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Corelation Hosts 14th Annual Client Conference, Commemorating 15 Years of Service & Innovation

SAN DIEGO - May 20, 2025: Corelation, Inc., successfully hosted its Annual Client Conference held from May 14 - 16, 2025, bringing together a total of 1,436 attendees, with 983 participating in-person and 453 virtually. Marking Corelation's 15th anniversary, the event featured impactful general sessions, in-depth breakout discussions, and dynamic networking opportunities that highlighted the company's continued dedication to partnership and progress.

Over the course of two days, attendees dove into conversations around conversion strategies, operational efficiencies, and the newest innovations within KeyStone. Industry thought leaders shared valuable perspectives on leadership, resilience, tenacity, cybersecurity trends, and transforming the status quo into growth opportunities. The always-popular vendor showcase returned as well, spotlighting a variety of third-party solutions that seamlessly integrate with KeyStone.

Valley Credit Union's positive experience highlighted the collaborative spirit and strong support that Corelation and its partners bring to the conversion journey. "Everyone at the conference is always smiling and happy!" said Kindra McMullin, COO of Valley Credit Union. "Even in the midst of our conversion, we are having such a great time at the Corelation Client Conference." Joe Olivo, VP of Member Experience, added: "Every Corelation-recommended vendor has been fantastic—confident, capable, and complimentary of Corelation. It's made our transition feel seamless."

The educational sessions kicked off with an inspiring keynote by Scott Lesnick—Global Leadership Keynote Speaker, CSP, and author—who delivered "Leadership, Resilience, Grit: Unleash the Never Give Up Mindset," highlighting the importance of tenacity, resilience, and effective leadership. Participants then joined Corelation's Executive Leadership Team for the highly anticipated "Fireside Chat," followed by a lively, interactive session with cybersecurity expert Jim Stickley, CEO of Stickley on Security and Mahalo Banking. The afternoon concluded with Mike Kelly, CEO of TeamOnUp, who challenged credit union leaders to move beyond the "Merge or Die" mentality and embrace bold,

imaginative leadership that transforms the status quo into “Status Grow” in his thought-provoking session, “Why Merge or Die! is Lie!” The day wrapped up with Corelation’s Product Team offering a sneak peek at the exciting enhancements coming to KeyStone in the year ahead.

On the last day of the event, attendees customized their experience by choosing from a range of sessions offered through the Executive, Operational, Technical, or New Client tracks.

The Executive Track explored strategic leadership topics including cloud core migration, managing a multigenerational workforce, and leveraging AI to drive innovation, operational efficiency, and long-term growth in credit unions. The Operational Track offered actionable strategies and peer insights to enhance daily operations and future planning, with sessions on back-office best practices, escrow analysis, KeyInsight, queue management, and client engagement. It also featured the popular “Coolness of Corelation,” highlighting innovative ways credit union partners are maximizing the KeyStone core.

The Technical Track explored KeyStone customization, SQL troubleshooting, Linux platform optimization, technical training strategies, certificate installation with KeyStore, and a success story from HAPO Community Credit Union's AIX to Linux transition. In addition, the New Client Track covered key aspects of a core conversion, including best practices, data validation, testing, and a detailed look at conversion weekend and the first week live activities.

“This year’s Client Conference was especially meaningful as we celebrated Corelation’s 15th anniversary—a milestone marking a significant moment for our company and community,” shared Corelation CEO Rob Landis. “It was an incredible opportunity to reflect on how far we’ve come, honor the partnerships that have shaped our journey, and look ahead to an even brighter future together. The energy, support, and innovation on display were nothing short of inspiring.”

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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