up by hosting a Credit Union Cornhole Challenge on Sunday, July 28th. They'll draw credit union teams from across the nation and award a large sum to the winners' favorite charity. Additional information is available at www.xdi.com.

XDI will always have a special place in our hearts for their proven commitment to our mutual clients and for believing in us from day one. 🍷



Employee Profile: Sissie Davis, Human Resources

As Corelation begins its tenth year in business and we reflect on our decade of success, we contemplate how fortunate we are to have an amazing software platform and a great staff to support it. Without our employees who work so hard to convert new clients and support existing ones, Corelation could not be what it is today. Of course, it's hard work to build a staff and keep it functioning like a well-oiled machine. Corelation is very fortunate to have Human Resources Manager Sissie Davis at the helm of our Human Resources team. In addition to administering critical functions such as recruiting, onboarding, benefits, 401(k) plans, payroll, compliance, safety, and employee relations, Sissie's group collaborates with our employees and company to boost retention, improve the quality of the work experience, and safeguard the fabulous culture at Corelation. Sissie guides her team with the approach that people are an organization's most important resource and asset.



Human Resources Generalist opening, and she knew she was up for the challenge. With the advice from her trusted CEO, she applied for the job and we're very glad she did!

"Challenging" and "rewarding" are the first words that come to mind when Sissie thinks about her job. She gets great satisfaction from working with people but admits that it keeps her on her toes. Sissie treats employees and our company as valued "clients." She says her primary role is "to advocate for both and keep problems at bay so that they don't take away from the focus of getting to our destination. In the

end, we all have goals and when there is harmony, it makes hitting those goals even quicker and more satisfying."

The teamwork, human element, and knowing that everyone brings their A-game each day is what Sissie loves most about working at Corelation. She describes the atmosphere as family-oriented, supportive, and fun. Sissie is very grateful to the executives for their efforts to do what is best for their employees. She believes that understanding human traits and connections allows her to guide, advise, and influence people toward harmonious relationships. According to Sissie, "When people are happy, they perform so much better."

In addition to forging harmony in the workplace, Sissie brings people together as she sings harmonies on the stage. In 2017, she helped form Corelation's homegrown band The KeyTones. You can catch them again this year at Corelation's Client Conference. Between her commitments as a wife and mother in her off hours, Sissie keeps busy singing with her Latin trio and performing regularly in Old Town, San Diego. She also volunteers as a vocalist for the San Diego Air and Space Museum, public associations, and veterans' events. Sissie says, "My life evolves and revolves around two major areas: human resources and music. Through the years, the two have melded together. It takes a lot of work and dedication but the satisfaction in doing both successfully more than makes up for the hard work. Both involve making your audience happy."

Coconut trees and lush tropical landscapes were ever-present as Sissie grew up in Laguna, a resort town in the Philippines. At the young age of sixteen, she received a scholarship to the University of the Philippines College of Music in Diliman, Quezon City where she majored in music composition and minored in voice. Sissie transferred her major to the arts and sciences and studied pre-med and pre-law. She later put her musical talents to work when she joined an international competitive choir that traveled the US and Europe. Sissie decided to settle in the US and complete her education with a Business Administration and Management degree from the University of Phoenix. Later in life, she earned certifications in Human Resources, SPHR (Senior Professional in Human Resources) and SHRM-SCP (Senior Certified Professional). Sissie diligently keeps her certifications current so that her approaches remain relevant, competitive, and compliant in the ever-changing legal landscape.

Sissie brought her talents to bear in the mortgage, banking, and credit union industries for over 30 years in various human resources roles before she came to Corelation. She was the Vice President of Human Resources at Miramar Federal Credit Union when they converted from DNA to KeyStone in 2013. A colleague told her about Corelation's

Thank you, Sissie, for your dedication and for sharing your musical talents with us! 🎵

News and Events

Client Spotlight

Michigan First Credit Union was selected as one of four Top Workplaces honored by the *Detroit Free Press* in 2018. Michigan First's employees enjoy benefits including free concierge services for errands, a generous vacation rollover policy, and a newly remodeled fitness center. Read more at [Detroit Free Press.com](http://DetroitFreePress.com).



8th Annual Corelation Client Conference

May 22-23

Manchester Grand Hyatt San Diego

Please mark your calendars for our upcoming event as we gather in downtown San Diego to learn, network, and celebrate the credit union industry's most innovative core processing system.

Educational sessions include the latest KeyStone features, core processing efficiencies, technology roundtable discussions, and more.

Golf and Other Pre-Event Outings: May 21



Welcome, New Clients

(Through Mar. 1, 2019)

United Educators CU

Paul Dammann, President/CEO
\$183 million in assets
Converting March 2020
Apple Valley, MN

Our Community Credit Union

Bert Fisher, President/CEO
\$400 million in assets
Converting January 2020
Shelton, WA

Ardent Federal Credit Union

Rob Werner, President/CEO
\$670 million in assets
Converting February 2020
Philadelphia, PA

San Francisco Fire Credit Union

Kathy Duvall, President/CEO
\$1.3 billion in assets
Converting April 2020
San Francisco, CA

Client #100!

Vibe Credit Union

Tom Reagan, President/CEO
\$911 million in assets
Converting May 2020
Novi, MI

Client Spotlight

Reliant Community Credit Union earned the *Finger Lake Times'* Business of the Week honor for their commitment to member service and supportive work culture. The credit union grew from a small educator-focused credit union to a nine-branch financial services staple in New York's Wayne, Ontario, and Monroe counties. Reliant's commendation follows its [2018 Top Workplaces honor](http://2018TopWorkplaces.com) from the *Democrat and Chronicle* after its employees rated it highly in a third-party survey. Read more at [Finger Lake Times.com](http://FingerLakeTimes.com).



