

### History of Callahan & Associates

- Callahan & Associates was founded in 1985 by three former NCUA leaders: Ed Callahan, Bucky Sebastian and Chip Filson. Callahan was NCUA Chairman; Bucky Sebastian was former General Counsel; and Chip Filson was NCUA's President of the Central Liquidity Facility and Director of the Office of Programs. Filson currently serves as Callahan's President/CEO.
- Callahan & Associates was created to assist credit unions in developing their unique competitive advantage of cooperation – cooperation that was especially important for credit unions to be able to compete in the new era of deregulation. Every Callahan product relies on industry support.
- Callahan's *Credit Union Directory*, the flagship of its products and services, was the first product launched by the new company. It has become the industry standard used regularly by most credit unions and service providers throughout the country. In 2000, the *Directory* went online.
- In addition to its company-provided services, Callahan has created cooperative industry solutions through CUSOs. In 1987, cofounders Bucky Sebastian and Ed Callahan formed Callahan Credit Union Financial Services LLC Partnership (CUFSLP) to sponsor specific mutual funds to help credit unions manage their investments.
- Peer to Peer was introduced in 1989. Together with the internet solutions on *creditunions.com* (1999) and CUAnalyzer (2005), these software products were a joint effort with credit unions seeking better ways to analyze performance and serve members.
- The most recent cooperative venture, *Credit Union Student Choice*, was founded in 2008. It's a cooperatively formed CUSO managed by Callahan and underwritten by three other CUSOs and 12 unions. It brings private student loan solutions to members and currently serves 140 credit unions with more than \$175 million loans outstanding. Student Choice has formed partnerships with major universities across the country in an effort to seek better ways to finance higher education and reduce student's debt burdens.
- Credit union cooperation is the primary source of content for Callahan's CUtv webinar presentations (launched in 2009), case studies in the quarterly CUSP analysis (2007) and insights in *TrendWatch*.
- Today, Callahan & Associates has a full array of Software, Publications & Online Media, and Consulting products and services – all designed cooperatively by Callahan and credit unions. Working together, our industry is making a difference for more than 90 million American consumers who are members of credit unions.

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Reflections from President/CEO Chip Filson

On founding Callahan & Associates ...

“We had (and still have) a deeply held belief about the distinctive character of credit unions and could envision their future extraordinary achievements.”

On the credit union industry’s cooperative spirit ...

“Cooperation is the key to credit unions changing faster and being more responsive to market and member needs. When credit unions share innovative practices in health savings accounts, first-time home buyer programs, or marketing breakthroughs, services such Callahan’s CUTv programs can provide the details to the whole industry right away.”

“The opportunities for credit unions may be even greater today than they were 25 years ago. The credit union system is stronger and better networked with many more resources. Credit unions are redefining what it means to be a cooperative, not so much by *being* different as by *making* a difference.”

On the future of credit unions ...

“There’s a new generation of leaders emerging in credit unions, who are taking the legacy created by their predecessors and getting involved in current issues. Credit unions are ready for the challenges and growth opportunities ahead. As the 21<sup>st</sup> century unfolds, I believe this could be the time for cooperatives to achieve a national leadership role and show that economic solutions can be developed that are in the member-consumers’ best interest.”