

KASASA®

Kasasa® Nation Takes Banking by Storm

5th largest banking branch network rallies community bank and credit union thought leaders at annual conference

AUSTIN, Texas, Oct. 30, 2018 – [Kasasa®](#), an award-winning financial technology and marketing provider, recently hosted Kasasa Nation, a three-day gathering of leaders from community financial institutions across the country. This year, 230 community financial institutions from 46 states came together to “Take Back Banking.”

Kasasa Nation’s theme of take back banking helped to inspire community banks and credit unions all over the country to join the fight and save their communities from the abuse of the megabanks. This year’s conference was all about arming community bank and credit union leaders with the knowledge and resources needed to reclaim market share in their local communities. Financial leaders discussed the shifting financial landscape, where the future is headed and what steps to take in order to remain competitive in a rapidly evolving world.

Featured speaker Jim Marous, co-publisher of *The Financial Brand* and owner and publisher of the *Digital Banking Report*, had a quote that summed up the current climate perfectly: “The world has never moved so fast, but it will never move this slowly again.” Opening keynote speaker Byron Reese, tech entrepreneur and author, further emphasized the speed of innovation. During his keynote, Robert Safian, *Fast Company* editor discussed the need for transformation within a traditionally change-resistant industry.

All of the keynotes this year helped community banks and credit union leaders envision a digital world fueled by big data – a landscape where artificial intelligence is a tool, not a futuristic notion. In addition to the keynotes, there were sessions and panels led by experts in the finance, technology and marketing industries aimed to help translate the concepts from the keynote presentations into actions. Attendees had their choice to attend breakout sessions covering a range of topics including Demystifying Data, Rethinking Marketing, Building an Adaptive Culture and Standing Out on Social, to name a few.

“For over a decade, the team at Kasasa has been warning community bank and credit union leaders that our industry is on the verge of massive disruption,” said Gabe Krajicek, CEO of Kasasa. “Most community institution execs either deny this reality or don’t know what to do about it. Kasasa Nation was designed to move past the doomsday prognostications and provide real tangible steps to profit from the changes underway. Our clients that attended enjoyed world class speakers, thought leadership from the Kasasa team and lots of peer interaction. They left Kasasa Nation with a plan to win the hearts of their consumers and Take Back Banking!”

About Kasasa

Kasasa® is an award-winning financial technology and marketing provider. Based in Austin, Texas, with 400 employees, Kasasa® helps more than 800 community financial institutions establish long

lasting relationships with consumers residing in their local markets through its branded retail products, world class marketing capabilities, and expert consulting. The company reinvented checking and is now reinventing lending through its latest patent-pending offering, Kasasa Loans™. Learn more about Kasasa®'s innovative products and services:

[Reward Checking Accounts](#)

[Kasasa Loan™ – The only loan with take-backs](#)

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