



FOR IMMEDIATE RELEASE
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LAFCU creates new director position, promotes Larson

LANSING, Mich. — In LAFCU’s quest to provide the highest level of service to its members, it has announced the creation of a new director-level position with a specific focus on streamlining processes and developing member-focused solutions.

To fill the newly created role, LAFCU CEO Patrick Spyke has promoted Ryan Larson, of Lansing, to director of professional services.

Spyke said, “We created this position to elevate our process improvement efforts designed to increase efficiency and maximize *productivity throughout the organization. Doing so will allow LAFCU to develop more member-focused organizational solutions that will provide an exceptional member experience in today’s changing environment.*”

Larson is a two-time LAFCU employee, having been recruited back to the growing organization for a second stint. He initially joined LAFCU in 2012 as senior member service representative working at the DeWitt Branch and then at the credit union’s contact center. Before joining LAFCU’s professional services department as a process research analyst in 2015, he worked for a year in San Diego, California, at the nation’s leading core data processing and technology-solution provider for credit unions. Prior to joining LAFCU, Larson had additional credit union experience.

Larson said, “We can best serve LAFCU members by maximizing the synergy of our people, processes and systems. We want to ensure our focus is always on members’ needs, helping members obtain financial security and enabling them to fulfill their life aspirations.”

Larson’s professional and personal outreach efforts include working with the Michigan Credit Union League to advocate for credit unions and their members with policymakers in Washington D.C. He’s also a member of the Holt/South Lansing Rotary Club, helping raise funds for area high school senior college scholarships and to purchase water filters for third-world countries.



Ryan Larson

He holds a Master of Business Administration from Walsh College of Accountancy and Business Administration, Troy, and a bachelor's in political science-prelaw from Michigan State University, East Lansing. The Farmington Hills native is a graduate of St. Mary's Preparatory, Orchard Lake.

About LAFCU

Chartered in 1936, LAFCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves nearly 63,000 members and holds approximately \$670 million in assets. LAFCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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