



FOR IMMEDIATE RELEASE

CONTACT:

Mike Lawson

michael@dmlcommunications.com

760.845.8146

Corelation Successfully Hosts 11th Annual Client Conference; Continues Hybrid In-Person & Virtual Event Format

SAN DIEGO - May 25, 2022: Approximately, 1,202 attendees - including 434 in-person and 349 virtual credit union, 217 vendors, and 202 Corelation employee attendees - gathered for the 11th annual Corelation Client Conference on May 18-20, 2022. The core processor returned to the innovative hybrid, in-person and virtual format first introduced last fall, allowing a welcome opportunity for Corelation to collaborate and network with clients and vendors in-person. The conference was also accessible to remote attendees with the comprehensive live stream and virtual vendor showcase.

“Our annual conference is an incredible opportunity for our credit union partners to network, not just with Corelation, but with each other,” shared Corelation President Rob Landis. “This conference is a tremendous success when each of us leave here having learned something new.”

Over the course of the event, participants had the chance to learn about KeyStone’s latest enhancements, discuss operations and conversion best practices, and hear live presentations from industry experts on technological innovations, cybersecurity, and much more.

General sessions kicked off the educational presentations, including a powerful and captivating keynote presentation from NO NET Solutions President/CEO Andy Janning called “Cancer, COVID, and 2 Good Dogs: Lessons from the Worst Best Years of My Life” and a live fireside chat Q&A with members of Corelation’s executive team.

“We have initiatives in place to put more controls in the hands of members for self-service, including making it easier for vendors to take advantage of the core functionality, opening up additional features that the members can take advantage of,” explained Corelation Chief Innovation Officer Jeff Dent.

Following the opening sessions, attendees chose between a KeyStone track and an Executive track. The KeyStone sessions focused on new feature highlights, tips to take full advantage of the core's capabilities, and an update from Corelation's Innovation Team. The executive sessions explored a variety of topics, including "Regulation Yoga: How to Stay Flexible in a Regulatory World" from Maryland and DC Credit Union Association President & CEO John Bratsakis, "Back to Our Roots: Serving the Underserved" from USC Credit Union President & CEO Gary Perez, and "Building a Cannabis Portfolio" from Safe Harbor Financial President & CEO Sundie Seefried.

The final day of the conference began with presentations from guest speakers, including "Enhancing Credit Union Relevance in a Quickly-Changing World" from Wescom Credit Union President & CEO Darren Williams, and "Cybersecurity - It's Still a Mess" from Stickley on Security & Mahalo Banking President & CEO Jim Stickley. The general sessions concluded with Corelation's annual "Year in Review" that highlights the latest enhancements to the KeyStone core processing solution.

The day concluded with more breakout sessions, including a presentation on the "Coolness of Corelation" from Clearwater Credit Union. The New Client track offered valuable insight into conversion project management best practices and strategies to engage credit union staff in the process with presentations from WESTconsin Credit Union and Estacado Federal Credit Union.

"As Corelation continues to focus on growth and innovation, our client conference is an invaluable avenue for keeping our community connected, to share efficiencies and insights to help better serve their members," said Corelation CEO Theresa Benavidez. "We can't wait to see you again in 2023, in-person or virtually for the next Corelation Client Conference!"

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.

###

