



Corporate Federal Credit Union

**News Release**

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**FOR IMMEDIATE RELEASE**

**Alloya Corporate Launches New Virtual Education Series**

Naperville, Ill. (January 6, 2021) – Alloya Corporate FCU is ringing in the new year with a new virtual education series, titled *Link*. The series will replace and expand upon the corporate’s existing monthly webinar series, *Connection*, to deliver an enhanced, more engaging and more sophisticated virtual education experience.



“Since the onset of the pandemic, we have been seeking creative ways to keep connected with our membership,” said Tim Bruculere, Alloya’s Senior Vice President of Membership. “At a time when everyone is hosting webinars and transitioning their traditionally in-person events to a virtual environment, we challenged ourselves to think imaginatively about the online education we at Alloya want to deliver to credit unions. When we decided to broaden our virtual education program, we elected to up the ante in other areas as well.”

Each month, Alloya will host two, free hour-long *Link* sessions, which will be hosted through a new, sleek and user-friendly virtual event platform. Presenters will include industry experts as well as acclaimed speakers external to the credit union movement. Topics will extend beyond traditional credit union themes to engage a wider range of interests and audience members. Digital technologies, change management, diversity, equity and inclusion (DEI) and leadership are among the topics slated for the first quarter of the 2021. CPE credits will be offered for each of the first quarter sessions, and most other sessions throughout the year.

First up for the new series: *Technology Reigns* on Thursday, January 14, 2021 at 1:00 pm CT. The session, presented by Mark Sievewright and Guillermo Kopp, co-authors of the new book *Digital Life*, will offer specific and actionable advice to help credit unions remain relevant and competitive in a world where technology is king. The first 200 credit union registrants will receive a complimentary copy of their book, *Digital Life*. Additional event details and registration can be found at [www.alloyacorp.org/link-technology-reigns](http://www.alloyacorp.org/link-technology-reigns).

To preview the full first-quarter lineup and register for subsequent *Link* sessions, visit [www.alloyacorp.org/linkwithalloya/](http://www.alloyacorp.org/linkwithalloya/).

**About Alloya Corporate FCU**

Alloya provides cooperative financial services to 1,400 member credit unions and credit union entities nationally. Together, the member-owners of Alloya wield aggregated power to gain access to affordable, comprehensive products and services – including transactions, liquidity and investments – to give each credit union a strategic advantage in the marketplace. Headquartered in Naperville, Illinois, Alloya offers a dependable and competitive line of credit, secure and efficient product access and settlement, and unparalleled member service – which are available to all credit unions with or without a capital contribution. In addition to the support Alloya provides its membership, Alloya supports multiple credit union leagues and associations throughout the country and gives back to local communities nationwide by providing a variety of charitable donations. Visit [www.alloyacorp.org](http://www.alloyacorp.org) to learn more.

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