

## PRESS RELEASE

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### **Callahan & Associates Marks 40 Years With Cherry Tree Dedication At Hains Point**

**WASHINGTON, D.C.** — In celebration of its 40<sup>th</sup> anniversary, Callahan & Associates planted a Yoshino cherry tree at Hains Point in Washington, D.C. This symbolic gesture serves as a lasting tribute to the firm’s commitment to helping credit unions grow with purpose and make a meaningful impact on the members and communities they serve.

Since its founding in 1985, Callahan has been at the forefront of industry transformation, providing data-driven insights, strategic guidance, and fostering collaboration among credit union leaders. The tree, planted during peak blossom season, represents more than a milestone — it reflects Callahan’s deep-rooted vision of inspiring industry leaders to be catalysts of hope and prosperity for their communities for decades to come.

“Our legacy is rooted in 40 years of helping credit unions thrive,” said Alexandra Gekas, Vice President of Marketing & Media at Callahan. “The cherry tree we planted yesterday is a beautiful tribute to those roots and our ongoing commitment to empowering credit unions to grow with purpose. I believe that as this tree blossoms and flourishes, so too will Callahan and this amazing industry we serve.”



The dedication brought together several leaders at Callahan, including board member Karen L. Rosales and co-founder Chip Filson. The ceremony was a time to reflect on the company's journey and its ongoing commitment to the future of the movement. The tree was officially recorded on the National Tree Dedication Map and stands at space #24 along the Potomac River.

To learn more about Callahan's legacy [click here](#) or its continued work advancing the credit union movement, visit [www.callahan.com](http://www.callahan.com).

***About Callahan & Associates***

For over 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions for ensuring their long-term relevance. We accomplish this by helping credit unions measure performance, identify strategic opportunities, and build collaborative networks, all through a mission-focused lens. Learn more at [www.callahan.com](http://www.callahan.com).