



PROUD ASSOCIATE  
BUSINESS MEMBER



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**FOR IMMEDIATE RELEASE**

### **SAMAHA & ASSOCIATES NAMED A CUNA ASSOCIATE BUSINESS MEMBER**

Miami Beach, Fla. (June 22, 2021) — In a continued effort to support the credit union movement, Samaha & Associates is now an official Credit Union National Organization (CUNA) Associate Business Member. Together the organizations will work to ensure that pivotal issues impacting the industry are addressed and that all credit union voices are heard.

“There is great power in advocating for credit unions with one collective voice,” said Michelle Johnson, manager of associate business memberships at CUNA. “Samaha & Associates is committed to the success of credit unions. I couldn’t be more thrilled to unite our efforts to empower growth of this movement.”

The decision to join forces with CUNA falls directly in line with Samaha & Associates 23-plus year commitment to improving its valued credit union clients’ relationships with vendors, enhancing technology and services, and elevating big and small picture performance metrics.

“We are excited to be in partnership with CUNA as an Associate Business Member,” said Samaha & Associates’ CEO, Sabeh Samaha. “We share the goal of creating positive regulatory change for credit unions across the country, and we look forward to sharing our experiences with our new partners.”

The partnership between CUNA and Samaha & Associates will be a symbiotic relationship designed to support a strong credit union movement, which will be achieved, in part, through combined advocacy efforts.

“We have always been a strong supporter of CUNA and its League Affiliates,” stated Samaha & Associates’ Managing Consultant, Adam Denbo. “This Membership strengthens the bond even more and takes it to the next level.”

*Samaha & Associates is a nationally recognized consulting group that works collaboratively with financial institutions to assist in the improvement of business processes by optimizing efficiency and increasing revenue opportunities. Specializing in vendor contract negotiations, core system conversions and mergers, Samaha & Associates expertly executes each respective project by exceeding client expectations. For more information, visit [www.ssamaha.com](http://www.ssamaha.com).*

*Credit Union National Association (CUNA) is the only national association that advocates on behalf of all of America’s credit unions, which are owned by 115 million consumer members. CUNA, along with its network of affiliated state credit union leagues, delivers unwavering advocacy, continuous professional growth, and operational confidence to protect the best interests of all credit unions. For more information, visit [cuna.org](http://cuna.org).*