

## PRESS RELEASE

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For Immediate Release:

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### Join Callahan & Associates For Trendwatch 2Q23: Breaking Down The Industry's Latest Performance Trends

**Washington, DC**— Callahan & Associates, a leading provider of insights and solutions for the credit union industry, invites industry leaders to participate in the popular [Trendwatch 2Q23 event on Wednesday, August 16, at 2:00 PM ET](#). This virtual event offers valuable insights into performance trends based on the latest data from the second quarter of 2023.

These virtual events are hosted on a quarterly basis and **free** for industry leaders to attend. During Trendwatch, participants will have the chance to:

- **Discover Credit Union Strengths And Opportunities:** Gain a better understanding the latest trends and success factors uncovered from 2Q 2023 data.
- **Benchmark Your Credit Union:** Measure your institution's performance against industry-wide benchmarks to identify areas for improvement and potential growth.
- **Navigate The Economic Landscape:** Understand how the current economic environment is shaping the credit union industry and adapt your strategies for success.
- **Learn From Success Stories:** Hear firsthand insights from Kal Majmundar, Chief Technology Officer, at Patelco Credit Union (9.6B) that has achieved significant success in the industry, providing actionable takeaways for your institution.

Don't miss this opportunity to stay ahead of the curve. To secure your spot at Trendwatch on August 16th, at 2:00 PM ET, please register [here](#). This event is sponsored by Your Marketing Co., Credit Union Marketing Agency.

In addition to Trendwatch, Callahan & Associates hosts multiple live webinars monthly, tackling top-of-mind topics with industry leaders. Additionally, Callahan offers a robust on-demand library with over 100 ready-to-watch webinars. To register for an upcoming event through the Callahan Portal, please click [here](#).

Not a Callahan client but interested in experiencing other webinars? Click [here](#) to learn more.

#### About Callahan & Associates

For more than 35 years, Callahan & Associates has helped credit unions thrive. More than 4,000 credit unions and industry suppliers rely on us for the latest data, actionable insights, and benchmarking tools to develop their unique competitive advantages and achieve their strategic goals. Our 35-year history has enabled us to build an unparalleled knowledge-transfer consortium which connects the industry's best minds. To join Callahan's network, please visit [www.callahan.com](http://www.callahan.com).