



League of Southeastern
Credit Unions & Affiliates

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Growth By Design wins Categories Best Diamond Award from CUNA

TALLHASSEE, Fla. – Growth by Design, the marketing agency associated with the League of Southeastern Credit Unions & Affiliates, recently received a national award recognizing outstanding marketing achievements in the credit union industry.

The full-service marketing agency won a Category’s Best Diamond Award from the Credit Union National Association (CUNA) & Business Development Council for the materials it created to promote the Georgia Credit Union Affiliates’ 2019 Annual Convention. Growth By Design (GBD) carried the convention’s theme – “Deliver the Unexpected” – through colorful designs for door wraps, posters, annual reports and more.

“At Growth By Design, we strive to ‘deliver the unexpected’ for our clients every day – so the theme of this convention really resonated with us as an organization,” said Kristi Arrington, vice president of GBD. “Our team really thought outside of the box on this one. I’m proud to work with such talented individuals and excited CUNA has recognized that talent.”

[Click here for more information and to view Growth By Design’s award-winning materials.](#)

CUNA Marketing & Business Development Council celebrated Diamond Awards Week by announcing winners in 35 categories through a series of daily virtual awards ceremonies. Turnout was outstanding for this year’s award competition with 1,295 entries submitted. Six credit unions won Best of Show Awards, 93 won Category’s Best Awards and 255 won Diamond Awards.

“It’s an honor to bring recognition to some of the best-of-the-best in credit union marketing and business development,” said Amy McGraw, diamond awards chair and VP marketing/chief experience officer at Tropical Financial CU. “Thank you for joining us to celebrate the remarkable achievements of your peers and gather ideas to elevate our profession.”

For more information on the Diamond Awards or to view the entire list of winners, [click here](#).

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About the League of Southeastern Credit Unions & Affiliates. The LSCU & Affiliates represents 333 credit unions in Alabama, Florida and Georgia, with a combined total of more than \$120 billion in assets and more than 10.3 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](#) or [Facebook](#).