



FOR IMMEDIATE RELEASE
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Two photos attached

CONTACT: Jan Jenkins, Publicom
517.487.3700; cell 517.898.2858
janj@publicom.com

LAFCU PROMOTES McNEILLY; WELCOMES SLIGER

LANSING, Mich. – LAFCU has announced the promotion of Jordan McNeilly to marketing analyst and has hired Alyssa Sliger as marketing intern.

In his new position, McNeilly, of Holt, is responsible for LAFCU’s market research, communication of LAFCU services, and search engine content for LAFCU.com.

As marketing intern, Sliger, of Grand Ledge, manages LAFCU’s social media accounts, writes content for LAFCU’s youth website (LAFCU MyWay.com), maximizes search engine optimization, and provides other marketing and promotional assistance.

“We created these new marketing positions to bring a tighter focus on member needs, as well as enhance online experiences,” said Patrick Spyke, executive vice president of LAFCU. “We are fortunate to have Jordan and Alyssa on our team to help LAFCU bring value to the financial lives of our members, neighbors, families and community.”

Jordan McNeilly

McNeilly joined LAFCU as a teller at the South Lansing branch office last year. Previously he worked as a personal banker for Flagstar Bank in the Grand Rapids area.

McNeilly attended Flagstar’s Mortgage University and will complete a bachelor's degree in organizational communications with a minor in German at Calvin College this fall. He is a graduate of Mason High School.



Alyssa Sliger

A recent graduate of Michigan State University, Sliger earned a bachelor’s degree in advertising; she also holds a New Media Drivers License Certification. She previously interned for Meridian Entertainment Group, a Midwest talent consultation company, and was a student assistant and supervisor at the MSU College of Education. She is a graduate of Grand



Ledge High School.

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 55,000 members, holds more than \$580 million in assets, and maintains eight 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's services, visit www.LAFCU.com or call 517.622.6600.

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