

A Decade of Success

The Original Corelation Crew's Perspective

Our theme for 2019 was "A Decade of Success," which celebrated Corelation's 10 years in business. As we prepare for the next decade of exciting opportunities and endeavors, we can't help but reflect on all that's changed since day one. We gathered the original crew of Corelation employees to get a firsthand account of what it was like in the early days. This crew includes our Chairman and Founder, John Landis; Chief Technology Officer, Jeff Dent; President and CEO, Theresa Benavidez; Chief Operating Officer, Rob Landis; Manager of Research and Development, Carl Barlow; Business Development Executive, Jose Garcia; and Software Architects, David Klimek, Mark Brocklehurst, and Fernando Alonso.

It all started with John Landis, who already had ample experience providing leading credit union technology solutions by co-writing two of the most widely-used core systems in the industry. When asked what inspired him to create Corelation's KeyStone system, he responded, "Well, I tried to retire, but my wife wanted me out of the house. I thought it would be cool to have a chance to improve upon my previous creations and use modern technology to solve a lot of the problems credit unions were having and come up with something from scratch." Theresa Benavidez is credited for convincing John his system needed to be person-centric instead of account-centric. John coded KeyStone for almost two years before CTO Jeff Dent was hired to work on the user interface. Later, Theresa came on board as the President and CEO.

These are their stories.

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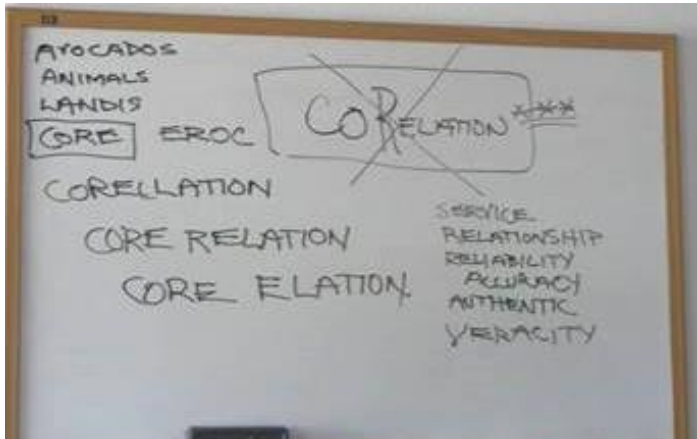


John, Theresa, and Jeff in the Early Days

Life wasn't very glamorous in the early days. John, Jeff, and Theresa worked in a cozy 10-by-10-foot office in Point Loma. John coded the baseline as Jeff gave the system its sleek look and feel on the front end. Meanwhile, Theresa worked on the business plan and built relationships with vendors. Creating a solid company name was important to the trio. Theresa said, "We asked ourselves, 'What is important to us and what do we want to be known for?'" They met with marketing professionals who proposed names that never came to fruition. It was back to the drawing board—literally. John, Jeff, and Theresa headed

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back to the office and brainstormed several ideas for a company name on a whiteboard. Theresa said, "We realized the core was the most important relationship a credit union will have with any vendor. So, I said something to John like, 'It would be really nice if we could correlate these things together,' to which John responded, 'That's it!'" With that, plus giving the system its KeyStone name and Jeff's design of the logo, Corelation officially had its own special brand.



Corelation on the Drawing Board

It can be common in a small startup company, regardless of its founder's impressive reputation, that newcomers might question what they are getting into. Carl Barlow, who was hired on as the Director of System Architecture, recalled, "I still have my notebook of questions that I asked John and Theresa when I met with them. I remember going into it not knowing what they were actually working on. I thought it was maybe a home banking product because in my mind, it would be too crazy if it was a core system . . . and it was." Software Architects Fernando Alonso and David Klimek were at the peak of their careers when they decided Corelation would be their new home. David added, "I had no plan on coming here. I had a job where I was considered the top of my group, but I left my meeting with John thinking, 'I have no choice. I have to come here because I'll never get this opportunity or a chance like this in my life ever again.'"

The expanded team had responsibilities they weren't necessarily used to in their prior positions. COO Rob Landis said, "We had two cordless house phones in our small office that everybody answered." Jeff added, "You got in trouble if you didn't put the phone back on the charger." The days flew by as everyone worked hard on KeyStone. According to Software Architect Mark Brocklehurst, "When you work on that many fronts, it was difficult to feel useful and hard to say what was built on any particular day because you worked on a lot of things." Theresa tested many features in the system to identify bugs, and John processed payroll and accounting. We now have specialized departments to address those responsibilities.

