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**CONTACT:**

Mike Lawson

[michael@dmlcommunications.com](mailto:michael@dmlcommunications.com)

760.845.8146

## Zia Credit Union Signs with Corelation to Elevate Member Service Capabilities

**SAN DIEGO - February 2, 2021:** As they strive to empower the people of Northern New Mexico to achieve their dreams, [Zia Credit Union](#) (\$176 million assets; 11,819 members; Los Alamos, NM) recognized the need to upgrade to a more progressive, modern core system. A careful search led Zia Credit Union to select [Corelation's KeyStone](#) to expand their abilities to offer personalized service, lending, and the best financial experience to their members.

"KeyStone's person-centric design will transform our ability to understand each individual's relationship with the credit union and offer our members personalized service," expressed Zia Credit Union President & CEO Dwayne Herrera. "The entire staff at Zia Credit Union is excited about the enhanced service KeyStone will enable us to provide to our members."

The '*More in the Core*' KeyStone features Zia Credit Union is most eager to implement include the built-in lending functionality, open API [KeyBridge], and the business intelligence platform. The credit union noted KeyStone's reporting tools will provide easy access to their member data for research in a way that is user-friendly even to non-technical staff.

"On the KeyStone core system, we will gain capabilities and tools we have not had previously while eliminating ancillary products and reducing costs," added Herrera. "Corelation's dedication to serving only credit unions brings a wealth of expertise that just can't be matched. It was apparent in all of our interactions with Corelation that their culture is built around client service, collaboration, and transparency."

Zia Credit Union is scheduled to convert to KeyStone at the start of January 2022.

“Generations of Northern New Mexico families have depended on Zia Credit Union to support their financial wellbeing,” commented Corelation Chief Revenue Officer Tim Maron. “The KeyStone core will equip Zia Credit Union with intuitive tools that allow them to adapt to the evolving needs of their members and continue to make a positive impact on their community for many years to come. Welcome, Zia Credit Union!”

#### **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](http://www.corelationinc.com).

#### **About Zia Credit Union**

Zia Credit Union is a not-for-profit cooperative financial institution providing financial services to nearly 12,000 members who live, work or worship in Los Alamos, Rio Arriba, Taos and Santa Fe counties. Since 1955, Zia CU has been dedicated to empowering generations of Northern New Mexican families through personalized service, education, and lending. Zia Credit Union has branches in Los Alamos, Española and Santa Fe. For more information, visit [www.ziacu.org](http://www.ziacu.org).

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Zia Credit Union President & CEO Dwayne Herrera