

FOR IMMEDIATE RELEASE

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LSCU Welcomes Michelle Roth to the Advocacy Team

MONTGOMERY, AL – The League of Southeastern Credit Unions (LSCU) is excited to announce that Michelle Roth joins the League as our new Senior Director of Governmental Affairs in Alabama.

“I am exceptionally proud to join the team at LSCU in advocating on behalf of Alabama credit unions and their more than two million members across the state,” announced Michelle Roth, Senior Director of Governmental Affairs in Alabama. “These community-focused financial institutions make a tremendous impact daily in the lives of their members, and I am thrilled to be a part of an organization that prioritizes the financial well-being of consumers across our state. I am humbled to assist the impressive team at LSCU in keeping credit unions at the forefront of consumers’ and lawmakers’ minds.”

Roth brings a wealth of knowledge and extensive governmental affairs and association experience, formerly serving as the Executive Director of the Alabama Cable and Broadband Association for seven years. In her role as Executive Director, Roth was responsible for the day-to-day management of the association, serving as the lead team member, responsible for lobbying and running point on public and member relations.

“We are elated to have Michelle’s vast knowledge and expertise on our side as we continue advancing the credit union movement in Alabama,” said Samantha Beeler, President of LSCU. “As we gear up for legislative session to begin in April, we are confident Michelle’s elite relationship-building skills and past experiences will continue to elevate credit unions and their priorities.”

ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents 311 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$165 billion in assets and more than 11.2 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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