



FOR IMMEDIATE RELEASE

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Michigan executive to help shape the future of credit unions nationwide through AACUC leadership

LANSING, Mich. — The African-American Credit Union Coalition (AACUC) has elected Kelli Ellsworth Etchison to its national board of directors for a three-year term. Ellsworth Etchison is the chief marketing officer and chief diversity officer for LAFCU. She also serves as CEO of the StableCommunities Foundation powered by LAFCU.

Her election elevates Michigan's role in the national credit union movement and underscores LAFCU's leadership in advancing diversity, equity, and inclusion across the financial services industry. Ellsworth Etchison will join peers from across the country in helping guide strategies that shape the future of credit unions and their ability to serve African Americans and other underrepresented communities.



Kelli Ellsworth Etchison

Founded in 1999, the AACUC is a 501(c)(3) nonprofit dedicated to increasing diversity within the credit union industry through advocacy, mentorship, and professional development. Its board provides strategic direction for industry-wide conversations on equity, opportunity, and access.

"I am deeply honored to join the AACUC Board of Directors," Ellsworth Etchison said. "The AACUC community is bold, mindful, and brave in advancing equity and opportunity. This role is about more than professional leadership — it's about ensuring that credit unions remain strong advocates for financial empowerment and inclusion. I'm proud to bring LAFCU's voice to this important work."

At LAFCU, Ellsworth Etchison has spearheaded initiatives ranging from multicultural engagement to financial literacy programs for youth, seniors, and underserved groups.

“Kelli has been a driving force in fostering inclusion and financial empowerment at LAFCU,” said Patrick Spyke, LAFCU CEO. “Her role on the AACUC Board reflects the values we share — ensuring credit unions are places where people from all backgrounds can access opportunity and achieve financial well-being. We’re proud to see her voice contribute to the national conversation.”

The AACUC announced its 2025-2026 Executive Committee and newly elected directors on Sept. 3.

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. A three-time honoree 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.

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