

## PSCU/Co-op Solutions Finalize Agenda and Events for Member Forum 2024

**St. Petersburg, Fla. — (March 6, 2024) —** PSCU/Co-op Solutions, the nation’s premier payments credit union service organization (CUSO) and an integrated financial technology solutions provider, has announced the final keynote speaker and panel participants for Member Forum 2024, taking place April 10-12 in San Antonio at the JW Marriott San Antonio Hill Country Resort & Spa.

**Melissa Proctor**, EVP and chief marketing officer of the NBA’s Atlanta Hawks and State Farm Arena, will share stories from her trailblazing career, providing powerful strategies to help attendees define guiding principles, navigate high-stakes decisions and achieve success. Though Proctor never played basketball herself, it was a passion that drove her to pursue an unconventional path that began with her job as the first “ball girl” for the NBA’s Miami Heat and eventually led to her current position. Recognized with Adweek’s 2021 CMO Award, Sports Business Journal’s 2020 class of Forty Under 40 and Atlanta Magazine’s 2018 list of Women Making a Mark, among other accolades, Proctor is also the author of the bestselling book, “From Ball Girl to CMO.”

Financial services veteran **Mark Sievwright**, founder of Sievwright & Associates, an SRM company, will return as moderator of the Credit Union Executive Panel. The financial services industry continues to experience rapid transformation fueled by consolidation, advances in technology, intensifying competition, the evolution of money movement and changes in consumer demographics, attitudes and behaviors. This year’s panel will explore the nature and implications of these changes, as well as the benefits of the combination of PSCU and Co-op Solutions. Panel participants, who are all board members of the combined organization, will include:

- **Dennis Devine**, president and CEO, Alliant Credit Union (Chicago). Alliant is a digital-first financial institution that holds more than \$18 billion in assets and serves over 830,000 members. He has more than 20 years of experience, holding previous senior leadership roles at KeyBank, Citizens Financial Group and PNC Bank. Active in the financial services industry and his community, Devine serves as a board trustee for the Rock & Roll Hall of Fame and Museum, member of the Strategic Advisory Board for FTV Capital and board chair for the Alliant Credit Union Foundation.
- **Maria Martinez**, president and CEO of Border Federal Credit Union (Del Rio, Texas), which holds more than \$230 million in assets and serves over 27,000 members. Martinez is a founding member and the chairwoman of the National Association of Latino Credit Unions & Professionals (NLCUP) and founding member and vice chairwoman of the Credit Union Women’s Leadership Alliance (CUWLA). She is also a member of the CU DEI Collective group and serves on

America's Credit Unions' Strategic Services (CSS) Board, along with volunteering on other boards and committees.

- **Rudy Pereira**, president and CEO, Premier America Credit Union (Chatsworth, California), which holds \$3.6 billion in assets and serves over 100,000 members. Pereira has held positions within the credit union industry for more than 30 years, serving in roles ranging from CEO to senior vice president of operations and technology across credit unions of different sizes and locations. He is an active industry executive and currently serves as a member of America's Credit Unions' CEO Executive Council, the California/Nevada Credit Union League (CCUL) Legislative Advocacy Committee and board member of the California State University Channel Islands Foundation.
- **Cathie Tierney**, president and CEO of Community First Credit Union (Appleton, Wis.), which holds \$5.5 billion in assets and serves over 156,000 members. Tierney joined the credit union as a teller in 1976 and was chosen to succeed the credit union's founder as president and CEO in 1994. She currently serves on the National Association of State Credit Union Supervisors (NASCUS) CU Advisory Council, is a trustee for the Wisconsin Credit Union League (WCUL) Unity Fund and is a former Chair of the WCUL Foundation. She is a director of SECURA Insurance, a mutual insurance company headquartered in Wisconsin, in addition to being a member of the Raddon Executive Advisory Council (Fiserv) and Global Women's Leadership Network/Wisconsin Sister Society.

PSCU/Co-op Solutions has also finalized the lineup for its Payments Panel, which will focus on topics and trends taking shape across payments and the financial services industry. Hosted by PSCU/Co-op Solutions EVP, Chief Growth Officer **Brian Scott**, the panel will feature **Karen Webster**, CEO of PYMNTS.com, and **Denise Stevens**, EVP, chief product officer of PSCU/Co-op Solutions.

These speakers join an already impressive group [previously announced](#) for Member Forum 2024. The highly anticipated event is rounded out by nearly 20 breakout sessions designed to provide attendees with timely insights and thought leadership from industry experts on trending topics, as well as the Solution Showcase, which will include interactive demonstrations of PSCU/Co-op Solutions' innovative product and solution portfolio.

The closing party for Member Forum 2024 will be headlined by multi-platinum recording artist and award-winning country singer/songwriter **Chris Janson**, a "live legacy in the making" according to Rolling Stone. He will perform some of his greatest hits, including "Buy Me a Boat" and "Good Vibes."

"Member Forum 2024 is shaping up to be a can't-miss event as we tackle topics ranging from instant payments and digital lending to artificial intelligence and more – all aimed at driving collaboration and innovation across the credit union industry," said PSCU/Co-op Solutions EVP, Chief Service Officer Dean Young.



General registration for Member Forum 2024 is open through March 8 at 5 p.m. ET. For more details or to register for Member Forum 2024, visit [pscuc.com/memberforum2024](https://pscuc.com/memberforum2024).

### **About PSCU/Co-op Solutions**

PSCU/Co-op Solutions is the nation's premier payments credit union service organization (CUSO) and an integrated financial technology solutions provider. With over four decades of industry experience and a commitment to service excellence and innovation, the company serves more than 4,000 financial institutions throughout North America. PSCU/Co-op Solutions leverages its expertise and resources on behalf of credit unions and their members, offering an end-to-end product portfolio that includes payment processing, fraud and risk management, data and analytics, digital banking, instant payments, strategic consulting, collections, ATM and POS networks, shared branching and 24/7/365 member support via its contact centers. For more information, visit [pscuc.com](https://pscuc.com) and [coop.org](https://coop.org).

### **Media Contact:**

Peyton Burgess  
French/West/Vaughan  
919-277-1168  
[pscuc@fwv-us.com](mailto:pscuc@fwv-us.com)