Just a short time later, the industry had its eyes on Corelation as the first KeyStone conversion was about to take place at Harbor Federal Credit Union in June 2011. Just like the office environment, it was all hands on deck. The whole Corelation crew was on-site to pitch in. Theresa and Carl answered calls from credit union employees in the "war room." Jose Garcia took a break from demoing KeyStone to help tellers balance for the first time. Carl recalled, "I think we all thought we were dreaming when they went live and started processing ATM transactions and then home banking and teller line transactions. It just didn't seem real." It was official. The first conversion was successfully in the books. Mark said, "You knew going into it that the trajectory would be pretty good, but it turned out to be so much better."



Fast, Furious, and Focused in the "War Room"

A lot has changed since the early days. We moved office buildings twice, converted 85 clients to KeyStone, and expanded our executive team to include positions such as Chief Legal Officer and Chief Financial Officer. As we grew, we formed the Advisory Board, the CEO Forum, the Compliance Committee, the Lending Initiative, and the Technology Committee to stay connected to our clients. Internally, we organized teams for everything from selecting the nonprofits we support to serving up tunes at our client conference in our employee band, the KeyTones.

As we look ahead into the next decade, we plan to continue elevating while maintaining the values that got us here. "The ridiculous number of hats we wore back then created a mentality that's really the foundation of our culture—getting involved, helping each other, and collaborating. In the next ten years, I'd like to see that mentality and attitude propagate especially as our organization grows," said Rob. The original Corelation crew agreed we wouldn't be where we are today without an amazing staff, a thriving culture, and the support of our client and vendor partners. ■

Certified Partner Spotlight: MEA Financial Enterprises

Have you heard stories about the olden days, circa the 1970s, when credit union members could only check balances or make loan payments if they walked into a branch? Fast forward to today and try not to take it for granted that your members can open accounts, apply for loans, transfer funds, and make deposits right from their computer, smartphone, or tablet. MEA Financial Enterprises makes it easier than ever for your members to get the services they need through any channel.



MEA's UniFI digital banking suite allows members to perform online transactions via tablet, mobile, voice, voice assistant, and text access. It offers a complete solution that includes standard browser-based banking, device-specific mobile apps, and SMS texting so your members can choose the communication method and features that are right for them. Balance inquiries, transfers, and alerts can be just a text away.

Text Concierge, MEA's SMS solution, supports web chat, social media integration, and many other new member-friendly communication services. It's described as a customer service tool that containerizes* non-traditional communication channels into one portal for monitoring and security. Best of all, it can be integrated with the UniFI platform or stand on its own.

The people at MEA know that passion and drive are the ingredients for success. This attitude has quickly made them an up-and-coming leader in the digital banking world. They started with a small team of five in 2002 and have since grown to over 40 staff members who support over 900 financial institutions. MEA's main focus in the credit union space is now KeyStone and KeyBridge.

MEA believes that every institution should be free to choose its own best-of-breed add-ons like bill pay, mobile deposit capture, e-statements, personal financial management, and more. They help credit unions excel by providing cost-effective member-facing solutions. To succeed in today's market, member access with ease and efficiency is key. Both UniFI and Text Concierge provide the tools your members expect.

Ed Rhea, President and CEO of MEA Financial Enterprises, is happy to have in Corelation a partner that can make their member-facing solutions the best in the industry. Their integration with KeyBridge and KeyInsight is the

cornerstone that provides a great self-service experience for members. Ed says, "Because of our focus on KeyStone and our customer service-driven model, we are an excellent partner for Corelation clients. We work with numerous middleware products, and KeyBridge is an exceptional integration tool. It allowed us to create a custom

solution for Linn Area Credit Union, our first Corelation client, when they converted to KeyStone earlier this year."

Linn Area Credit Union in Cedar Rapids, IA, was an MEA client before their conversion to KeyStone, but they could only offer a mobile app due to their previous core processor's limitations. During their core conversion to KeyStone, the credit union was able upgrade to MEA's UniFI suite of products. Rich Head, Vice President of Information Technology for Linn Area, had plenty of compliments for MEA's team: "On the whole, they were fantastic to work with. They were very responsive to the credit union's key issues and showed great desire to work with the KeyStone API."

UniFI's look and feel was updated this year, but according to Ed, they have no plans to slow down their development. MEA is driven to beat their competition by keeping the product looking new, up to date, and relevant. Their strong desire to provide exceptional customer service keeps them busy working on new innovative solutions.

But it's not all about work. The team at MEA is also very community-minded and passionate about supporting youth. They host an annual golf tournament to benefit local schools and youth sports programs. MEA also participates in Linn Area's golf tournament that benefits Children's Miracle Network Hospitals. The company's values combine teamwork and charitable interests to make them the success they are today.

Corelation is grateful to MEA Financial Enterprises for their partnership. In addition to being our certified partner, MEA has been a faithful sponsor at our annual client conference. We look forward to a long and fruitful relationship for years to come. 🍷

**Containerization* involves packaging an application with all of its related configuration files, libraries, and dependencies so it can run efficiently and uniformly across different computing environments.

