

PRESS RELEASE...

**FOR IMMEDIATE RELEASE:**

*For more information contact:*

*Leo Vaulin, President/CEO*

*251-650-2640 or*

*[leo@cusouth.com](mailto:leo@cusouth.com)*



## **CU\*South Attends First Annual LSCU Convention**

**Mobile, AL – July 7<sup>th</sup>, 2010**

CU\*South, a data processing CUSO headquartered in Mobile, AL, recently attended the first combined League of Southeastern Credit Unions annual meeting in Orlando, Florida.

LSCU President and CEO Patrick La Pine detailed the progress within the last year since merging the Alabama and Florida Leagues. CUNA CEO Dan Mica, WOCCU's Pete Crear and others were on hand during the meeting.

Amidst the meeting's workshops and seminars, CU\*South's CEO, Leo Vaulin and Director of Business Development, Mark Bohdanyk, and eDOC Innovation's Manager of Market Development, Ian Bouchett, were on point to help fellow CEOs and Board Members tackle and discuss various problems that face the credit union movement. Topics discussed included attracting Gen Y, helping your credit union establish a strong online presence, social media marketing strategies and the importance of mobile and text-based banking.

While at the conference, CU\*South held a drawing to give away an iPad, and Keith Golden, CEO of Harvesters Federal Credit Union in Cantonment, Florida was the lucky recipient. Registrants for the drawing had the opportunity to see **It's Me 247** online banking in action on the iPad, and were entered by scanning their business cards using eDOC's digital document solutions.

### **About CU\*South**

CU\*South is a credit union-owned cooperative focused on building a network of successful credit unions. CU\*South offers a wide variety of services including its flagship CU\*BASE processing system offered in both online (ASP) and in-house processing environments, and Internet development services featuring **It's Me 247** online banking product, and **It's Me 247** Mobile Web Banking – new for 2010, and free for CU\*BASE clients. As a partner of the cuasterisk.com network, CU\*South provides the most comprehensive offering of information technology tools and services through a collaborative, shared ownership model, with the same great value credit unions offer members.

**XXX**