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Corelation Successfully Hosts First-Ever CEO & CTO Forum

SAN DIEGO - April 28, 2021: More than 450 attendees gathered virtually for San Diego based credit union core processor Corelation, Inc.'s first-ever CEO & CTO Forum on April 20-21, 2021. Participants had the opportunity to learn from industry experts, explore a vendor showcase, and connect with fellow credit union executives.

The two-day event featured engaging, informative, and idea-provoking presentations followed by live, interactive Q&A sessions with credit union industry leaders. A wide range of topics were covered, including member data, digital trends, security, and much more.

The first day featured a presentation from Mike Kelly, Founder & CEO of TeamOnUp called "Will the Real Robin Hood Please Stand Up?" about reimagining member relationships to advance the service experience and a talk from Mark Weber, CEO & Chairman of Strum Agency called "Find the Catalyst in your Member Analytics to Transform Relationships & Grow Results" which discussed strategies to leverage member analytics.

Day two offered curated programming for both the credit union CEOs and technology leaders. The CEO sessions included a presentation by Kirk Drake, Founder & Author of Credit Union 2.0 about "Creating Human Connections through Virtual Events"; a demonstration of third-party integrations with KeyStone in "Yes You Can Do That" from Todd Sheffield, CEO of Community First Credit Union; and a discussion about strategic options to thrive in the current operating environment with "The Importance of Collaboration to Build a Better CU" from Tom O'Shea, President & CEO of Aspire Federal Credit Union.

The CTO track featured conversations on enhancing digital offerings in "Controlling Your Digital Destiny" from John Best, Co-Founder & CEO of Best Innovation Group (BIG); navigating your vendor

partner options in “Choosing a Core and Processing Platform - Aligning with your Strategic Vision” presented by Jenn Addabbo, Co-Founder & CEO of CU Engage and Joe Mirachi, President & CEO of Launch Credit Union; security tips and disaster-preparedness in “Being ‘Extra’... Pandemic Edition” from Linnie Gooch, Vice President of Technology at Foothill Credit Union; and a Live Linux Q&A with Corelation Founder & Chairman John Landis and Corelation CTO Jeff Dent.

“KeyStone’s flexible architecture and the addition of support for Linux enables Corelation to stay ahead of the market and provide our credit union partners with the technology they need today and into the future,” noted Landis.

“Our first-ever CEO & CTO Forum was a resounding success, thanks to our many credit union clients, presenters, vendor partners, and our amazing Corelation team,” shared Corelation President/CEO Theresa Benavidez. “It is truly a joy to express our gratitude and honor our commitment to our credit union partners by bringing our incredible community together to learn from one another and share ideas, strategies, and visions. We cannot wait to see you, in person or virtually, at our annual Corelation Client Conference in the fall!”

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative 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 has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

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Corelation President/CEO Theresa Benavidez



Corelation Founder & Chairman John Landis