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LAFCU wins Innovation Award for cybersecurity campaign, Ryan Larson named Young Professional of the Year

Michigan Credit Union League recognizes LAFCU Shields Up!, Larson



LAFCU CEO Patrick Spyke holds up a shield as part of LAFCU's award-winning Shields Up! Campaign that educates staff on how to protect the credit union and its members against cyberthreats.

LANSING, Mich. — LAFCU has been chosen as the winner of the Michigan Credit Union League's Innovation Award for its Shields Up! Campaign, and Ryan Larson, LAFCU director of professional services, was named MCUL Young Professional of the Year.

The award marks the fifth time in eight years LAFCU has been recognized by the state's credit union trade organization as the winner of the Innovation Award. Shields Up! includes a

variety of engaging tactics to educate LAFCU team members on what to watch out for related to cybercrime.

"Keeping our team well informed and knowledgeable about possible cyberthreats is the driving force behind the comprehensive campaign," said Patrick Spyke, LAFCU CEO. "This recognition by MCUL of the Shields Up! campaign demonstrates our success in creating something innovative and memorable around the important topic."

The Shields Up! campaign was inspired by the Cybersecurity & Infrastructure Security Agency of the federal government. LAFCU's take on the national effort featured a humorous banter between two of its IT professionals in a series of videos and eblasts to remind staff to remain vigilant against cybercrime.

MCUL also named LAFCU executive team member Ryan Larson the Young Professional of the Year for his exemplary service, dedication, and leadership to LAFCU and the credit union industry. Larson serves as the credit union's government affairs representative and leads LAFCU's Professional Services Department.

"It's fitting that Ryan was named Young Professional of the Year," said Spyke. "He embodies professionalism and leadership daily through his mentorship of other LAFCU staff and credit union professionals, his dedication to his career and our organization, and his tremendous empathy for others."

Larson is very active in the community and works to support and create positive change in the credit union industry by serving on a variety of boards and committees, including the secretary and political affairs forum representative for the Capital Area Chapter of Credit Unions; political affairs forum representative and MCUL Political Action Committee Board of Trustees; secretary for the Mid-Michigan Treatment Courts Foundation, South Lansing/Holt Rotary Board of Directors and scholarship chair; and co-founder and vice president of the Leadership Lansing Collective, an alumni group for the distinguished cohort.

LAFCU and Larson will be recognized at the Michigan Credit Union League annual convention, June 7-9 in Grand Rapids.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 74,000 members and holds over \$986 million in assets. It was named a Best Credit Union to Work For in 2020. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low-interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.



Ryan Larson was recognized as the MCUL Young Professional of the Year. Larson leads LAFCU's Professional Services Department and is a member of LAFCU's executive team.