

FOR IMMEDIATE RELEASE

Friday, August 9, 2024

Contact:

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



LSCU & Affiliates Introduces Innovation Incubator and Inspires Progress at Second Annual VISION Conference

MIRAMAR BEACH, FL – This week, the League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) hosted its second annual VISION Conference, held from August 7 – 9 at the Hilton Sandestin Beach Golf Resort & Spa in Miramar Beach, Florida. This conference has proven to be a space for credit unions to learn about new innovations, engage with thought leaders, and hear from keynote speakers who are embracing change and imagination.

One of the new features of VISION was the Innovation Incubator, a unique opportunity to showcase four cutting-edge companies offering innovative solutions to address the evolving needs of the credit union industry during various breaks. Attendees had the chance to vote on which idea or solution they felt would benefit their members most. We are excited to announce that Vertice AI and Ribbon tied as the winners of our first-ever Innovation Incubator. We look forward to seeing Vertice AI and Ribbon in more credit union spaces as both have proven to be future-focused companies uniquely positioned to propel credit unions forward.

Vertice AI enhances credit union member services by using advanced analytics and artificial intelligence to provide personalized experiences, empowering marketing and strategy teams with data-driven insights for increased engagement and economic participation. Ribbon aims to simplify inheritance processes, providing credit unions with tools, data, and support to retain the next generation of wealth and enhance their services, thus fostering deeper member connections.

"As the approach to member service continues to evolve, it is imperative credit unions are consistently looking at new ways to attract and retain members," shared Samantha Beeler, President of LSCU. "LSCU & Affiliates is proud to provide a platform for innovation, growth, and creativity to assist credit unions in meeting the current and future needs of consumers."

On Wednesday, the conference commenced with Amanda Wick, Founder and CEO of Incite Consulting and the Association for Women in Cryptocurrency. Wick discussed the future of digital finance, including what's happening globally in geopolitics that will affect the U.S. dollar, and more. The day finished with the opening of the exhibit hall where vendors were able to meet with credit union decision makers to assist with solutions.

Thursday began with a hands-on presentation from Sheri Fitts, Speaker, Consultant, and Creator of Sheri Fitts & Co. Audiences had the opportunity to walk through artificial intelligence (AI) options with Fitts, who was able to express the transformative impact of AI within the credit union community.

In addition to highlighting the importance of advocacy and targeting the next generation of consumers, the second annual Shark Tank event, sponsored by Corporate One Federal Credit Union, took place presenting Starlight the first-place award.

Supporting the Southeastern Credit Union Foundation, the charitable arm of LSCU, attendees raised funds to help with the professional development of credit union staff and volunteers, financial wellness programs for all age groups, and the creation of valuable resources for member credit unions and the communities they serve.

Attendees also had the unique opportunity to watch "Only the Brave," a movie that depicted the story of Friday's keynote speaker, Brendan McDonough. In his inspiring keynote, McDonough shared his message about the human capacity for perseverance and the importance of seeking support and community in times of struggle.

LSCU is thankful for our sponsors, partners, and vendors for their support of the second annual VISION Conference.

###

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. It has a combined total of almost \$200 billion in assets and 12.4 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](#).