

Press Release

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CU Leaders to offer suppliers first-hand industry insights, feedback

Callahan Supplier's Conference helps strengthen vendors' success working within CU system

Washington, D.C. (Jan. 29, 2010) – Recognizing the unique qualities of credit unions is key to anyone working within the industry. And for credit union suppliers, success depends on understanding how credit unions make decisions, perceive value and determine product needs – all while staying focused on service to members.

To help in these efforts, Callahan & Associates is bringing credit union executives and credit union suppliers together at its annual Credit Union Supplier's Conference on February 19 in Washington, D.C. This is Callahan's 12th year to present the conference.

“Vendors want to know what credit unions think about their supplier relationships, as well as what are the services they value,” said Alix Patterson, Callahan's Chief Operating Officer. “This conference provides a forum for suppliers to have these first-hand discussions, along with offering opportunities to network and hearing new ideas for growing business.”

Shane Vaughn from Auto Exam, a pre-purchase vehicle inspection & auto warranty company in Houston, Texas, knows the benefit of Callahan's sessions. “Callahan & Associate's events contain excellent product knowledge and share some good information – pertinent information on the credit union industry and future projections. For vendors and service partners, these meetings are worthwhile and offer good value.”

The conference is designed for all credit union vendors, suppliers and CUSOs, with the purpose of better connecting them to the industry. Callahan timed the day-long event to precede CUNA's Governmental Affairs Conference, which begins Feb. 21, to more easily accommodate GAC travel plans.

In addition to a credit union executive roundtable, Callahan CEO Chip Filson will speak on new credit union opportunities afforded by the challenging economic climate and the positive media focus on the industry. The agenda will also include sessions focused on the top priorities of credit union CEOs, legislative reform affecting the industry, and effective techniques for market segmentation. A second roundtable led by CUSOs and suppliers will share success stories on creating credit union advisory groups to enhance products and services.

“It's a day where credit union suppliers get a rare, up-close and personal view of the industry.” said Patterson. “It's a valuable opportunity for them to connect with credit unions and their peers.”

Attendance is limited and early registration is encouraged. To learn more or register for the Callahan Supplier's Conference, contact Amy Eblacker at (800) 446-7453 or visit www.creditunions.com/suppliersconference.

Callahan & Associates has been at the forefront of credit union issues for more than two decades. The Washington, D.C.-based firm provides timely insights, fresh data, and supporting tools to help credit unions provide their members benefits that cannot be found elsewhere. For more information, visit www.callahan.com or call 800-446-7453.