

**FOR IMMEDIATE RELEASE**

Friday, February 27, 2026

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**Alabama Credit Union Association Honors Tyler Beck as 2025 Advocate of the Year**

**MONTGOMERY, ALABAMA** – The Alabama Credit Union Association, a subsidiary of The League of Credit Unions, recognized Tyler Beck, Senior Vice President and Chief Operating Officer of Five Star Credit Union, as the 2025 Advocate of the Year during the Alabama Advocacy Summit, honoring his outstanding leadership and commitment to advancing the credit union movement.

The Advocate of the Year Award recognizes individuals who have made significant contributions to advocacy efforts by promoting and protecting the credit union mission at the state and national levels.

“Advocacy has always been a shared effort,” said Beck. “By bringing credit union leaders together, strengthening our collective voice, and engaging in meaningful, consistent dialogue with policymakers, we can advance priorities that protect the credit union mission and ensure members across Alabama continue to have access to trusted financial services.”

Through his work at Five Star Credit Union and continued involvement in advocacy initiatives, Beck has been an exceptional leader in advancing Alabama’s advocacy efforts. As Chairman of the Alabama Advocacy Committee, he has helped guide strategic engagement, encouraged credit union leaders to actively participate in meaningful discussions, and strengthened the movement’s collective voice. Bringing an operational perspective to advocacy, his steady leadership and support of key priorities have contributed significantly to Alabama’s continued success.

“Tyler has played a key role in expanding advocacy involvement across Alabama,” said Michelle Roth, Vice President of Advocacy at The League. “As Chairman of the Alabama Advocacy Committee, he has helped mobilize credit union leaders, elevate participation, and ensure thoughtful, informed discussions around key policy issues that directly impact credit unions and the members they serve.”

“Momentum at the Capitol comes from leaders who are willing to engage and bring others alongside them,” shared Samantha A.M. Beeler, President of The League of Credit Unions & Affiliates. “Tyler’s leadership in Alabama has helped build momentum at the Capitol, strengthen engagement among credit unions statewide, and reinforce the importance of showing up with a unified voice on issues that directly impact members.”

The League congratulates Tyler Beck on this well-deserved recognition and thanks him for his continued dedication to advancing the credit union mission through advocacy and service across Alabama.

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### **About The Alabama Credit Union Association**

*The Alabama Credit Union Association, an arm of The League of Credit Unions & Affiliates, represents Alabama’s 89 credit unions and a combined total of more than \$38.9 billion in assets and 2.6 million members. ACUA provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit [www.the-league.coop](http://www.the-league.coop).*

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

*The League of Credit Unions & Affiliates provides a platform for advocacy, collaboration, and innovation, representing 373 credit unions across Alabama, Florida, Georgia, and Virginia and their 33.6 million members, as well as \$471.3 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](#).*