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***Co-op Solutions’ THINK 23 Conference***

***To Tackle “The Invisible Revolution”***

***Jim McKelvey, Ron Shevlin First Announced Speakers for May 2-4, 2023, Strategic Growth Event***

***For Release on February 1, 2023:***

**RANCHO CUCAMONGA, California** – Co-op Solutions will be helping credit unions tackle “The Invisible Revolution” that is transforming financial services at its THINK 23 conference, with contributions from world-class keynote speakers, industry experts and Co-op subject matter experts.

“A remarkable shift is taking place in the way people are moving money, as digital solutions are making it possible for fintechs to own both the entire payment transaction and the primary financial interaction,” said Samantha Paxson, Chief Experience Officer for Co-op. “Members want convenience, reliability and security, and they will piece together the financial services that best meet their needs now. At THINK 23, we will dive into the implications of ‘The Invisible Revolution.’ Co-op is convinced this revolution presents a unique opportunity for credit unions to reestablish their role in serving the needs of their members while charting a course for long-term growth.”

The THINK 23 conference will be held May 2-4, 2023, at the JW Marriott/Starr Pass Resort in Tucson, Arizona. Credit union attendees can register immediately at <https://co-opthink.org/>.

**Jim McKelvey and Ron Shevlin First Keynote Speakers Announced for THINK 23**

The first THINK 23 keynote speakers announced by Co-op include:

**Jim McKelvey.** [McKelvey](https://www.jimmckelvey.com/) is the co-founder of Block, Inc. (formerly Square, Inc.), and remains a member of the mobile payments company’s Board of Directors. He was also appointed as an independent director of the Federal Reserve Bank of St. Lous in January 2017, where he is currently serving as the Chair on the Board of Directors. McKelvey is the author of “The Innovation Stack: Building an Unbeatable Business One Crazy Idea at a Time” (2020).

**Ron Shevlin.** [Shevlin](https://www.crnrstone.com/our-team/ron-shevlin/) is the Chief Research Officer at Cornerstone Advisors, where his research on banking and fintech trends helps shape the strategic direction of financial institutions and fintechs. Author of the Fintech Snark Tank on Forbes, Shevlin is ranked among the top fintech influencers globally.

“The acceleration of digital payments technology and transactional lifestyle engagement is not just another evolutionary step in the transformation of business,” said Paxson. “This moment is not only unusual, but also unprecedented. Jim McKelvey and Ron Shevlin will help us understand what is taking place throughout our society and economy, so that credit unions can begin to adopt an entirely new vision of what a thriving financial service provider looks like and propel our mission of People Helping People.”

**A Truly Immersive Experience**

As with every THINK strategic growth event since the content platform was inaugurated in 2008, attendees can expect access to exclusive research, memorable keynote presentations, credit union-specific Innovation Sprints and Master Classes, and networking activities, all combining to make THINK a truly immersive experience.

THINK 23’s content will begin with programming the afternoon of Tues., May 2, including special consulting and vendor meeting opportunities, and a welcome reception. On Wed.-Thurs., May 3-4, the conference will feature two very full days of content, with morning presentations by keynote speakers and industry leaders, and afternoons filled with User Group sessions, strategy roundtable and panel discussions, product demos, Co-op Advisor meetings and subject expert interviews from the Co-op Studio.

“A theme running throughout THNK 23 will be that the main concerns of credit union leaders – earnings, experience, and expenses – all call for payments as a path to meeting these challenges, engaging with members, guiding their financial behaviors and ultimately growing business,” said Paxson. “We believe this focus on payments will ultimately provide attendees with both an inspiring North Star of the potential future of credit unions – as well as tangible strategies that they can apply to day-to-day business right now.”

For more information and to register immediately, visit <https://co-opthink.org>.

**About Co-op Solutions**

Co-op Solutions is the market-leading financial technology platform whose mission is to connect credit unions to the technology, strategic partnership and scale they need to best serve their members now and into the future. Co-op partners with credit unions to unlock their potential so they can compete; does the hard work of innovation, creating a one-stop opportunity to help credit unions grow; and offers knowledge and expertise in a world where everything must be integrated. For more information, visit [coop.org](http://www.coop.org).

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