



For Immediate Release
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Texell Credit Union Hosts the Small Business Summit with Author Jason Dorsey

Temple, TX (January 7, 2026) – Texell Credit Union invites the business community to their inaugural Small Business Summit with bestselling author Jason Dorsey on Wednesday, February 25, 2026. Held from 11:30 a.m. to 1:00 p.m. at Temple College’s Main Building, the presentation covers how to use generational strengths to recruit, motivate, and build Gen Z’s brand loyalty.



Jason Dorsey on Stage.

Called a “research guru” by Adweek, Jason Dorsey is the President of The Center for Generational Kinetics (CGK), the leading generations and emerging trends research, strategy, and speaking firm. CGK has worked with over 700 companies around the world to drive innovation, growth, and research-based thought leadership. Jason wrote his first bestselling book at age 18, and his current bestseller, *Zconomy: How Gen Z Will Change the Future of Business and What to Do About It*, was a #1 New Release on Amazon and a Top 10

Business Book of the Year by Forbes.com. Ten registrants will receive a copy of his book at the Summit.

“Part of our mission as a local credit union is to provide value and unique insights to our business members and the local business community,” said Galen Burke, Vice President of Commercial Services at Texell Credit Union. “Mr. Dorsey will offer a high-energy presentation that attendees can translate into actionable strategies for their small businesses.”

Temple College’s Main Building is at 2600 S. 1st Street in Temple, TX. Tickets for the Small Business Summit are \$30 for general admission and \$10 for students and include a boxed lunch. Visit Texell.org/Events for more details and to register.

About Texell Credit Union:

Texell Credit Union has eight branches in Bell, McLennan, and Williamson Counties and offers a variety of financial products and services for consumers and businesses. Texell has been honored with the Excellence in Lending Award from CUNA Mutual Group, the Desjardins Adult Financial Literacy Award from the Texas Credit Union League, and consistently earns the highest five-star,

superior rating for financial soundness from Bauer Financial. In past years, Texell received “Best Credit Union/Best Bank” awards by readers of the Temple Daily Telegram, Killeen Daily Herald, and the Belton Journal. Texell also received Los Premios de Telemundo Central Texas award in 2024 and was awarded the Small Business Administration’s (SBA’s) #1 in Credit Union Lending Award presented by the North Texas Association of Guaranteed Lenders (NTAGGL). Visit Texell.org for more information.

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