



FOR IMMEDIATE RELEASE
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LAFCU, LRCC partner to offer free seminar for businesses March 27
*Seminar focuses on new financial technology tool
that helps automate business accounting*

LANSING, Mich. — LAFCU and the Lansing Regional Chamber of Commerce (LRCC) have teamed up to present a free seminar about a new financial technology that helps automate accounting for businesses that invoice clients.

The Small Biz Accounting Made (Really) Easy seminar is Tuesday, March 27, 8-9:30 a.m., at the Lansing Regional Chamber of Commerce, 500 E. Michigan Ave., Suite 200, Lansing, 48912. It's open to chamber members who can also bring a guest.

There is no cost to attend; registration is recommended. Registration for LRCC members and their guests is at www.LansingChamber.org, under the [Events tab](#).

“This is an excellent opportunity for our members to learn about business management tools and services available to them locally that can make running their businesses easier and more efficient,” said Kristin Beltzer, LRCC executive vice president and chief marketing officer.

LAFCU Senior Vice President of Marketing Kelli Ellsworth Etchison said, “This new state-of-the-art technology makes invoicing and accounting easier so business owners have more time to focus on their business.”

She noted that owners and managers of smaller businesses that invoice clients would have the most interest in the technology because it allows them to manage the bulk of their accounting in-house, without relying on others.

The technology offers the following features and benefits:

- Invoices can be sent to clients via email and paid electronically by debit card, credit card or check.



LAFCU Autobooks — New financial technology available in mid-Michigan integrates with online business checking accounts to deliver multiple benefits to businesses that invoice clients.

- Automatic payment reminders and late fees to clients speed collection.
- Automatic bank reconciliation saves hours per week.
- Free setup and questions answered by Michigan-based support team.

"There is no obligation for attendees," Ellsworth Etchison says. "We are simply making businesses in the area aware of a new financial technology tool available to them."

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 approximately \$640 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 nearly 30,000 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:

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