



March 2020 League Report

ADVOCACY

It's time to send in your Auction items! In addition to the professional development opportunities at SCUCE, this is LSCU FedPAC's largest fundraising opportunity of the year. As in years past, we are looking to our member credit unions and conference exhibitors to assist in these fundraising efforts by contributing an item for auction. Each auction item will be displayed along with the name of the donating company. We ask that each auction item have a retail value of at least \$150. Some great items donated in the past included sunglasses, purses, vacation packages, electronics, and sports memorabilia. LSCU will also accept monetary contributions to purchase an item on your behalf. If you have any questions about the Silent Auction or would like more information, contact Blake Westbrook at [866.231.0545 x2164](tel:866.231.0545) or John Rothell at [866.231.0545 x1142](tel:866.231.0545). To save time you can also fill out the 2020 Silent Auction Form by clicking here or visiting <https://lscu.coop/education/southeast-expo/auction.php>. Thank you for supporting credit union political advocacy and LSCU PACs!

EDUCATION & TRAINING

Register today for the [2020 Southeast Credit Union Conference & Expo](#), one of the largest credit union conferences in the country! The schedule features breakout sessions, the annual [SECUF Charity Golf Tournament](#), special events, an exhibit hall, and inspiring keynote speakers. Join us this year to network with fellow credit unions in beautiful Orlando, FL at the [JW Marriott Orlando, Grand Lakes](#). Visit lscu.coop/education/southeast-expo/index.php to register as an attendee or exhibitor today!

Register now for the LSCU Bank Secrecy Act Workshop & Panel in Birmingham, AL on April 28th. The Bank Secrecy Act Workshop provides an overview of credit union specific BSA regulations and will assist credit unions in remaining compliant with BSA training requirements. Participants will review BSA requirements and discuss operational compliance issues as well as common mistakes examiners are finding. [Click here](#) or visit lscu.coop/education/bsa-workshop/index.php to secure your spot.

Registration is now open for the 2020 LSCU Small Asset Size Credit Union Summits in Atlanta, GA/April 28, Tallahassee, FL/April 30, Mobile, AL/May 12, Birmingham, AL/May 14, Hollywood, FL/May 19, and Tampa, FL/May 21. This educational event is designed for credit unions under \$50 million in assets but may also be appropriate for credit unions under \$100 million in assets. SAS credit union summits provide insightful information on current topics for smaller credit unions as well as opportunities to network with your peers. Visit <https://wp.lscu.coop/calendar/> to register for your local event!

MEMBERSHIP & COOPERATIVE INITIATIVES

Nominations are currently being accepted for the 2020 LSCU Awards, recognizing those professionals, volunteers, young professionals and credit unions that have made outstanding contributions to the development and growth of the credit union movement. It's time to shine a light on the people and credit unions in our industry who deserve recognition and often remain behind the scenes. This year, in recognition of LSCU's growth to include three states, our Professional of the Year, Volunteer of the Year and Credit Union of the Year awards will be presented to LSCU-affiliated credit unions in Alabama, Florida and Georgia. We encourage credit unions to submit nominations internally and externally to receive well-deserved recognition. It can be someone from your credit union or a peer you admire. Nominations are open through March 16th. For more information, visit <https://lscu.coop/comms/awards.php>.

SOUTHEASTERN CREDIT UNION FOUNDATION

Join us on April 23, 2020 at Harbor Club at Lake Oconee in Greensboro, GA for a day of golf on a beautiful course named one of the Top 3 Best Courses You Can Play in Georgia by Golf Week and the #4 Best Course You Can Play in Georgia by Golf Magazine. Interact with your peer credit union executives while supporting the initiatives of the Southeastern Credit Union



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Foundation! Registration is open visit <https://www.lscu.coop/temp/edcollins/regform.php> to register or email bobbi.grady@lscu.coop. We hope to see you there!

Financial Literacy Month is coming in April. What is your CU planning? Let us know or email us for ideas at Juli.lewis@lscu.coop.

COMMUNICATIONS

Have you explored the LSCU's new website at www.lscu.coop? If not, be sure to check it out. The site showcases our association's expanded services, resources, capabilities and strength as a trusted advocate for credit unions across the Southeast.

Don't forget to share your credit union news with our communications department at submissions@lscu.coop. If your credit union holds special events, fundraisers or takes part in community activities, we want to share that information. We also look forward to hearing any feature ideas. We appreciate the good work credit unions do in their communities and want to share that positive message. If you need assistance crafting press releases or other communications to share your message, Growth by Design is here to help. Simply reach out to contact@growthbydesign.org for details.

CUNA

April is National Credit Union Youth Month and the theme is "Money Magic! Share, Spend and Save at Your Credit Union." Celebrate [National Credit Union Youth Month](#) this April to help promote lifelong healthy money habits. Engage your members with 2020 Youth Month themed promotional materials and merchandise available now at www.cuna.org/youthmonth.

Several CUNA Schools & Conferences are being held in Florida this year, ranging from Compliance, Finance & Economics, HR & Training, Lending & Collections and Marketing and Business Development. Details can be found at www.cuna.org/learn.

Don't miss the 2020 World Moving: A Joint Credit Union Conference, July 19-22, 2020 in Los Angeles. Co-hosted by Credit Union National Association and World Council of Credit Unions, this conference provides an opportunity to hear from some of the world's best key-note speakers. It's a powerful way to keep the global credit union movement on the cutting-edge of the financial services industry and we hope to see you there! Register today at www.worldmoving.org.

Can't find what you need or have questions about CUNA Membership and Benefits? Contact your CUNA Engagement Consultant, April Ales, at aales@cuna.coop or 608-231-4098.

LEVERAGE

Through our partnership with CUNA Strategic Services LEVERAGE is proud to bring you Eltropy. Eltropy is a Text Messaging-based platform that enables credit unions to communicate with members over Text in a secure and TCPA-compliant way. Text Messaging technology from Eltropy enhances member experience, boosts member engagement and drives asset growth for credit unions. Eltropy provides a "single solution" to meet all the text messaging needs of a credit union, including Lending, Collections, Branch, Sales, Marketing, Service, and Risk Management. Please contact your Business Development Consultant or email consult@myleverage.com for more information.