

FOR IMMEDIATE RELEASE

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The League Launches Advocacy Ambassadors Executive Program

Washington, D.C – The League of Credit Unions & Affiliates is proud to announce the official launch of Advocacy Ambassadors, a system-first executive advocacy program designed to equip and support executive leaders shaping the future of the credit union movement.

The 2026 Advocacy Ambassadors cohort is comprised of fifteen credit union CEOs from across The League's four-state footprint. The 2026 Advocacy Ambassadors are:

- Bob Steensma, Five Star Credit Union
- June Landrum, Alabama Credit Union
- Brad Green, Listerhill Credit Union
- Mark Johnson, Naheola Credit Union
- Park Broome, Loyalty Credit Union
- Daniel Souers, Gulf Winds Federal Credit Union
- Suzanne Weinstein, Orlando Credit Union
- Denelle Miller, FiCare Federal Credit Union
- Laura King, Georgia United Credit Union
- Robby Glore, Combined Employees Credit Union
- Stephen Smith, Family First Credit Union
- Amanda Habansky, Peoples Advantage Federal Credit Union
- Mike Kenzie, Bronco Federal Credit Union
- Cindy Lindsey, RVA Financial Credit Union
- Jeff Bentley, Northwest Federal Credit Union

The League also recognized five Honorary Advocacy Ambassadors for their distinguished leadership and unwavering commitment to credit union advocacy. The 2026 Honorary Advocacy Ambassadors are:

- Rick Skaggs, USF Credit Union
- Steve Swofford, Alabama Credit Union
- Marshall Boutwell, Peach State Federal Credit Union

- Mary Ott Wood, USF Credit Union
- Karen Orié, Hampton Roads Educators' Credit Union

Ahead of the Governmental Affairs Conference earlier this month, The League was honored to host the Advocacy Ambassadors for the formal launch of the program. The first in-person session featured collaborative, strategic, and forward-thinking discussions.

“After participating in our first in-person session, it’s clear how valuable the Advocacy Ambassador program will be and how needed it is to be effective in our collective advocacy efforts,” shared Jeff Bentley, CEO of Northwest Federal Credit Union and a 2026 Advocacy Ambassador. “Bringing together leaders from credit unions of different sizes, states, and from diverse political and regulatory environments creates a powerful opportunity to connect and collaborate to advance our movement.”

The League’s Advocacy Ambassadors program runs annually from March to September. Over the next seven months, Ambassadors will expand and deepen relationships of influence, leverage powerful advocacy tools and resources, and collaborate strategically across Alabama, Florida, Georgia, and Virginia before developing their own actionable advocacy plans.

“I am honored to partner with these executives and introduce this program to the system,” said Samantha A.M. Beeler, President of The League of Credit Unions & Affiliates. “I am confident the Advocacy Ambassadors will play a vital role in strengthening our collective voice and advancing the credit union movement.”

C-Suite leaders interested in participating in future cohorts can reach out to [Josie Ellis](#), Advocacy Communications Coordinator, for more information.

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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. Follow The League on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).