

FOR IMMEDIATE RELEASE

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Contact:

Jeremy Burns

Director of Communications

850-558-1009

jeremy.burns@lscu.coop



LSCU Announces John Hirabayashi as Distinguished Service Award Winner

ORLANDO, FL – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) is elated to announce that John Hirabayashi has won the 2023 Distinguished Service Award. The Distinguished Service award recognizes lifelong service to the credit union movement reaching beyond the natural person credit union.

This morning, LSCU & Affiliates presented its annual Distinguished Service Award at the General Session of the 2024 Southeast Credit Union Conference & Expo (SCUCE) in Orlando, Florida. The LSCU Awards recognizes credit unions and credit union professionals who have demonstrated exemplary service and accomplished significant achievements in 2023.

“I am deeply honored and humbled to receive this award,” said Hirabayashi, President and CEO of Community First Credit Union. “I am very grateful for the opportunity to serve our employees, members, and community over the years. A heartfelt thank you to everyone who has supported and encouraged me throughout my credit union career.”

“John is a dedicated leader in the credit union space, and he is more than deserving of our highest award,” said LSCU President Samantha Beeler. “He has mentored countless credit union professionals over the years, and his undying commitment to service, integrity, and innovation will continue to help drive our movement for many years to come. We wish him all the best in his upcoming and well-deserved retirement.”

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ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents nearly 300 credit unions throughout Alabama, Florida, and Georgia. It has a combined total of almost \$200 billion in assets and 12.4 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [Facebook](#), [LinkedIn](#), and [X](#).

[Photo: Left to Right – LSCU President Samantha Beeler, Community First Credit Union President/CEO John Hirabayashi, and LSCU Board Chair Hank Halter; photo credit – LSCU]