Employee Profile: Samantha McEuen, Education Services

We tip our cap to our very own Samantha McEuen for celebrating her recent five-year anniversary at Corelation. Throughout those years, Samantha spent much of her time training clients on the East Coast, West Coast, and many places in between. Now as the Lead Education Specialist, she supports her team as a subject matter expert and oversees major department initiatives. Her industry knowledge, sense of humor, and dedication to client satisfaction make her a fantastic asset for Team Corelation.



coaching another member of our team, or working on a number of side tasks to improve both our internal and external training. There's not a lot of downtime and it has its challenges, but the rewards of a job well done and working for Corelation cannot be beat."

Outside of work, Samantha enjoys spending time with friends and family, hiking around San Diego, and going to concerts. Samantha adds, "I also love to have some good old-fashioned downtime and enjoy a little bit of silence."

Samantha was born and raised in San Diego with her three older brothers. Her dad worked for the Del Mar fairgrounds for many years as an Operations Supervisor. As a child, Samantha envisioned one day she would grow up and work at the fairgrounds just so she could see him every day. Samantha playfully states, "Later on, when a career path actually seemed necessary, I wanted to be an elementary school teacher." She went on to attend San Diego State University and graduated with a Communication degree. Samantha worked as a teller at a local credit union throughout her college years, then spent the next five years doing 401(k) business management at a bank. In 2014, she heard from some credit union friends that Corelation's Education Services department was hiring and took the opportunity to apply. Ten years of experience in the financial industry made her the perfect candidate for a rapidly growing department.

Samantha quickly rolled up her sleeves and embraced the world of training our credit union clients. "I love building relationships with our clients through every level of the organization. As a trainer, you get to interact with everyone, from part-time tellers to CEOs. It's fun to be the person who gets to show them how much easier and efficient certain tasks become with KeyStone," says Samantha.

Fast-forward through her six conversions as a lead trainer to March of this year when she was promoted to Lead Education Specialist. She doesn't spend as much time in a classroom as before, and her focus has shifted to being a bit of a juggler. According to Samantha, "My day could be spent training a client, backing up another project,

Reflecting on the first five years of her career at Corelation, Samantha says, "I love the hard work that everyone puts in to keep the company running, our clients happy, and the culture we've worked so hard to maintain alive. We all have the same goals and have a good time along the way." 🍷

Upcoming Training and Seminars

Jan. 16, 12-1 p.m. PST	Posting Item Search Webex
Jan. 29-31	Jaspersoft Reports Training
Feb. 6-7	What to Expect When You're Converting Conference
Feb. 18-21	UI and Batch Scripting Training
Feb. 20, 12-1:30 p.m. PST	Loan Servicing Webex
March 12, 12-1:30 p.m. PST	Escrow Analysis & Corrections Webex
March 24-27	UI Scripting and Jaspersoft Reports Training at Diamond Credit Union

News and Events

Client Spotlight

Congratulations to Lone Star Credit Union for winning the Excellence in Technology award at the 24th Annual CUNA Technology Council Conference. The award celebrated their innovative mobile branch vision called good2GO@work and their Financial Independence Training (FIT) program. In an interview with CU Broadcast, CEO Becky Reed thanked Pure IT for translating their vision into reality, MeridianLink for their partnership and nomination, and Corelation for working with Pure IT to implement the virtual desktop infrastructure. Watch the interview at CUBroadcast.com, and read more about the project in [KeyNotes Volume 10, Issue 3](#).



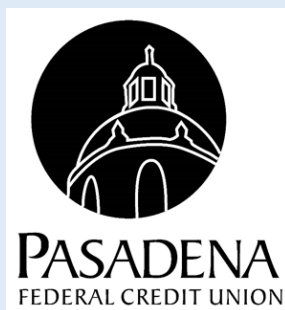
Community Spotlight

Get ready, get set, sweat! PSECU's employees volleyed and spiked their way to raising more than \$10,000 for the American Heart Association at their employee volleyball tournament. While ten staff teams battled for the tournament's winning spot, employees found creative ways to fundraise by selling team support bracelets, dunking credit union leadership, and hosting a VIP viewing area with refreshments. Almost all of the 650+ employees contributed to the fundraising efforts during the event. Read more at PSECU.com.



Client Spotlight

Congratulations to Pasadena Federal Credit Union, which was voted San Gabriel Valley's best credit union in the small-medium category. With services like checking with no monthly fee, surcharge-free ATMs, a free car-buying service, online banking, and over 5,000 shared branches nationwide, Pasadena FCU strives to be a positive contributor to the communities they serve. Read more at sgvn.readerschioce.la.



