

PRESS RELEASE

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Callahan & Associates Launches CreditUnions.com 2026 Innovation Series

Key Takeaways:

- Credit union suppliers can now apply for the Innovation Series.
- Finalists benefit from extensive promotional opportunities and direct engagement with credit union leaders.
- Applications close on **Dec. 15, 2025**.

Washington, DC – Callahan & Associates has announced the launch of the [CreditUnions.com 2026 Innovation Series](#), opening applications for vendors to showcase innovative products and services. This annual event provides a platform that allows organizations to compete to win the title of most innovative in their category while connecting with credit union leaders.

As part of this year's application, organizations will be asked to select all categories that apply to its innovation to understand the focus and potential impact of the solution.

Final category representation in the Innovation Series will be determined based on the overall quality and distribution of submissions. Not all categories may be included in the final program.

The 2026 Innovation Series highlights groundbreaking solutions in eight key categories:

- Lending
- Operational efficiency and automation
- Payments and money movement
- Data analytics and business intelligence
- Member experience
- Enterprise risk management
- Financial wellness
- Banking infrastructure

The event offers selected finalists the chance to present their innovations during a category-specific webinar attended by influential decision-makers in the credit union industry. Each finalist will have a **10-minute slot** to demonstrate how their solution delivers value and drives transformation for credit unions.

Finalists Will Gain:

- Marketing exposure, including pre-webinar promotions and inclusion in a category-specific e-blast.
- Media coverage through a "Meet the Finalists" article on CreditUnions.com and promotional posts on Callahan's LinkedIn.
- Advertising opportunities with a 300x250 banner ad on CreditUnions.com throughout February.

Application Process:

Applications are now open, with a submission deadline of **Dec. 15, 2025**. Vendors interested in showcasing their solutions are encouraged to [apply](#) to elevate their visibility within the credit union sector.

For more details, visit Callahan & Associates' website or contact Samir Chugani at schugani@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.