

CSCU FORMS TRELLANCE NEW COMPANY CREATED TO ADDRESS NEEDS OF CREDIT UNIONS

TAMPA, FL. (December 18, 2017) [CSCU](#), one of the nation's leading CUSOs, announced today that they have formed a new company, [Trellance](#). Sprouted from the payments experience and expertise of CSCU, Trellance was created to focus on offering innovative ideas, programs and services to help credit unions grow and compete. The new company will be led by President Tom Davis and leverages CSCU's experienced portfolio consulting team to further enhance the company's ability to help credit unions thrive. CSCU's Optimize™ card growth solutions offerings and CSCU's thought leadership initiative, [The Payments Review](#) will now be under the Trellance company umbrella. The new company will have new email addresses and a new website, www.trellance.com but their phone number will remain unchanged, (888) 930-2728. Additionally, CSCU's annual conference [immersion18](#), planned for May 7-11, 2018, will be held under the Trellance brand at the Fort Lauderdale Marriott Harbor Beach Resort & Spa in Fort Lauderdale, Florida.

"We've created Trellance to provide solutions to our members who are faced with the challenge of accessing quality talent and expertise to implement new strategies," says Tom Davis, president of CSCU and Trellance. "The name Trellance is inspired by the interlocking strength and support of a garden trellis, representing the structure and solutions we provide to help credit unions thrive," continued Davis.

The creation of Trellance is an evolution of the team's commitment and focus to provide new insights, resources, expertise and execution capabilities to credit unions. CSCU introduced the Optimize™ portfolio of solutions in 2016 to address the needs of credit unions as they faced the fast-paced, dynamic payments industry. Under the Trellance brand, Optimize™ will continue to offer both programmatic and customized marketing campaigns to help credit unions engage their members, managed entirely by Trellance from development to implementation on behalf of the participating credit union. From acquisition and activation programs, to letter and statement checks, to balance transfer promotions and more, Optimize™ offers a variety of proven growth solutions to help credit unions use meaningful data to advance their business growth in an impactful way.

Continued Davis, "With Trellance, our delivery model has been built to implement strategies to drive growth and allow our credit unions to focus on member engagement. Our members can expect some exciting announcements in 2018 as Trellance continues to evolve and we add valuable solutions like Optimize™ to our portfolio to align ourselves with the needs of credit unions."

About CSCU:

CSCU knows about cards and payments. As a leading provider of processing services to credit unions, CSCU delivers solutions to help simplify the increasingly complex world of payments. Through one-on-one portfolio consulting, industry insights, marketing and thought leadership resources, their goal is to help credit unions not just survive, but thrive.

About Trellance:

Born out of nearly 30 years of payments experience and a passion for the credit union movement, Trellance is committed to providing innovative yet simple solutions to help credit unions adapt and thrive in a complex and competitive landscape. Together we can build and implement strategies to seize the exciting future of our industry.

Learn more about us at Trellance.com, visit us at www.thepaymentsreview.com for industry insights and our perspective on the future, or follow us on LinkedIn and Twitter @Trellance.