

***CO-OP WELCOMES THINK ATTENDEES BACK***

***TO IN-PERSON EXPERIENCE WITH THINK 22 IN CHICAGO***

***Event Promises to Help Credit Union Leaders “Rethink Everything;”***

***Registration at Early Bird Rate Available Through November 30***

***For Release on November 16, 2021:***

**RANCHO CUCAMONGA, California** – CO-OP Financial Services announced today it will resume its flagship THINK in-person event, with an immersive conference convening in Chicago this coming May.

Since the global outbreak of COVID-19, the payments fintech has hosted a series of virtual THINK events, including online Forums, Master Classes and Power Lunches. The virtual events attracted more than 5,000 attendees in 2020 and 2021.

THINK 22, taking place May 2-6, 2022, at the Sheraton Grand Hotel in Chicago, is open for registration immediately by visiting <https://co-opthink.org>. The Early Bird rate of $999 remains available until November 30. After that date, a “Fall Special” rate of $1,299 continues until January 3, 2022.

“Going virtual maintained strategic momentum – and a much-needed sense of optimism – for the hundreds of leaders who regularly attend our annual THINK event,” said Samantha Paxson, Chief Experience Officer for CO-OP. “Our virtual events introduced thousands of leaders to THINK for the first time. We’re excited that this year’s participants will experience THINK in its truest form – an in-person event that curates revolutionary thinking from around the world to ignite transformational change.”

THINK 22 will feature headline speakers from a wide range of backgrounds. Each will share best practices and insights around the continuing theme of “Rethink Everything.” As credit unions emerge from a period of extraordinary change, the movement has an unparalleled opportunity to reimagine everything from digitization to the credit union service model – all in a bid to re-energize efforts to earn primary financial relationships with more members.

**Ken Kocienda and Sallie Krawcheck First Keynote Speakers Announced for THINK 22**

CO-OP is also announcing THINK 22’s first keynote speakers:

**Ken Kocienda.** [Kocienda](https://twitter.com/kocienda) is Product Architect for Humane, a San Francisco-based start-up company focused on maximizing the user experience with personal technology. From 2001 to 2017, Kocienda was a software engineer and designer at Apple, and he is the author of the 2019 book, “Creative Selection: Inside Apple’s Design Process During the Golden Age of Steve Jobs.”

 **Sallie Krawcheck.** [Krawcheck](https://twitter.com/salliekrawcheck) is the CEO and co-founder of Ellevest, a tech-first financial company built by women for women to help women earn more money from their first dollar through to private wealth services. Ellevest has been named at #24 on CNBC’s top 50 “Disruptor” list and #14 on LinkedIn’s 50 “Most Sought-After Startups.” Prior to Ellevest, Krawcheck built a successful career on Wall Street: She was the CEO of Merrill Lynch, Smith Barney, US Trust, Citi Private Bank, Sanford C. Bernstein and CFO for Citigroup.

**Networking Activities Alongside Exclusive Research, Keynotes and In-Depth Learning**

According to Paxson, attendees can expect access to exclusive research, memorable keynote presentations and credit union-specific Power Sprints and Master Classes, as well as rekindled social events that give THINK its can’t-miss quality.

“There has long been a healthy tension between familiarity and newness inside the credit union industry, and THINK works because it nurtures both,” said Paxson. “Networking events honor years-long relationships and inspiring strategy sessions champion a new outlook on the future. We have all missed the specialness that comes from uniting hundreds of credit union hearts and minds in one place, and we are so excited to get back to it.”

CO-OP is committed to meeting the highest safety standards possible. THINK 22 will follow all CDC COVID-19 protocols and location-specific requirements.

For more information and to register immediately, visit <https://co-opthink.org>.

**About CO-OP Financial Services**

CO-OP Financial Services is a payments and financial technology company whose mission is ensuring the success of the credit union movement. CO-OP payments solutions, engagement services and strategic counsel help credit unions optimize member experiences to consistently provide seamless, personalized multi-channel offerings, while delivering secure, sophisticated fraud mitigation service. For more information, visit [www.coop.org](http://www.coop.org).

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