



League of Southeastern
Credit Unions & Affiliates

February 2020 League Report

ADVOCACY

Legislative Sessions Underway in Alabama, Florida, and Georgia.

Alabama, Florida, and Georgia's legislative sessions have begun in their respective state capitals. Georgia's legislative session is slated to run from January 13th through mid to late April. Florida's legislative session started on January 14th and run 60 consecutive days until March 13, provided the budget is complete and voted on. Finally, Alabama's legislative session will run for 100 calendar days starting on February 4th and lasting until May 15th. During these periods, your Advocacy Teams are vigilant against anti-credit union legislation, and work hard to push our agenda forward, promoting the credit union movement as well as any supporting policies. Each state will outline important issues in their respective session previews. Trusted advocates are asked to be on the ready in the event any issues come to a head and calls to action are warranted.

There is still time to Register for the Alabama and Florida Advocacy Conferences

Register today for the [Florida Advocacy Conference](#) on February 11 & 12 in Tallahassee, FL or the [Alabama Advocacy Conference](#) on March 3 & 4 in Montgomery, AL. The State Advocacy Conferences feature time to interact with state lawmakers, updates on legislative and regulatory issues, and speakers.

Join Credit Union Advocates in Washington for the CUNA GAC

More than 5,000 credit union advocates will converge in Washington, D.C., Feb. 23-27, for the 2020 CUNA Governmental Affairs Conference, the premier credit union advocacy event of the year. Participants will hear from influential business and political thought leaders while exploring key advocacy topics that impact credit unions and their members. Conference attendees will also have the opportunity to meet with their federal lawmakers to discuss credit union priorities such as preserving the tax status, combating bank attacks, protecting data privacy and security, and securing regulatory relief. For more information, please visit www.CUNA.org/gac.

EDUCATION & TRAINING

Executive Dialogue

Registration is now open for the [2020 Credit Union Executive Dialogue](#) on April 8 & 9 in Amelia Island, FL. This meeting is exclusively for large asset-size credit union CEOs to exchange ideas with and ask questions of their peers. Facilitated by Steve Williams, founder of Cornerstone Advisors, the conference will provide opportunities for engaging conversations on major topics and trends relative to our industry with time allocated for small group interaction and invaluable networking. Register for the event at <https://w3.smartreg.com/webreg/LSCU-Seminars/?sid=219>.

ULend Academy

Registration is now open for [ULend Academy](#) in Birmingham, AL, "a hands-on, customized learning experience that helps lenders go from transactional to consultative, meeting members' full financial needs" developed by CUNA Mutual Group. LSCU & Affiliates will host this lending workshop on April 14 & 15, 2020. The curriculum includes, but is not limited to, underwriting, consultation, closing with a purpose, hands-on application, structuring loans, and more. Mark your calendars for this unique learning experience.

SOUTHEASTERN CREDIT UNION FOUNDATION

The Southeastern Credit Union Foundation is taking the field for financial wellness! There is still time to get involved in our Financial Fitness Tournament. All you need is 3 high school age students to form a team! For more details or help with ideas on finding a team, contact SECUF Director, Juli Lewis at (juli.lewis@lscu.coop). We will also be rolling out our new "Books Make Cent\$" elementary school resource, in plenty of time for Financial Literacy Month! Stay on the lookout on the website, in the newsletter and on social media! If your credit union is interested in getting more involved in financial wellness (for any age group), looking into in-school branches, engaging the community or professional development for your employees, look to the Foundation for resources, guidance and programs!



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MEMBERSHIP & COOPERATIVE INITIATIVES

Mark your calendars! Registration opens soon for LSCU's 2020 Small Credit Union Summits at a location near you. These educational events are designed for credit unions \$50M in assets and under but may also be appropriate for credit unions under \$100M in assets. LSCU's Small Credit Union Summits provide insightful information on current topics for smaller credit unions, as well as opportunities to network with peers. The 2020 Small Credit Union Summits will be held the following dates:

- Atlanta, GA: April 28th
- Tallahassee, FL: April 30th
- Mobile, AL: May 12th
- Birmingham, AL: May 14th
- Hollywood, FL: May 19th
- Tampa, FL: May 21st

For more information or to recommend topics for the conference, please contact your Member Engagement Consultant today.

COMMUNICATIONS

Something new is coming! Following the strategic consolidation of the Georgia Credit Union League and the League of Southeastern Credit unions, the new LSCU now serves 337 credit unions with \$120+ billion in assets and 10.3+ million members throughout the Southeast. With so many new faces, resources, ideas and opportunities, an enhanced website reflective of the LSCU's tri-state strength is in order. Be on the lookout for the new LSCU.coop website.

The CU news site needs your stories. We want you to share your amazing CU news stories so we can share them with your peers. Please send your press releases, story ideas and details you want to share with the southeastern region of CUs to Cailin O'Brien, Media Relations Manager, at cailin.obrien@lscu.coop.

CUNA

Are you looking for insightful resources and valuable connections? Join the CUNA Councils, national professional societies run for and by credit union executives. With 7,300+ CUNA Council members across seven distinct areas of credit union management, you will connect with peers shouldering similar responsibilities as you. CUNA Council members gain professional development opportunities of the annual conference, to insightful roundtables, deep-dive white papers, and networking and learning opportunities from peers nationwide, digitally and in person. Learn more about CUNA Councils at <http://www.cunacouncils.org/about/>.

Thank you for your continued participation and engagement with the CUNA/League system. Questions about CUNA, contact CUNA Engagement Consultant, April Ales at aales@cuna.coop or 608-231-4098.

LEVERAGE

LEVERAGE is always on the hunt for exciting new partnerships to take your credit union to the next level. PAR North America is the leading nationwide provider of vehicle transition services. Their offerings include recovery management, skip tracing, compliance, remarketing, and title services. The services will be replacing former agreements with Element and SRS.

RecordLyf provides credit unions the ability to offer cloud based secure storage to members. Members will then have the ability to store insurance policies, financial records, medical records, and other valuable documents. At the same time, RecordLyf will enable the credit union to increase brand awareness by marketing to members with their own branding. To learn more, please reach out to your LEVERAGE Business Development Consultant.