



FOR IMMEDIATE RELEASE  
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## LAFCU PROMOTES THREE SEASONED EXECUTIVES

LANSING, Mich. — LAFCU has announced the promotions of three executives: LouAnn Keitchen and Tom Lawrence are now vice presidents of lending services, and Kimberly Austin is assistant vice president card services.

“LouAnn, Tom and Kimberly bring a wealth of experience to their new positions,” said Patrick Spyke, executive vice president of LAFCU. “Cumulatively, they have worked to provide exceptional service and quality financial products to LAFCU members for 80 years. They are well suited to be part of LAFCU’s leadership team.”

**In their new positions, Keitchen and Lawrence** will play important roles in shaping the direction of LAFCU’s lending offerings to meet member needs, including mortgage and consumer loans, and new product offerings.

**LouAnn Keitchen**, of Grand Ledge, began her career with LAFCU 28 years ago as a loan interviewer at the Lansing branch. She was most recently assistant vice president of lending services and previously held the position of assistant loan manager.

**Tom Lawrence**, of Portland, has held various staff and management positions in his 30-year career with LAFCU. Most recently, he was assistant vice president of lending in charge of LAFCU’s indirect lending program. He has completed multiple management, lending and development trainings through the Credit Union National Association (CUNA) Management School that offers coursework created in cooperation with CUNA and the University of Wisconsin graduate school of business.



LouAnn Keitchen



Tom Lawrence

**As assistant vice president card services, Austin** is responsible for managing LAFCU's credit and debit card portfolio, enhancing new card programs and improving member experiences through technology and staff development.

**Kimberly Austin**, of Potterville, has been with LAFCU for 22 years and most recently served as plastic card and collection manager. She is a member of the Casual Dress and Health Care Cost Containment committees.



**Kimberly Austin**

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, please call 517.622.6600 or find us online:

- Website: [www.lafcu.com](http://www.lafcu.com)
- Facebook: [www.facebook.com/LAFCU](http://www.facebook.com/LAFCU)
- Twitter: [@LAFCULansing](https://twitter.com/LAFCULansing)

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**LAFCU-Austin:** Kimberly Austin, of Potterville, has been promoted to assistant vice president card services for LAFCU. She has been with the mid-Michigan credit union for 22 years.

**LAFCU-Keitchen:** LouAnn Keitchen, of Grand Ledge, has been promoted to vice president lending services for LAFCU. She has been with the mid-Michigan credit union for 28 years.

**LAFCU-Lawrence:** Tom Lawrence, of Portland, has been promoted to vice president lending services for LAFCU. He has been with the mid-Michigan credit union for 30 years.