

## FOR IMMEDIATE RELEASE

Tuesday, January 21, 2025

### Contact:

Lizeth George  
Senior Communications Manager  
866-231-0545 ext.1076  
[lizeth.george@the-league.coop](mailto:lizeth.george@the-league.coop)



### Engaging with the New Administration and Advocating for Credit Unions During the Inauguration

**WASHINGTON, D.C.** – *The following release is the opinion and analysis of Samantha A.M. Beeler, President of The League of Credit Unions & Affiliates:*

The cold weather did nothing to stop the warm reception of the credit union message in D.C. this weekend. Having been to several past inaugurations, this weekend was marked with all the same pomp and circumstances, with one notable difference—the amount of open dialogue we were able to have with cabinet nominees and Congressional leadership.

As the new Congress and Administration continue their transition, it is imperative for organizations industry trade groups to establish strong relationships with key policymakers. This proactive approach ensures that their interests and the interests of their members are well-represented in the corridors of power. It is also an encouraging reminder about the importance of our advocacy structure as a league, as this weekend provided ample opportunities to meet with Congressional leaders from across the country like Senate Majority Leader John Thune, Speaker of the House Mike Johnson, new Senator Ashley Moody, and many more—each praising the work of their credit unions back home.

We were also able to have frank conversation with cabinet nominees like Scott Bessent (pictured above with Samantha Beeler), Vivek Ramaswamy, Kelly Loeffler, and Tulsi Gabbard, discussing everything from cybersecurity to the CFPB. This level of strategic engagement with the future leaders of Treasury, the Department of Government Efficiency (DOGE), the Small Business Administration (SBA), and National Intelligence allows us to position ourselves as allies with this incoming Administration—ensuring credit union priorities remain top of mind.

It was inspiring to feel both the excitement and the urgency to get to work. In this second go around, it is clear this Trump Administration is wasting no time and is much more mindful of how the D.C. cogs turn.

Regardless of who is in office, it is imperative for credit union advocates to stay engaged and continue sharing the “people helping people” message with those who are here to serve the public.

A memorable moment for me came during a conversation with Vivek Ramaswamy, who is likely moving on from his position in DOGE to run for Governor of Ohio, who shared that he and President Trump have discussed the CFPB and the need for reform. This follows months of [credit union advocacy](#) and work to make clear who the bad actors truly are—those who are intentionally misleading and ripping off consumers. Similarly, in my conversation with Virginia Governor Glenn Youngkin, we celebrated the state's growth and how credit unions are playing a vital role in serving both the community and small businesses.



*Pictured from left to right: Samantha Beeler, The League President, Senate Majority Leader John Thune, Mrs. Stephanie Thune, and Grace Colvin, The League Vice President of Federal Advocacy and Strategy.*

However, what encouraged me most was our conversation with Leader John Thune. We discussed the work ahead, the enthusiasm within his party now that they are in control of the White House, Senate, and House, and the challenges he faces in the Senate, where having a majority doesn't always guarantee success due to the complexities of Senate vote thresholds. You could tell how well-versed he was on credit union issues, thanks to the work of his state trade association.

Having spent many years in this city, I know that only a handful of days allow us to meet with so many key people in such a candid and celebratory environment. As the new Administration and Congress get to work, it has never been more critical for us as advocates to continue sharing the credit union difference, not only within our communities but also throughout the halls of Congress.



*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 31.5 million members and \$183.5B in assets. She also oversees the Southeastern Credit Union 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 386 credit unions across Alabama, Florida, Georgia, and Virginia and their 31.5 million members, as well as \$450.2 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](#).*