



FOR IMMEDIATE RELEASE
August 4, 2015

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LAFCU VICE PRESIDENT NAMED TO LCC FOUNDATION BOARD

LANSING, Mich. – LAFCU Vice President of Community and Business Development Kelli A. Ellsworth Etchison has been elected to the Lansing Community College (LCC) Foundation Board of Directors. Ellsworth Etchison will serve a three-year term, which can be renewed up to three terms.

The LCC Foundation is a non-profit organization that supports LCC and its approximately 18,000 students through scholarships, program improvements, technological advancements, staff development and capital expansions.

“As an LCC graduate myself, I am truly honored to serve on the LCC Foundation Board,” said Ellsworth Etchison. “Educating our workforce is vitally important for our community to continue to move forward, and LCC offers excellent programs. Many LAFCU members and employees are LCC alumni, and LAFCU has steadfastly supported the efforts of this great institution through scholarships and events for many years.”

Ellsworth Etchison joins 26 community members on the board who bring diverse backgrounds from area businesses and community organizations. The board provides legal and supervisory duties, acts as ambassadors of the Foundation, helps grow awareness of the Foundation’s mission and invites others to support the Foundation financially.

“Kelli is passionate about helping remove the financial obstacles to education,” said Dan J. McKean, CFRE, LCC Foundation executive director. “She understands the critical role that



Kelli Ellsworth Etchison, LAFCU vice president of community and business development, was elected to the Lansing Community College (LCC) Foundation Board of Directors, a non-profit organization that supports LCC and its approximately 18,000 students.

education plays in changing people's lives and creating a healthy community that includes a strong local economy."

Ellsworth Etchison is a 30-year veteran of the credit union industry and an award-winning marketer. During the past 26 years, she has advanced through the ranks at LAFCU, beginning as a loan interviewer to her current position as vice president of community and business development. Her initiatives and others she has supported have won numerous awards, including the Dora Maxwell Social Responsibility Award. Recently, the Michigan Credit Union League named Ellsworth Etchison the 2014 Credit Union Youth Advocate of the Year. She is also a recipient of the NAACP Community Service Award, the International Athena Award and the LAFCU Community Service Award. She holds an associate degree from LCC and a bachelor's degree in business management from Northwood University.

LAFCU has supported LCC through sponsorships and scholarship initiatives including the following:

- Women Helping Educate Every Lady (WHEEL) Scholarship Program, providing scholarships for women entering or re-entering the workforce.
- Write to Educate Scholarship Contest, providing scholarships awarded to graduating high school seniors.
- LAFCU Community Champions Scholarship, awarded to an active or veteran military service member, or one of their family members.
- Foundations for Success, a program that assesses student's learning needs to ensure their success in college.
- LCC Foundation Scholarship Golf Outing, a community service fundraiser that provides scholarship assistance to students.

About LAFCU

Chartered in 1936, LAFCU is proud to be mid-Michigan's credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves nearly 60,000 members, holds nearly \$600 million in assets, and maintains nine locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible

to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU, please call 517.622.6600 or find us online:

- Website: www.lafcu.com
- Facebook: www.facebook.com/LAFCU
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