Welcome, New Clients

(Through December 1, 2019)

Carolinas Telco Federal Credit Union

Chris Dickman, President/CEO
\$437 million in assets
Converting March 2021
Charlotte, NC

North Coast Credit Union

Marilyn Brink, President/CEO
\$258 million in assets
Converting October 2020
Bellingham, WA

Bulldog Federal Credit Union

David Barrett, President/CEO
\$167 million in assets
Converting March 2021
Hagerstown, MD

Top Workplace in San Diego



We're making a difference for our employees, too!

Corelation ranks #2 in the *San Diego Union-Tribune's* Top Workplaces list for the midsize category. Nominations are determined by employee responses to a confidential survey.



Thank you to everyone who attended the 2019 CEO Forum!

Season's Greetings from Corelation!



See you in 2020

Wishing everyone health, happiness, and success

Certified Partners

(Through December 1, 2019)

- Acuant, Inc. acuancorp.com
- Advanced Fraud Solutions advancedfraudsolutions.com
- Alogent (Formerly Bluepoint Solutions®) alogent.com
- Bankjoy bankjoy.com
- BillingTree® mybillingtree.com
- Business Data, Inc. (BDI®) businessdatainc.com
- Cash Flow Management (CFM) whycfm.com
- ClickSwitch clickswitch.com
- CO-OP Financial Services co-opfs.org
- Connect FSS connectfss.com
- Deluxe Financial Services fi.deluxe.com
- Diamond Communication Solutions dmsolutions.com
- Digital Insight (NCR) 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
- IMS, Inc. imsdirect.com
- IMS Integration (IMSI) imsintegration.com
- Information Management Solutions, Inc. cusolution.com
- MEA Financial Enterprises (**New**) meafinancial.com
- MeridianLink meridianlink.com
- Millennial Vision, Inc. (MVi) mviusa.com
- OnBase by Hyland Software, Inc. onbase.com
- Payveris payveris.com
- PSCU pscu.com
- Pure IT Credit Union Services pureitcuso.com
- SMA Technologies smatechnologies.com
- Source Technologies sourcetech.com
- Stickley on Security (SoS) stickleyonsecurity.com
- SwitchThink Solutions switchthink.com
- TeleVoice televoice.com
- Trellance trellance.com
- Wescom Resources Group (WRG) wescomresources.com
- Wolters Kluwer (**New**) wolterskluwer.com
- Worldpay from FIS worldpay.com
- Wycom wycomsystems.com
- Xpress Data, Inc. (XDI) xdi.com

Conversiongram



Teamwork at Appalachian Community FCU



Strategizing at Fort Financial CU



Collaboration at Coast Central CU



Smiles at Wheelhouse CU



Solidarity Community FCU Goes Live



Comparing Notes at Fort Financial CU



Test-Driving KeyStone at Coast Central CU



Learning at ACFCU



Wheelhouse CU Conversion Crew



Success at Solidarity Community FCU

A Note from the President

When Corelation made its debut on August 20, 2009, a market expert would probably have told you that we were crazy. We launched our company in the middle of a nationwide financial crisis where mass bailouts were a recent memory and many credit unions were merging to stay afloat. It was a time of uncertainty and anxiety. Despite all these factors stacked against us, we had courage because we knew we could count on a far greater investment: our relationships with our treasured credit union partners. We chose the name Corelation because we wanted our identity as a company to reflect what we value most. Ten successful years later, as I reflect on the highlights from this quarter, I am delighted that relationships are still the heart and soul of our company.



We didn't have a finished product yet when we hosted our friends and family meeting ten years ago. But our friends signed with us because they had faith in our vision. During our first conversions, our vendor partners coded to our API when we only represented one credit union for them. We were successful because others believed in us when we needed them the most. On October 14, 2019, we held our first Day of

Caring so we could be there for others in our community who needed our help. Our staff gathered into small groups to serve 15 local charities across San Diego. They fed the homeless, read to children, entertained residents of assisted living facilities, and many other noble causes. In the afternoon, our employees reconvened to share their experiences. Their positive responses prompted us to implement one day's worth of volunteer time for our staff to pursue similar acts of kindness throughout next year.

Our second CEO Forum was a beautiful representation of the deep partnerships in our community. The energy was tangible as the attendees filled every moment with networking and thought-provoking discussions. This year, we sent Corelation senior management to the conference in addition to the executive team so our leadership could better understand your goals and challenges. After a day and a half of discussing best practices and industry trends, everyone left with a better understanding of their partners and a treasure trove of knowledge to share with their credit union. We listened to your feedback that you would like your CTOs to benefit from a similar engagement centered on their responsibilities. Next spring, we will hold the first CTO Forum in San Diego. With the leadership and strategic direction of our 113 partners aligned, we can move mountains.

We started our company in hard times, but our connections with our partners gave us the strength and support we needed to thrive. With a brand new decade before us, we look forward to greater possibilities of giving back and growing closer—with a little help from our friends.

Sincerely,

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

Theresa Benavidez
President/CEO, Corelation, Inc.

