



FOR IMMEDIATE RELEASE

May 6, 2025

Laura Blanding joins LAFCU as vice president of membership growth and development

LANSING, Mich. — LAFCU has announced the appointment of Laura Blanding as vice president of membership growth and development.

In this new role, Blanding will lead strategic initiatives to expand LAFCU’s membership while ensuring an engaging and positive experience for members across all touchpoints. She will also identify opportunities for continuous improvement to enhance member satisfaction and loyalty.

Blanding brings more than 32 years of credit union experience to LAFCU. She most recently served as senior vice president of business development at a Lansing-based credit union, where she led initiatives to grow membership, foster community partnerships, and enhance member engagement. Prior to that, she was senior vice president of lending at another credit union in Lansing. She also held positions at two other area credit unions including vice president of lending, commercial loan officer, indirect lending manager and senior loan officer.



Laura Blanding

“Laura’s extensive experience and commitment to member-centric growth make her a tremendous asset to LAFCU,” said Kelli Ellsworth Etchison, LAFCU’s chief marketing officer and chief diversity officer. “Her leadership in business development and community engagement aligns perfectly with our mission to serve and support our members. We are excited to welcome her to our team.”

Blanding holds an associate degree in business from Lansing Community College. A Lansing resident, she serves on the board of the Capital Area Housing Partnership, a nonprofit dedicated to strengthening local communities by promoting affordable housing, financial stability, and homeownership opportunities in mid-Michigan.

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. Twice honored as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

###