

FOR IMMEDIATE RELEASE  
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**Contact:**

Lizeth George  
Communications Coordinator  
866-231-0545 ext.1076  
[lizeth.george@lscu.coop](mailto:lizeth.george@lscu.coop)



## **League of Southeastern Credit Unions Announces Samantha Beeler as New President**

**TALLAHASSEE, FL** – The League of Southeastern Credit Unions (LSCU) is thrilled to announce the hire of Samantha Beeler as the new President of LSCU. After a three and a half month-long search, LSCU is fully confident that Beeler is the best fit for the future of the organization.

“I am incredibly humbled to join the dynamic team at LSCU and begin leading an already exemplary association services area. The success of LSCU is no secret to credit unions and Leagues across the country, and I look forward to building upon the foundation that has been set before me,” stated Samantha Beeler. “I am excited to return home to Alabama and utilize my experience at another tri-state League to partner with Alabama, Florida, and Georgia credit unions to propel them to the next level.”

Beeler currently serves as Vice President of Advocacy for the Northwest Credit Union Association (NWCUA) which is the regional trade association for credit unions in Washington, Oregon, and Idaho. At NWCUA, Beeler is responsible for advocacy, compliance, legal and grassroots, and engagement. Prior to working for the NWCUA, she led communications for a Government Contracts Practice group in Washington, D.C.

“As we look to evolve Association Services to meet the current and future needs of our credit unions, I am confident that Samantha will bring the wealth of knowledge, innovation, and energy needed to drive positive change for credit unions and the organization,” noted Patrick La Pine, CEO of LSCU & Affiliates. “As Samantha grew up in Alabama and even lived in Georgia at one point, we are delighted to welcome her, along with her husband and three daughters, back to the Southeast!”

Beeler will be based out of the LSCU & Affiliates Birmingham office with her first day with the organization scheduled for March 21, 2022.

### **ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES**

*The League of Southeastern Credit Unions & Affiliates represents 319 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$137 billion in assets and more*

than 10.6 million members. LSCU provides advocacy, compliance services, education and training, member engagement, and communications. For more information, visit [www.lscu.coop](http://www.lscu.coop). Follow LSCU on [LinkedIn](#), [Twitter](#), and [Facebook](#).

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