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## LSCU's Annual Convention & Exposition (AC&E) Rebranded to Southeast Credit Union Conference & Expo (SCUCE)

- *The League is rebranding to open SCUCE to more states*
- *2014 Theme is "Seven: Living the Cooperative Principles"*

**BIRMINGHAM, AL/TALLAHASSEE, FL** — February 12, 2014, The League of Southeastern Credit Unions & Affiliates' Annual Convention & Exposition (AC&E) is getting a makeover in 2014. The League's AC&E has been rebranded the Southeast Credit Union Conference and Expo (SCUCE). The LSCU & Affiliates is opening up the SCUCE to more than just credit unions from Alabama and Florida.

"For four years we have averaged 1,000 attendees at our convention," said LSCU & Affiliates President/CEO Patrick La Pine. "Each year we have big name speakers and our education sessions are run by some of the credit union industry's leading teachers, so we feel we can open it up to more attendees. With our location in Orlando, it's already a destination location so growing our conference makes perfect sense."

This year the SCUCE will focus on the Seven Cooperative Principles with the theme, "Living the Seven Cooperative Principles the Credit Union Way." These are the principles on which credit unions were founded, and the League believes are the strength of the credit union movement.

- Voluntary membership
- Democratic member control
- Members economic participation
- Autonomy and independence
- Education, training, and information
- Cooperation among cooperatives
- Concern for community

Many of the SCUCE's education sessions will fall in line with the cooperative principles, as well as other major topics like interest rate risk, regulatory burden, and lending.

The keynote speaker for the SCUCE is one of college football's all-time winningest coaches, Bobby Bowden. The former Florida State University coach will talk about how leadership can bring your credit union together under a common set of goals.

The SCUCE offers one of the largest exposition halls among credit union conferences. More than 125 vendors attend the conference each June and enjoy one-on-one time with decision makers as well as more than five hours of exhibit hall time.



League of Southeastern  
Credit Unions & Affiliates

To learn more about the SCUCE, visit the [conference webpage](#).

*The League of Southeastern Credit Unions represents 279 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](http://www.lscu.coop). Follow the League on [Twitter](#) or [Facebook](#).*

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