

Celebrating Corelation's 15th Anniversary

Fifteen years ago, a bold idea took root in the credit union industry—an idea that would reshape the landscape of core processing and redefine what it means to serve credit unions and their members. That idea was Corelation. Launched in 2009 with a vision to provide a fresh, innovative approach to core processing, Corelation has since become a trusted partner to credit unions nationwide, delivering cutting-edge solutions through its flagship product, KeyStone.

Looking back on Corelation's early days, Chairman and Founder John Landis leveraged his previous experience and built KeyStone from the ground up with modern technology to address the challenges faced by credit unions. Theresa Benavidez convinced him to make the system person-centric, and after nearly two years of coding KeyStone, Chief Innovation Officer Jeff Dent then joined to develop the user interface.

Aiming to be recognized for a commitment to service, relationships, reliability, accuracy, authenticity, and veracity, a brainstorming session ultimately created the name 'Corelation.'

"We discussed core processing, our crucial role in ensuring data accuracy for credit union success, and the idea that building relationships is essential," shared Corelation CEO Theresa Benavidez. "I then remarked, 'I wish we could correlate some of this,' and I shouted, 'Core-relation,' John immediately responded, 'That's it!'" Whiteboarding ideas for the name led to the spelling



'Corelation' with the 'r' and 'e' overlapping to signify the two key parts of our company: **Core** processing and **Relationships**.

Starting in a small office, Corelation signed its first clients, Cabrillo Credit Union, Harbor Federal Credit Union, and Oregon Pioneer Federal Credit

Union in 2010 and completed its first client conversion in 2011. Over the years, Corelation grew significantly, expanding its team and client base while staying true to our collaborative culture and core values. Corelation secured its first billion-dollar client in 2014 with Desert Financial Credit Union, who recently renewed their partnership for another 10 years.

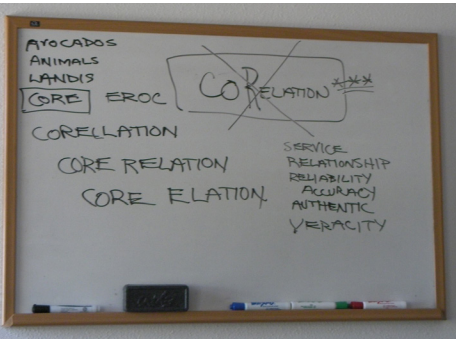
In 2023, Corelation achieved a substantial milestone by welcoming its largest client to date, Mountain America Credit Union, with \$15.8 billion in assets. This partnership marks a pivotal moment in Corelation's evolution, showcasing its growing influence and the trust that financial institutions of all sizes place in its technology.

We're committed to giving back to our Corelation community through events like our annual Corelation Client Conference and CEO & CTO Forum, which foster collaboration and celebrate growth. These experiences allow us to stay connected, exchange ideas, and strengthen relationships with our partners. Additionally, our Client Relationship Managers act as strategic partners, working closely with clients to help them achieve their goals with KeyStone.

As Corelation celebrates this anniversary, we reflect on a journey marked by innovation, growth, and a commitment to serving credit unions. From humble beginnings, Corelation has evolved into an industry leader with over 400 dedicated employees and 238 credit union clients signed.

"Corelation is celebrating 15 years—a milestone that means so much to all of us," Corelation President Rob Landis reflected on the journey. "Fifteen years ago, we set out with a commitment to provide top-notch service and leading-edge technology to credit unions, and we've stayed true to that mission. Reaching this point speaks volumes about the dedication of our team, the trust our clients have placed in us, and our ongoing focus on helping credit unions serve their members."

This accomplishment is not just a celebration of the past but a testament to the company's bright future, as we continue to expand and uphold the values that have guided us from the start.



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Note from the President



Dear Friends,

Is anyone else out there a huge puzzle fan? Because I love puzzles of every kind. I have a Sudoku streak of over 2,600 games. I complete the Atlantic and NYT crosswords every day, as well as Connections, Wordle, Strands... basically the entire NYT Games app. My son and I bond over hours of completing jigsaw puzzles of ever-increasing sizes. I just can't get enough of that dopamine hit that comes with placing the final piece and seeing the whole thing come together.

So given my passion for the medium, it hit me like a ton of bricks when someone asked me how I define a puzzle, and I couldn't easily answer. Think about it – if a puzzle can be based on words or numbers or pictures – anything really – then what exactly is it? (Come to think of it, even answering the question represents a pretty good one!) Well after a little digging, I found two great answers. The first comes from Mary Poppins: "In every task that must be done, there is an element of fun. You find the fun and *snap* the job's a game." The second, only slightly less whimsical definition is "Any question that is fun to answer is a puzzle."