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Community Spotlight

In a community where 41% of households are unable to afford basic needs, Industrial Credit Union is focused on providing means and raising awareness. Industrial’s 24th annual Feed the Need food drive brought in \$150,000 and 33,000 pounds of food for food banks in Whatcom County. Local food trucks, businesses, and community groups helped raise the donations. Read more at WhatcomTalk.com.



Our staff donated 2,602 pounds of food to benefit the San Diego Food Bank during our holiday fundraiser in December. We are proud to partner with our community!



Community Spotlight

One Detroit Credit Union is on a mission to revitalize the underserved sectors of Detroit and foster growth throughout the city. The credit union offers a number of notable programs including Refi My Ride, which allows members to refinance their vehicles at half their rate (minimum 2% APR), and My Pay Today, which provides payday alternative loans at a fraction of the typical price. Read more at the [Underground Community blog](#).



Certified Partners

(Through Mar. 1, 2019)

- Acuant, Inc. acuancorp.com
- Advanced Fraud Solutions advancedfraudsolutions.com
- Alogent (Formerly Bluepoint Solutions®) alogent.com
- Bankjoy (**New**) bankjoy.com
- BillingTree® mybillingtree.com
- Business Data, Inc. (BDI®) businessdatainc.com
- Cash Flow Management (CFM) whycfm.com
- ClickSwitch (**New**) clickswitch.com
- Connect FSS connectfss.com
- CO-OP Financial Services co-opfs.org
- Deluxe Financial Services fi.deluxe.com
- Digital Insight ncr.com
- Doxim doxim.com
- eCU Technology. ecutechnology.com
- Elan Financial Services elanfinancialservices.com
- Enacomm, Inc. enacomm.net
- FICS® fics.com
- First Line Insurance firstlineins.com
- HomeCU, LLC homecu.net
- IMM immonline.com
- Information Management Solutions, Inc. (IMS) cusolution.com
- IMS Integration (IMSI) imsintegration.com
- MeridianLink meridianlink.com
- Millennial Vision, Inc. (MVI) mviusa.com
- OnApproach onapproach.com
- OnBase by Hyland Software, Inc. onbase.com
- Payveris payveris.com
- PSCU pscuc.com
- Pure IT Credit Union Services pureitcuso.com
- Q2 Software, Inc. q2banking.com
- SMA Technologies smatechnologies.com
- Source Technologies sourcetech.com
- Stickley on Security (SoS) stickleyonsecurity.com
- SwitchThink Solutions switchthink.com
- TeleVoice televoice.com
- Wescom Resources Group (WRG) wescomresources.com
- Worldpay, Inc. (Formerly Vantiv) vantiv.com
- Wycom wycomsystems.com
- Xpress Data, Inc. (XDI) xdi.com

A Note from the President

Ten years ago, we took our first steps as an organization and introduced KeyStone to the world. We didn't have a finished product yet, but we had a formula for success: a collaborative approach to partnerships, a vision of providing leading-edge software, and a dedication to leadership. This year, we are taking the opportunity to reflect on our growth and success in the last decade, starting with August 20, 2009 when we shared our solution at our 'friends and family' meeting.



When we first announced KeyStone (and with it our vision and dream for the credit union space), we started with our friends and family instead of a convention because we wanted Corelation's story to begin with partnerships. Cabrillo Credit Union, Harbor Federal Credit Union, and Oregon Pioneer Federal Credit Union believed in us from the start and set into motion a journey that has been nothing short of incredible. Seventeen clients and just as many champagne toasts later, we were faced with a monumental crossroads as we prepared to convert a client with a greater size and complexity than we had ever attempted: \$3.8 billion Desert Schools Credit Union (now \$4 billion Desert

Financial CU). The industry held its breath as we prepared, performed, and delivered without missing a beat. Three years later, we faced an even greater challenge in converting \$5 billion Pennsylvania State Employees Credit Union. Our talented team worked side-by-side with PSECU to address their needs and live up to our commitment to client service. This year, we are thrilled to sign our 100th client, Vibe Credit Union. I wish I had enough room to go into detail about every one of our amazing clients, but please know that we are grateful for your insights and vibrant partnerships. Together, we will accomplish great things!

Our vision for KeyStone has always been to design a core solution with today's technology to meet the evolving needs of today's credit unions. What has followed can only be described as a breath of fresh air. We used modern programming languages and a browser-based system to keep pace with technology trends. Our open system unlocked the ability to interact with any vendor that best meets the needs of your unique membership. From a functionality standpoint, we are constantly investigating enhancements that provide the next generation of core processing. We recently expanded our lending offerings to include construction lending, business asset lending, and participation lending, and we are excited to see how you will implement the upcoming expansion to our loan origination system. We look forward to sharing more of our upcoming enhancements at this year's client conference.

From 2009 to today, we are passionate about leadership in our company. Corelation started as a team of three executives and has grown to include a Chief Financial Officer, Chief Operating Officer, Chief Revenue Officer, Chief Administrative Officer, three Directors, and 168 talented employees who display leadership on every level. We have made focused efforts since 2016 to help our staff maximize their potential with activities including teambuilding exercises, one-on-one coaching, and leadership training with thought leaders Dr. Jackie Freiberg and Patti Cotton. As we grow, we are committed to giving our employees tools for success so they can continue to provide the next-generation technologies and level of service that sets us apart in our field.

Thank you for the opportunities and the challenges you bring to us every day. We look forward to rising to the occasion as we partner with you for the next ten years.

Sincerely,

A handwritten signature in cursive script that reads "Theresa".

Theresa Benavidez
President/CEO, Corelation, Inc.



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