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Southeast Credit Union Conference and Expo Attracts 1,100 Attendees; New LSCU & Affiliates Board Executive Committee Seated

- Alabama CU CEO Steve Swofford assumes LSCU chairman's position
 - Charity golf outing had 110 golfers
 - Silent Auction raised \$20,000 for LSCU FedPAC and CMN

Birmingham, AL/Tallahassee, FL, June 17, 2014 – The Southeast Credit Union Conference and Expo attracted 1,100 attendees from four states to Orlando, FL. The conference carried the theme of “Living the Seven Cooperative Principles the Credit Union Way.” The speakers included former Florida State Football Coach Bobby Bowden, National Credit Union Foundation Executive Director Gigi Hyland, Filene Research Institute CEO Mark Meyer, CUNA Mutual Group CEO Bob Trunzo and LSCU & Affiliates President/CEO Patrick La Pine.

Each of the speakers showed how the cooperative principles are as important today as they were 75 years ago. Hyland and La Pine went over all seven principles in detail showing ways that credit unions are using the principles and ways that they can going forward including in advocacy efforts and fundraising. Meyer talked at length about the principle of cooperation among cooperatives. He asked credit unions to believe and to work together. Bowden gave details of how a leader gets his team on the same page. He asked credit unions to lead from the heart.

“This was a great group of speakers. Each really hit home the value of the cooperative principles,” said LSCU & Affiliates CEO Patrick La Pine. “I think many attendees heard the principles in a different way. You could tell they were getting re-energized throughout the week. Our industry’s long-term sustainability is tied to the seven cooperative principles.”

The conference saw record numbers. The exhibit hall was sold out with 136 vendors; 49 which were new this year making it one of the largest among credit union conferences. The charity golf outing to benefit the Southeastern Credit Union Foundation had 110 golfers. The Governmental Affairs luncheon was sold out with 109 attendees. *The Hill* newspaper’s AB Stoddard gave the luncheon crowd an inside look at Washington and the struggles each party is facing heading into the mid-term elections in November. The silent auction to benefit the LSCU FedPAC and Children’s Miracle Network netted over \$20,000, the most money ever raised during the auction.



The conference also had 20 educational sessions that included two sessions with NCUA Region III Director Myra Toeppe and one with Florida Office of Financial Regulation Commissioner Drew Breakspear. The conference offered two sessions for the Young Professionals group in Alabama and Florida. It gave them a chance to digest the cooperative principles and also learn more about financial literacy through the Biz Kid\$ program.

The LSCU Annual Meeting was held as a separate session during the conference. Following the meeting, a new Board Executive Committee was seated. Alabama Credit Union CEO Steve Swofford assumed the chairman's position following the meeting. Swofford takes over for Mary Ott Wood, CEO of Florida West Coast CU, after her two-year term ended.

The new LSCU Board Executive Committee is as follows:

- LSCU Chairman – Steve Swofford, Alabama CU
- LSCU Chairman-elect – Alvin Cowans, McCoy FCU
- LSCU Vice Chairman - Tina Williams, Mobile Educators CU
- LSCU Treasurer - Pat Mason, SUN CU
- LSCU Secretary – Bob Steensma, Five Star CU
- LSCU Immediate Past Chairman - Mary Ott Wood, Florida West Coast CU

The LSCU board is made up of 16 credit union professionals from Alabama and Florida.

The Southeast Credit Union Conference was formerly known as the League of Southeastern Credit Union & Affiliates Annual Convention and Exposition. The conference was rebranded in 2014 to allow for more credit unions to attend outside of Alabama and Florida.

The League of Southeastern Credit Unions & Affiliates represents 278 credit unions in Alabama and Florida with a combined total of \$65 billion in assets and more than 6.5 million members. LSCU provides advocacy and regulatory information; education and training; cooperative initiatives (including financial education outreach); media relations and information; and business solutions. For more information, visit www.lscu.coop. Follow the League on Twitter at twitter.com/LeagueofSECUs or Facebook at facebook.com/LeagueofSoutheasternCreditUnions.

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