I love these definitions because they ring so truly to me, and because they help explain why I get the same joy from work as I do from my hobby. And that's been true from when I was a trainer to my time managing the service team, and even into my executive roles overseeing operations and now all of Corelation. After all, what is a troubleshooting ticket other than a puzzle? How about a report design? A conversion project plan really is just as simple and as complicated as a 5000-piece jigsaw puzzle – each piece fits snugly with the next, and the exercise rewards patience and breaking the whole into logical sections.

An org chart? A marketing strategy? A budget?? All just puzzles waiting to be solved. So as we enter the home stretch of the year and begin to plan out the next one, I wish you all the joy that comes with putting all the pieces together. Whenever you get there, I invite you to savor that wonderful feeling when the last piece falls into place and you can stand back and admire what your focus and endurance were able to create.

Happy Puzzling,
Rob Landis, President, Corelation Inc.

Employee Spotlight: Maxwell Parmentier, Senior Software Training Specialist

Corelation's Education Services ensures every credit union is well-trained on KeyStone and uses the system confidently and proficiently. You might already know Senior Software Training Specialist Maxwell Parmentier from conversion milestones or a presentation at a Corelation Client Conference.

Maxwell, who grew up in the coastal town of Laguna Beach and now lives in San Diego, attended San Diego State University, majoring in liberal studies with aspirations of becoming an elementary school teacher.

While he didn't initially enter the credit union field, his diverse work experiences have significantly shaped his skill set. Before joining Corelation, he worked at Tesla, where he honed his customer service in showrooms and participated in key training events. This provided a strong foundation in client training, which he now leverages at Corelation.

In his role today, Maxwell digs into KeyStone's intricacies, utilizing its features for the client's benefit. Maxwell typically manages two to three projects at a time, helps new trainees, and handles process improvements. A notable success is the new Bulk File Maintenance work area, which he proposed four years ago. He witnessed

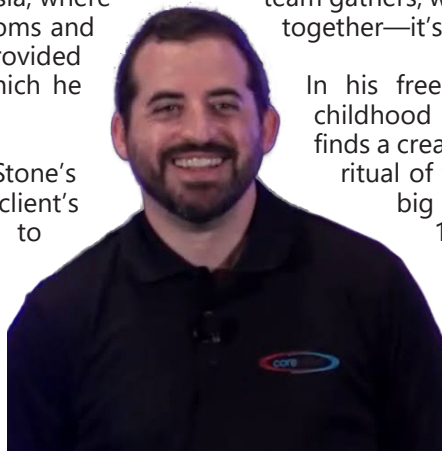
the project's fruition, positively impacting clients and internal operations. Presenting it at this year's Client Conference and receiving positive feedback was especially rewarding.

Maxwell finds great satisfaction in working with clients, gaining their interest in KeyStone features, and witnessing their understanding grow. Reflecting on his time at Corelation, Maxwell notes that the company's culture has remained friendly and supportive even as it has grown.

"Much has changed over the past nine years. As employee #78, I've seen our growth, but everyone remains super friendly and great to work with," said Maxwell. "When our team gathers, we all get along, have fun, and explore cities together—it's a great feeling."

In his free time, Maxwell loves catching up with childhood friends who have moved to the area. He finds a creative outlet in ceramics, relishing the weekly ritual of throwing around clay. Additionally, he is a big fan of live music, having already attended 12 concerts this year.

We appreciate Maxwell's contributions over the past nine years and look forward to seeing him continue to thrive at Corelation! 🍷



Client Success Story: KeyStone Empowers Taunton FCU's Strategic Goals and Increases Efficiency

Before switching to KeyStone, Taunton FCU identified the need to enhance their technology to support their strategic growth plans. They approached their conversion as an opportunity to both review their procedures and identify ways the core could improve processes. A deep dive cleanup of their data allowed them to customize the organization of their membership data to better utilize it to reach their strategic goals and help members achieve financial success.

A Clear Picture of Member Relationships

Once on KeyStone, Taunton FCU began logging member interactions through the built-in relationship manager, KeyInsight, to store information directly within the member's person record. Even as their membership has increased, they can quickly see a member's entire relationship and identify opportunities to grow existing member relationships with additional service offerings.

"Being able to log our data in an all-encompassing way provides us with a full picture of our member relationships," shared Nelson Tavares, Taunton FCU President/CEO. "Our forward-facing staff can communicate with members in a clear and concise way, really enhancing the way that we can deliver our member service." This has provided a huge boost in efficiency for the credit union, eliminating the need for countless calls, emails, and Teams messages across the organization to track down information.

Creating Efficiencies & Saving Valuable Time

Taunton FCU has experienced numerous efficiencies throughout their entire organization, from eliminating multiple databases and spreadsheets to being able to easily run reports in minutes. Training member-facing staff has become significantly faster and simpler with KeyStone, allowing the credit union to onboard new team members in

a fraction of the time it took previously. KeyStone's account opening and loan origination workflows guide their staff through the steps while housing the data in KeyStone.

