

## PRESS RELEASE

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# Callahan & Gallup Welcome Two Credit Unions To The Member Engagement And Financial Wellbeing Consortium

**Washington, DC** – Callahan & Associates, a recognized leader in performance measurement, leadership development, strategic advisory and community development for credit unions, and Gallup, a global analytics and advisory firm with more than 90 years of expertise in understanding human attitudes and behaviors, announced today that two new credit unions have joined its collaborative program, the [Member Engagement And Financial Wellbeing Consortium](#).

**America First Credit Union** (Riverdale, UT; \$23.3B) and **Travis Credit Union** (Vacaville, CA; \$5.4B) are the newest participants in the multi-year transformational program, which equips credit unions to take mission-aligned, data-informed actions that change member perceptions and behavior, driving both Member Financial Wellbeing and sustainable profitable growth for the credit union. Both credit unions bring a strong commitment to serving their communities and their participation will add meaningful insights and strengthen the shared learning taking place within the collaborative program.

“This Consortium was built to advance what makes credit unions unique; their unwavering dedication to improving people’s lives. Adding America First Credit Union and Travis Credit Union magnifies that purpose and brings powerful new perspectives to the work ahead,” said **Chris Howard, SVP of Callahan & Associates**.

“America First Credit Union and Travis Credit Union exemplify what it means to lead with purpose. Their decision to join the Member Engagement And Financial Wellbeing Consortium reflects a deep commitment to understanding their members as people — not just account holders — and to acting on those insights in ways that truly improve financial wellbeing,” said **Andrew Robertson, Principal at Gallup**. “We’re excited to welcome both organizations into a collaborative community that’s focused on turning mission into measurable impact for members and sustainable growth for credit unions.”

“At America First Credit Union, our members’ financial wellbeing is at the heart of everything we do,” said **Thayne Shaffer, President and CEO of America First Credit Union**. “We are excited to partner with Gallup and Callahan, and to collaborate with fellow Consortium credit unions working to deliver exceptional member experiences.”

“Joining the Consortium helps us continue to deliver an exceptional member experience and strengthen the way we show up for our members every day,” said **Kevin Miller, President and CEO, Travis Credit Union**. “This partnership is a commitment to supporting our members through every stage of their financial journey and is another meaningful step in building lifelong relationships and giving our members the tools and confidence they need to reach their financial goals.”

The continued expansion of the Consortium reflects a strong commitment across the industry to better understand members and meet them where they are. As the Consortium continues to grow, its shared insights and collaborative learning will help more credit unions take thoughtful, data-informed steps that strengthen relationships, build financial confidence, and create lasting value for the communities they serve.

Credit unions interested in learning more about the Consortium’s insights, methodology, and impact can contact Callahan & Associates [here](#).

**About Callahan & Associates**

For over 40 years, Callahan & Associates has been instrumental in guiding credit union leaders to make informed strategic decisions to ensure their long-term relevance. They 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).

**About Gallup**

Gallup delivers analytics and advice to help leaders and organizations solve their most pressing problems. Combining more than 90 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of the world's constituents than any other organization. Learn more at [gallup.com](http://gallup.com).

**About America First Credit Union**

Now in its 86th year, America First Credit Union has grown from a single branch serving military personnel and federal employees into one of the strongest and most progressive credit unions in the country. The credit union is the largest in Utah and has 116 locations across Arizona, California, Idaho, Nevada, New Mexico and Utah. It is also the fifth largest credit union in America with more than 1.5 million members, and the sixth largest in assets with more than \$23 billion. America First Credit Union is a member-owned, not-for-profit cooperative dedicated to building communities and helping members do more with their money. Learn more at [americafirst.com](http://americafirst.com).

**About Travis Credit Union**

Travis Credit Union, based in Vacaville, Calif., has been recognized at the federal, state, and local levels for its longstanding financial education and financial advocacy efforts. TCU was named as a Best Regional Credit Union by Newsweek in 2025 and 2026. It has also been selected as a Best-In-State Credit Union by Forbes and earned the U.S. Air Force Distinguished Credit Union of the Year award for eight years. Founded in 1951 on Travis Air Force Base, TCU today serves 12 Northern California counties. It is the twelfth largest credit union in California, with 250,000 members and \$5 billion in assets. Learn more about our mission at [traviscu.org](http://traviscu.org).