

**FOR IMMEDIATE RELEASE**

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**Celebrating 30 Days of Strategic Alignment with America's Credit Unions**

**RANCHO MIRAGE, CA** - *The following release is the opinion and analysis of Samantha A.M. Beeler, President of The League of Credit Unions & Affiliates:*

At this month's American Association of Credit Union Leagues (AACUL) Winter Conference, I sat down with Scott Simpson, President and CEO of America's Credit Unions, to mark his first 30 days in the role and to reflect on the strength of the credit union movement's advocacy system. Our conversation focused on the coordination required to protect members and advance the mission at both the state and national levels.

Scott's long history in the movement is well known among league leaders. As the first Chair of the AACUL Advocacy Committee, he helped lay the groundwork for a structure that brought stronger alignment between state leagues and the national association. His approach to advocacy has always been strategic and forward-looking, and I have seen firsthand how he has shaped and strengthened the ground game across multiple states. That consistency and vision have been central to ensuring our system remains effective in influencing policy outcomes that matter to credit union members.

State leagues do the essential work of growing relationships with lawmakers long before they arrive in D.C. and stay connected to the voters and communities we represent. America's Credit Unions amplifies that work by carrying a coordinated national message to Washington.

I think about the credit union system in much the same way as the U.S. Armed Forces -- not as a rigid hierarchy, but as a set of coordinated unique capabilities working toward a shared mission. Different branches bring different strengths and areas of focus, much like the league

system. We also benefit from highly specialized organizations that represent important, focused segments of the movement as part of the collective.

Scott understands the importance of that partnership model, and his first month has reinforced it. He has spent time meeting with credit unions, listening closely to their priorities, and identifying where deeper collaboration will support our shared advocacy efforts. Before beginning his role, Scott met with our League Board Chair and President and CEO of USF Credit Union, Richard “Rick” J. Skaggs, and with me to discuss member needs and our system’s shared advocacy goals. He will continue that engagement with our members at the [Large Credit Union Executive Dialogue](#) and [CEO and C-Suite Summit](#) in April.

“Credit unions succeed when our advocacy structure is coordinated from the local level to the national level,” said Scott Simpson. “In my first month, it has been clear how powerful that alignment truly is. When state leagues and America’s Credit Unions move in step with one another, we create the kind of stability and influence that allows credit unions to protect members and shape policy outcomes that matter.”

The League remains aligned with America’s Credit Unions in building lawmakers’ understanding of credit union impact within state capitols while carrying a coordinated and unified message into Washington. This partnership model has strengthened advocacy for generations and reflects the system of collaboration that state leagues, the trades, and the national association have relied upon since the 1940s.



*Samantha A.M. Beeler serves as President of The League of Credit Unions & Affiliates. She has worked in credit union advocacy and trade associations for over a decade. In her role as President, Samantha manages The League, which serves as the advocate for nearly 400 credit unions representing more than 33 million members and over \$467B in assets. She also oversees the Credit Union Impact Foundation and serves as a member of the Board of Trustees.*

*Samantha serves on numerous industry boards and committees including as Chair of the AACUL Advocacy Committee, League Infosight Board, Credit Union Risk Intelligence Board, Credit Union House Board, and the National Advocacy Fund Steering Committee. She is a Credit Union Development Educator and believes deeply in the 'People Helping People' mission of credit unions. She is also a facilitator and speaker on Adaptive Leadership and is certified in moral and ethical leadership coaching.*

*Prior to her work in the credit union industry, Samantha led communications for a Government Contracts Practice group in Washington, D.C. She graduated from Washington State University and did an immersion program in International Relations at Peking University in Beijing, China. Additionally, she is a Harvard Kennedy School of Government Executive Education graduate. She has lived in more than ten states and served in more than 30 countries.*

*Samantha and her husband Garrett, who is a member of U.S. Air Force Special Forces, have three young daughters and enjoy spending their time as a family traveling and taking care of their chickens.*

### **About The League of Credit Unions & Affiliates**

*The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 374 credit unions across Alabama, Florida, Georgia, and Virginia and their 33.4 million members, as well as \$467.9 billion in assets. The League serves as an advocate through credit union engagement, advocacy impact, Foundation resources, and LEVERAGE products and services. Join us in supporting credit unions by learning more at [www.the-league.coop](http://www.the-league.coop). Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).*