

FOR IMMEDIATE RELEASE

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LSCU Kicks off Annual Convention with Record-Breaking Numbers

ORLANDO, FL – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) kicked off the 2022 Southeast Credit Union Conference & Expo (SCUCE) in Orlando, Florida this week with record-breaking numbers. More than 1,000 attendees showed up at LSCU & Affiliates’ annual conference at the Signia by Hilton Orlando Bonnet Creek, which officially started on Wednesday, June 15, 2022.

“It’s so great to see so many familiar faces at SCUCE 2022 and it’s incredible that we broke our SCUCE attendance record this year,” LSCU & Affiliates CEO Patrick La Pine exclaimed. “We are always grateful for time spent with people who truly exemplify the ‘People Helping People’ credit union philosophy. We look forward to continued conversations about how we can work together to advance the credit union movement across Alabama, Florida, Georgia, and beyond.”

La Pine and Samantha Beeler, the new President of LSCU & Affiliates, led the Opening General Session for SCUCE on Thursday morning with a packed crowd of credit union leaders from across the globe. The two LSCU leaders updated attendees about the Association, the Southeastern Credit Union Foundation, legislative accomplishments, and much more.

“We are stoked about the legislative wins related to financial literacy in our three states,” Beeler shared with the crowd. “LSCU is truly leading the way to improve financial literacy for students in the Southeast. Florida kicked it all off by approving legislation that will require high school students to take a financial literacy course before graduation, Georgia followed suit by also passing similar requirements, and Alabama took notice by approving a resolution with a goal to also have legislation ready for next year’s session. We are proud to continue leading the charge in the Southeast.”

The LSCU Council Conference also launched for the first time ever on Tuesday, the day before SCUCE 2022 got started. The Council Conference is a two-year culmination of planning and launching eight different LSCU Councils (Accounting & Finance, CEO, Compliance, Lending, Marketing & Business Development, Operations & Member Experience, Payments, and Technology). The Councils provide credit union professionals with unique opportunities for

networking, professional development, and information sharing. The inaugural LSCU Council Conference gave credit unions the ability to attend roundtable discussions and hear from relevant breakout session speakers.

On Wednesday, the SCUCE Exhibit Hall opened with dozens of vendor booths for attendees to check out and the LSCU Silent Auction opened for bidding, which will benefit LSCU Political Action Committees. Retired Chick-fil-A Vice President of Marketing David Salyers gave a moving speech during the Opening General Session, where he discussed innovation, servant leadership, and how he and his marketing team came up with the restaurant chain's famous Cow Advertising Campaign.

SCUCE 2022 continues through the afternoon of Friday, June 17, 2022, with numerous speakers, the exhibit hall, the LSCU Silent Auction, the Diamonds are Forever Gala Dinner, the LSCU Annual Meeting, and much more.

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ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents 311 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$165 billion in assets and more than 11.2 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [LinkedIn](#), [Twitter](#), and [Facebook](#).