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PRESS RELEASE

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Callahan & Associates Celebrates 40 Years Of Credit Union Impact

Washington, DC – Callahan & Associates proudly marks its 40th anniversary, celebrating four decades of innovation, leadership, and commitment to serving the credit union industry. 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 nationwide.

Founded by industry visionaries Ed Callahan, Chip Filson, and Bucky Sebastian, Callahan has grown from a small startup into a trusted partner serving more than 750 credit unions and 200 industry vendors across the country. What began as a mission to deliver meaningful data and insights has evolved into a broader commitment to empowering credit unions to impact their members and communities in meaningful ways.

A Legacy Of Strategic Guidance And Collaboration

The credit union industry has undergone profound changes over the past 40 years. In 1985, there were more than 15,000 credit unions; today, fewer than 5,000 remain. From navigating pivotal moments like the Supreme Court ruling on field of membership and the passage of HR 1151 in the 1990s to overcoming challenges such as the 2008 financial crisis, credit unions have remained a vital financial pillar for millions of Americans.

Callahan has evolved alongside the industry, continuously adapting to meet its needs. The firm transitioned its analytics platform from floppy disks and CD-ROMs to its current cloud-based [Peer Suite](#), revolutionizing how credit unions benchmark performance and analyze data.

In addition to advancing analytics, Callahan has also been instrumental in fostering collaboration among credit unions through its Credit Union Financial Services Limited Partnership (CUFSLP). Formed in 1987, CUFSLP comprises executives from 34 leading credit unions across the United States, representing more than \$271 billion in assets and over 16.1 million member-owners. The partnership focuses on developing collaborative solutions to enhance the value and impact of credit unions on their members and the communities they serve through strategic dialogue, executive networking, and innovative initiatives.

Callahan has played a pivotal role in chronicling the industry's response to major economic shifts, from the housing crisis to the rise of AI. Its media platform, CreditUnions.com, has served as a hub for idea-sharing and inspiration, highlighting innovative programs, social impact initiatives, and emerging industry trends.

Beyond analytics, insights, and collaboration, Callahan's strategic guidance has helped many credit unions forge a path toward relevancy and sustainable growth. Specifically, the organization has supported leaders in navigating opportunities and challenges through strategic planning, board workshops, executive leadership programs, industry speeches, and more.

Most recently, leveraging decades of industry insights, Callahan's CEO authored "[Callahan's Strategic Growth Framework](#)", released this year, with the hope of guiding all credit unions toward sustainable success rooted in purpose.

The Future Of Callahan And The Credit Union Movement

"As we celebrate Callahan & Associates' 40th anniversary, our conviction in the vital role credit unions play across the country has never been greater," said Jon Jeffreys, president and CEO of Callahan & Associates. "We may sound like a broken record, but if everyday Americans ever needed a trusted financial partner, it's now. Credit unions have always risen to

the occasion, rooted in a humble history of service and resilience. But perhaps now is the time to ‘take the gloves off’ and go on the offensive. Now is the time to amplify our impact and share our story more boldly.”

Guided by its vision of inspiring credit union leaders to be catalysts of hope and prosperity for their communities, Callahan is dedicated to supporting the next generation of industry leadership and innovation. Just as credit unions are nothing without their members, Callahan would not be what it is today without the collective strength of the credit union movement.

For more information about Callahan & Associates, please visit www.callahan.com.

About Callahan & Associates

For 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.