

**FOR IMMEDIATE RELEASE**

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**LSCU & Affiliates Celebrates a Successful Annual Convention**

**ORLANDO, FL** – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) concluded its premier annual conference, the Southeast Credit Union Conference & Expo (SCUCE), on Friday. The event, held at the Signia by Hilton Orlando Bonnet Creek, attracted a dynamic crowd of more than 1100 attendees from across the region, nation, and globe as the conference’s focus on purposeful collaboration made a tremendous impact.

LSCU President Samantha Beeler was thrilled by the tremendous response to the conference. “One of my favorite parts of our conferences is always getting to spend quality time with credit unions,” she said. “These interactions always lead us to discover innovative and exciting ways we can work together to advance the credit union movement, engaging members and one another on whole new levels.”

The theme of this year's conference, "Engage for Impact," focused on purposeful engagement that goes beyond the surface level, empowering credit unions to truly make a meaningful difference in the lives of their members and their communities.

Revealed at the conference, SCUCE will be rebranded to LSCU’s ENGAGE Conference 2025. This new name will carry this year’s theme of engagement on every level to new heights. The premier ENGAGE conference will be held at the Signia by Hilton Orlando Bonnet Creek on June 11-13, 2025.

Anchored by keynote speeches from industry leaders, the final SCUCE conference offered a host of thought-provoking ideas and insights into how to better serve members and enhance the user experience. With more than 20 breakout sessions across a wide range of timely topics tailored to different audiences, attendees were able to customize their experience for their own professional needs and interests.

Motivational speaker Brad Montgomery kicked things off Thursday morning with a powerful challenge to “embrace your awesomeness,” challenging credit unions to focus on the people side of business in all aspects of their operations. Felecia Hatcher, CEO of Pharrell Williams’ Black Ambition Opportunity Fund and White House Award-winning entrepreneur, encouraged

attendees to step boldly into new ways of thinking that foster collaboration, culture, creativity, and commitment to working on something bigger than oneself.

New collaborative initiatives took the spotlight as FiCare Federal Credit Union CEO Denelle Miller shared a new opportunity for credit unions to engage in positive impact in the inaugural Children's Miracle Network Night of Miracles Gala, to be held in Tampa November 13. Meanwhile, keynote speeches by America's Credit Unions President/CEO Jim Nussle and World Council of Credit Unions President/CEO Elissa McCarter LaBorde gave attendees a much larger perspective on the power of credit union collaboration.

Thursday night capped off a full day of sessions with SCUCE's annual gala. This year's theme was "Best of the Southeast," as décor, food and beverages, and music featured some of the most iconic offerings from Alabama, Georgia, and Florida. Credit unions opened their pocketbooks for good causes at the event and others throughout the conference. The Silent Auction, featuring items and experiences generously donated by credit unions, raised \$37,000 for LSCU's Political Action Committees. Meanwhile, the Southeastern Credit Union Foundation, the LSCU's charitable arm, raised nearly \$5,000 through a wine pull event.

With so many member credit unions already in attendance at SCUCE, LSCU held its annual business meeting at the conference. During this gathering, LSCU Board Chairman and Delta Community Credit Union CEO Hank Halter, Beeler, and Affiliated Consolidated Services (ACS) and LEVERAGE President Steve Willis provided essential updates to League members regarding the organization's progress in 2023 and outlined the exciting roadmap for the next chapter of the association.

The closing keynote speech was delivered by Donnie Campbell, the inspiration for the character Ted Lasso in the eponymous hit TV show. Campbell's compelling lessons on leadership captivated attendees with the same witty insights and effective applications that made his fictional counterpart a venerated cultural icon in recent years.

"SCUCE 2024 has been an incredible experience full of inspiring wisdom, actionable ideas, and cross-collaborative teamwork that will bear dividends for our credit union and our members for years to come," said Debbie Smith, President/CEO of Georgia United Credit Union in Duluth, Georgia. "This opportunity to engage with so many wonderful credit union professionals who share our passion for service and innovation is unparalleled, and I'm already counting down until next year's conference."

LSCU thanks all of the attendees, speakers, staff, sponsors, and vendors who helped make the final SCUCE the most successful yet, and we look forward to opening the new chapter on ENGAGE together next year.

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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](http://www.lscu.coop). Follow LSCU on [Facebook](#), [LinkedIn](#), and [X](#).



