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**LAFCU PROMOTES KELLI ELLSWORTH ETCHISON  
TO SENIOR VICE PRESIDENT OF MARKETING**

LANSING, Mich. — LAFCU has announced the promotion of Kelli Ellsworth Etchison to senior vice president of marketing. Ellsworth Etchison is an award-winning marketer with more than 30 years in the credit union industry. She began working at LAFCU more than 25 years ago as a loan interviewer.

Ellsworth Etchison’s responsibilities include managing LAFCU’s marketing and public relations activities, internship program, and member education initiatives particularly focusing on youth financial education. She also directs college scholarship programs targeting high school seniors, women entering/re-entering the workforce, and active and veteran members of the military.

“Kelli is a dynamic marketer and someone who makes the work look easy, even when it isn’t,” said Patrick Spyke, executive vice president of LAFCU. “LAFCU has benefited greatly from Kelli’s expertise, passion for her work and her tireless dedication to the community.”

Her initiatives have won numerous awards, including the prestigious Dora Maxwell Social Responsibility Community Service Award from the Credit Union National Association. The Michigan Credit Union League named Ellsworth Etchison the 2014 Credit Union Youth Advocate of the Year.

Ellsworth Etchison has served on multiple boards and committees including current terms on the Lansing Community College Foundation Board of Directors and as board chairperson of the YMCA of Metropolitan Lansing.

“I am excited to take on the expanded role of senior vice president of marketing and to lead our talented team in the development and promotion of new products and services to benefit our members,” said Ellsworth Etchison. “This new role will allow me to more broadly and strategically impact the organization and to promote LAFCU to key stakeholder groups.”



Kelli Ellsworth Etchison:  
Senior Vice President of  
Marketing.

## **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](http://www.lafcu.com)
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