"Our standard of operation has greatly improved. We have significantly fewer errors, and errors are now easily identifiable because our staff has a clear and concise procedure for each task. We're able to easily identify ways that people delineate from procedures and efficiently resolve issues," said Tavares.

KeyStone as a Catalyst for Growth

Streamlining processes, automating previously manual tasks, and the ability to perform mergers without needing to hire additional staff has enabled the credit union to significantly increase their growth rate. With an investment from their leadership to implement processes made more efficient by KeyStone, Taunton FCU has grown 62% from \$240 million to \$389 million in assets in their first two years since conversion.

As the credit union has expanded their membership, they have been able to add member-facing roles to their team without needing to bolster their operations with additional back-office staff – even as they have opened three new branches and conducted three mergers in the same two-year period.

"KeyStone has empowered us to see our strategic goals through. We would not have been able to take on this scale of growth as efficiently as we have without KeyStone and our partnership with Corelation," added Tavares.

[Read more here.](#) 📖

Nelson Tavares, Taunton FCU



Upcoming Training & Seminars

For the full list of upcoming Corelation training offerings and to register for courses, [click here](#). (Confluence access required)

Real Estate Lending

October 21st
12-1:30pm PST

Lending Enhancements

November 13th
12-1pm PST

End-of-Year Tax Reporting

December 10th
12-1pm PST

Back-Office Technical Training

KeyBridge Training
November 20-21

Beginner Reports Training
November 5-7 • December 17-19

Advanced Reports Training
October 22 -24 • November 19-21

UI Scripting Training
October 1-3 • November 12-14

Batch Scripting Training
October 15-17 • December 10-12

KeyStone Server Administration
October 9-10

Forms: General Usage
December 4

Interested in Custom Training?

Our Technical Training & Education Services both offer custom training, available virtually or in-person!

Custom Technical Training

Choose a targeted list of technical topics from our available courses to determine your curriculum.

[Learn more](#) (Confluence access required)

Customized Training with Education Services

Select from our catalog of prepackaged sessions or let us create something unique for your credit union.

[Learn more](#) (Confluence access required)

KeyStone Tips & Tricks: Bulk File Maintenance Enhancement

This work area enhancement unveils a pivotal development in file maintenance. Tailored for both pre-conversion and converted clients, this feature is poised to modernize and redefine your database management operations. Delve into the Bulk File Maintenance Work Area, where new functionalities await exploration. Explore diverse use cases, from bulk record insertion and updates, including CSV imports and exports, transferring database configurations, streamlining testing procedures, and expediting feature deployments.

At its core, the Bulk File Maintenance Work Area is all about making file maintenance en masse a reality. Whether you need to insert, update, or even delete multiple records, this tool provides the flexibility and control you need for efficient file maintenance. One of the standout features is the ability to import and export record data to CSV files. This allows you to manipulate data outside of KeyStone, offering a level of customization and control that was met with rounds of applause at this year's Corelation Client Conference.

The enhancement offers extensive applications, such as effortlessly transferring configurations from a testing database to the live environment when implementing new credit union products and configurations. Additionally, it is ideal for updating pricing models based on risk assessments by allowing bulk modifications without the need for tedious, record-by-record changes.

It enables efficient updating of user roles and privileges across your organization, ensuring consistent access controls throughout the system. Security is enhanced with

a new configurable Security Event that restricts access to authorized users, preventing unauthorized transactions. The Bulk File Maintenance Work Area provides both scale and precision, featuring comprehensive database validations, simplified bulk inserts, and easy correction of bulk changes. When making bulk record changes, items that did not pass validation are highlighted for correction, allowing you to void errors in bulk. Also, the history search function now includes a bulk file maintenance field, streamlining the tracking and auditing of bulk transactions.

This tool is crafted to enhance your database management by allowing you to efficiently maintain it on a larger scale, enabling simultaneous updates to multiple records and transforming the way you manage your operations.

For more details on this enhancement, [visit this page*](#) on Confluence. You can also check out the presentation at this year's Corelation Client Conference [here*](#). 🗨

**Confluence access required*

Northeast Users Group Meeting

November 13-14th

Join the Northeast User Group for their annual in-person meeting. For details [click here](#) to visit the Corelation Client Group Forum. To RSVP [click here](#).

Preferred Partner Spotlight: MAP Using Payments Data to Surprise and Delight Your Cardholders

For a full list of Corelation partners, [click here](#).

There is a fine line between using data to be intuitive and relevant or coming across as invasive and unsettling. MAP's sole focus is helping credit unions serve their members and grow their card portfolios as the payment processor of choice. A big part of that commitment is showing you how your members use their cards and how you can use that data to surprise and delight.

