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LSCU & Affiliates Concludes its Unforgettable Annual Conference

ORLANDO, FL – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) concluded its highly anticipated annual conference, the Southeast Credit Union Conference & Expo (SCUCE), on Friday. The event, held at the Signia by Hilton Orlando Bonnet Creek, attracted an extraordinary crowd of over 1,100 attendees, solidifying its status as the premier gathering for credit union professionals in the Southeast.

Looking back at the incredible success of SCUCE 2023, Patrick La Pine, the CEO of LSCU & Affiliates, couldn't help but express his heartfelt appreciation. He enthusiastically shared, "It was absolutely fantastic to see our credit union friends at our annual conference! These interactions always lead us to discover new and exciting ways we can work together to advance the credit union movement."

The theme of this year's conference, "Insight Into the Mind of a Member," set the stage for inspiring discussions led by La Pine and Samantha Beeler, President of LSCU, in front of an enthusiastic audience of credit union leaders and professionals.

The conference's dynamic lineup of speakers captivated the audience with their thought-provoking ideas, providing tangible strategies to elevate credit unions to new heights. SCUCE Breakout Sessions delivered timely updates and valuable insights on trending topics, empowering attendees to enhance their performance and create a profound impact while serving their members.

A standout moment of SCUCE 2023 was the captivating keynote address by Melina Palmer, Founder & CEO of The Brainy Business. Palmer's presentation, titled "Insights into the Hidden Choices of the Member's Subconscious Mind," shed light on the application of behavioral economics and brain science to understand and influence members' decisions. Attendees were equipped with a deeper understanding of the brain's workings and practical methods to implement behavioral economics concepts within their credit unions.

Robert Clampett, President/CEO of CORE Credit Union in Statesboro, Georgia, shared his enthusiastic feedback, stating, "SCUCE 2023 was an insightful and valuable experience for our

credit union. The conference provided a fantastic platform to exchange ideas and learn from industry leaders. We are grateful for the opportunity to connect with like-minded professionals who share our passion for serving our members."

In addition to the conference's enlightening sessions, LSCU held its annual business meeting at SCUCE 2023. During this gathering, LSCU Board Chairman Henry Armstrong of Auburn Credit Union and LSCU CEO La Pine provided essential updates to the Board of Directors regarding the organization's progress in 2022 and outlined the future roadmap for LSCU.

The remarkable success of SCUCE 2023 extended beyond the conference itself, with both the LSCU Advocacy Team and SECUF achieving some incredible fundraising numbers. The Advocacy Team raised nearly \$40,000 through the Advocacy Luncheon and the Silent Auction, while the Foundation received more than \$30,000 in contributions while also celebrating donors at a poolside resort party.

Furthermore, three credit union roundtables provided an open platform for leaders to engage in meaningful discussions tailored to their respective asset sizes, further solidifying SCUCE as a hub for collaboration and idea exchange.

As a fitting conclusion to the event, Gene Marks, an acclaimed Author, Columnist, and Small Business Expert, delivered a powerful closing keynote speech on "The Economy, Inflation, and Political Climate - Tactics, Strategies, and Actions to Increase Profitability at Your Credit Union... And Help Your Members." Marks provided invaluable insights and practical recommendations for navigating the economic landscape and capitalizing on growth opportunities in the face of market challenges.

SCUCE 2024 has already been penciled in for June 12-14, 2024, once again at the Signia by Hilton Orlando Bonnet Creek. Further details about the conference will be released in the coming months. LSCU would like to thank all of our participants, employees, and sponsors who contributed to the resounding success of SCUCE 2023.







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ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES

The League of Southeastern Credit Unions & Affiliates represents 301 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$177 billion in assets and more than 11.8 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 [Twitter](#).