



FOR IMMEDIATE RELEASE
July 21, 2021

LAFCU surprises chamber honorees with creation by local jeweler
Two Grand Ledge business owners receive ATHENA Leadership Award pendants in celebration of leadership excellence

LANSING, Mich. — Recipients of the 2019 and 2020 Grand Ledge Chamber of Commerce ATHENA Leadership Award were surprised with an additional commemorative gift during special presentations in July.

LAFCU, sponsor of the Grand Ledge award that celebrates women leaders, presented each winner with an ATHENA Leadership Award pendant. The 2019 recipient is Bethany Augustine, Flour Child Bakery owner. The 2020 recipient is Pam Redman, Pam’s Pantry owner.



Bethany Augustine, at right, receives the ATHENA Leadership Award pendant at a surprise presentation. Also pictured is, from left, Amy Hoyes, Grand Ledge Chamber of Commerce, and Kelli Ellsworth Etchison, LAFCU.



LAFCU’s Kelli Ellsworth Etchison surprises Pam Redman with an ATHENA Leadership Award pendant.

“The pendants are a small token to recognize the recipients who are strengthening the local economy,” said Kelli Ellsworth Etchison, LAFCU chief marketing officer and chief diversity officer. “It’s our hope that by wearing the pendants, Bethany and Pam will be reminded daily of the importance of their work in the community and of the tenets of the ATHENA Leadership Model.

“Providing this additional gift is also a great opportunity to support the local jeweler who helped

develop the custom-made pendant for this international award program that originated in Lansing.”

Lansing jeweler Mark Arendsen, Arendsen Jewelers Inc., and his late brother Jon



LAFUCU gifted two recent recipients of the Grand Ledge Chamber of Commerce ATHENA Leadership Award with a custom-made pendant that will remind them of their important work in the community.

created the original ATHENA Leadership Award pendant in the 1990s in collaboration with award founder Martha Mertz. The designs of the pendant and the ATHENA Leadership Award sculpture, which the Grand Ledge honorees received when initially accepting their awards, represent a person reaching for excellence. Both designs are inspired by the award program's namesake, the Greek goddess Athena known for her strength, wisdom, courage and enlightenment.



Pam Redman, center, receives the ATHENA Leadership Award pendant at a surprise presentation. Also pictured is Kelli Ellsworth Etchison, LAFUCU, at left, and Amy Hoyes, Grand Ledge Chamber of Commerce, right.

Amy Hoyes, Grand Ledge Chamber of Commerce executive director, said, "We are so appreciative of LAFUCU's support for elevating the achievements of these

small-business owners and for celebrating the accomplishments of these women in leadership roles."

ATHENA Leadership Award recipients are celebrated for their leadership excellence: They have achieved the highest level of professional excellence, helped improve the quality of life for others in the community, and assisted others, particularly women, in realizing their leadership potential.

About LAFUCU

Chartered in 1936, LAFUCU 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 69,000 members and holds \$950 million in assets. It was named a Best Credit Union to Work For in 2020. LAFUCU 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, LAFUCU 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.

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