As an example, let's say cardholder data reveals that a member buys gas every Thursday at the same location. Using that transaction data, the credit union could send the member a push notification for a \$5 gas coupon the next time they're at the pump. The member might be surprised to receive that relevant and smart offer and would likely be delighted.

The flip side is that using data without the objective of providing a personal, relevant experience can leave members feeling a little overexposed. Plus, it's just



plain creepy. That includes relentless social media ads and emails based on data created when smartphones and virtual assistants listen in on everyday conversations.

Make "surprise and delight" your mantra by using the data in new and innovative ways to provide relevant offers and added value to the member experience. Consider what you can track, from transaction patterns to total spending and more.

We believe credit unions should make decisions and prioritize initiatives that help them grow based on data analytics and industry insights. To do that, aim to surprise and delight whenever and wherever possible.

To learn more about distilling your payments data, visit map.llc. See firsthand how MAP continues to evolve and grow together with client credit unions, partners, and friends. 🗨

Corelation Client News & Success



The Selfreliance Foundation, established by Selfreliance Federal Credit Union (SFCU) in 2005, has received the 2024 Herb Wegner Memorial Award. Funded by SFCU's profits, the Foundation supports the Ukrainian Diaspora by fostering heritage connections and providing growth opportunities in the U.S. Based in Chicago, it has been instrumental in supporting Ukrainians domestically and internationally, donating over \$7,000,000 to Ukrainian churches, cultural organizations, museums, schools, and youth groups, mainly in Illinois, Michigan, and New Jersey. [Watch a powerful video about the Foundation here.](#)



One Detroit Credit Union was honored as Credit Union of the Year in the Small Asset Size Category by The MichiganCreditUnionLeague

(MCUL) at the 2024 MCUL and Michigan Credit Union Foundation (MCUF) Awards ceremony. The awards celebrate credit unions, professionals, and volunteers for excellence in leadership, operational effectiveness, community service, and financial education. One Detroit CU received this prestigious award for its outstanding contributions to member services and community engagement. [Read the full story here.](#)



Nutmeg State Financial Credit Union (NSFCU) has been honored with the 2024 Tekkie Award in the Game Changer category! This recognition comes because of NSFCU's efforts to close a digital experience gap caused by outdated platforms, including low conversion rates and inefficient processes. By partnering with Cotribute and integrating their technology with the KeyStone core, NSFCU has attracted new customers, streamlined operations, doubled its volume, and significantly enhanced the member experience. [Check out the full story here.](#)

Welcome, New Clients

(Through September 17, 2024)

Red River Credit Union
\$1.4 billion in assets
Texarkana, TX



FreeStar Financial Credit Union
\$324 million in assets
Mount Clemens, MI



Leaders Credit Union
\$1 billion in assets
Jackson, TN



Unity One Credit Union
\$301 million in assets
Fort Worth, TX



Oswego County Federal Credit Union
\$136 million in assets
Oswego, NY



Texoma Community Credit Union
\$271 million in assets
Wichita Falls, TX



Conversiongram



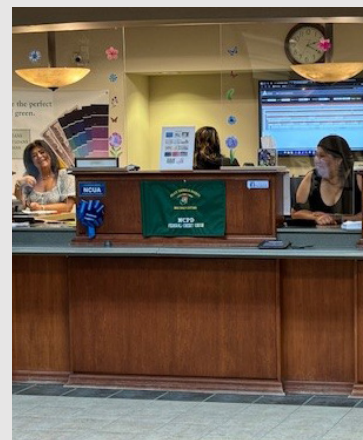
The Whole Gang at Southwest Financial



Pearl Hawaii FCU Funny Faces



Cheers to Zing CU Conversion



Tellers Are Ready at NCPD FCU



Keeping it Simple at Simplicity CU



Conversion Comfy at Pearl Hawaii



Locked In and Ready at Certified FCU



Cruise Directors of Southwest Financial FCU Conversion



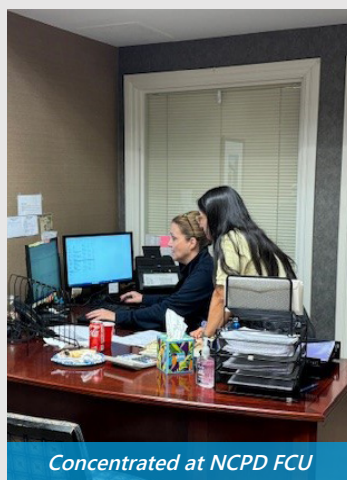
Hard at Work at Simplicity CU



Certified FCU Conversion Hub



Puppy Love at Zing CU



Concentrated at NCPD FCU



North Star Community CU

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