

FOR IMMEDIATE RELEASE

Thursday, August 1, 2024

Contact:

Lizeth George
Senior Communications Manager
866-231-0545 ext.1076
lizeth.george@lscu.coop



**Southeastern Credit Union Foundation Welcomes
Three New Members to Board of Trustees**

TALLAHASSEE, FL – The Southeastern Credit Union Foundation (SECUF), the charitable arm of the League of Southeastern Credit Unions (LSCU) is pleased to announce the appointment of three board members. These leaders bring a wealth of experience and expertise to SECUF, further strengthening the Foundation's commitment to enriching the lives of credit union members and their communities.

The additional leadership of the new Board of Directors is:

Demetra Jackson, who serves as the Executive Vice President of Four Seasons Federal Credit Union in Opelika, Alabama. With over three decades of experience in the credit union industry, Demetra has been instrumental in driving growth and innovation at her credit union. Her leadership and dedication to member service make her a valuable addition to SECUF's Board.

Mike Akers, who serves as the President and CEO of Hello Credit Union in Panama City, Florida. Under his leadership, Hello Credit Union has seen significant growth and success, becoming a trusted financial institution in the community. Mike's strategic vision and commitment to financial education align perfectly with SECUF's mission.

Heiwote Tadesse, who serves as the Executive Vice President of Member Relations of Associated Credit Union in Norcross, Georgia. Heiwote brings extensive expertise in member engagement and relations through her innovative approach to enhancing member experiences.

"We are thrilled to welcome Demetra, Mike, and Heiwote to our Board of Trustees," said Bobbi Grady, Executive Director of the Southeastern Credit Union Foundation. "Their combined experience and passion for the credit union movement will undoubtedly contribute to our mission of enriching the lives of credit union members and their communities. We look forward to the fresh perspectives and ideas they will bring to the table."

"I am excited to have these three credit union leaders join the Foundation's Board of Trustees as they have proven to be allies of SECUF's mission in their day-to-day-lives," said Richard J.

“Rick” Skaggs, SECUF Chair and President and CEO of USF Federal Credit Union. “We look forward to utilizing their expertise to better serve the Foundation’s efforts and continued objective to support credit unions and their members.”

The Southeastern Credit Union Foundation continues to be the philanthropic partner for credit unions, focusing on disaster response, credit union development, and community development. The addition of these new trustees underscores SECUF’s commitment to strengthening its leadership and enhancing its impact across Alabama, Florida, and Georgia.

###

ABOUT THE SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation is a nonprofit organization dedicated to the progressive professional development of credit union staff and volunteers, financial capability programs for all age groups, and the creation of valuable resources for our member credit unions and the communities they serve. The SECUF mission is to support economic growth by promoting financial wellness, sparking collaborative community initiatives, and providing disaster preparedness and relief to credit unions. For more information, visit <https://www.lscu.coop/foundation>.

ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents nearly 300 credit unions throughout Alabama, Florida, and Georgia and has a combined total of almost \$200 billion in assets and more than 13.6 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit www.lscu.coop. Follow LSCU on [Facebook](#), [LinkedIn](#), and [X](#).