



FOR IMMEDIATE RELEASE

April 29, 2025

CONTACT: Ines Tomic

PR Specialist, Publicom Inc.

e: itomic@publicom.com | c: 517.402.5149

IMPORTANT: The credit union's legal name is simply LAFCU. It is pronounced laugh-cue. The letters no longer represent an abbreviation of a former longer name.

LAFCU announces key promotions to drive growth and efficiency

Kimberly Austin named executive implementation officer; Justin Tuck promoted to director of collections

LANSING, Mich. — LAFCU has announced the promotions of Kimberly Austin to executive implementation officer and Justin Tuck to succeed her as director of collections.



Kimberly Austin is a 32-year veteran of LAFCU and a member of its executive leadership team. In her new role as executive implementation officer, she will focus on enhancing operational efficiency by developing systems and structures to streamline processes across the credit union. Additionally, she will supervise the Loss Prevention department. During her long tenure at LAFCU, Austin led the collection department's transformation in member interaction — engaging members on their platform of choice, starting conversations early and ensuring strategies benefit members and LAFCU. She also led the efforts for loss prevention and debit, ATM and credit cards, and has served as a branch manager. Austin initiated branch installation of instant-issue debit card machines. She has completed professional education in credit card management, advanced collections, and bankruptcy through what was formerly called the Credit Union National Association (CUNA), now called America's Credit Unions.



Justin Tuck, who joined LAFCU in 2014, succeeds Austin as director of collections. This is his fourth promotion. Tuck has held several roles at LAFCU, including senior member services representative, assistant branch manager, assistant vice president of branch operations and, most recently, business development officer. As director of collections, Tuck will oversee delinquent

accounts, loan payment collections, and collateral recovery. He will also manage the hiring, training, and supervision of the collections team.

Prior to joining LAFCU, Tuck worked as a consumer loan underwriter and inside residential lender at a Grand Rapids-based bank. He holds an associate degree in accounting from Lansing Community College and a bachelor's degree in business administration and management from Northwood University.

"Kimberly's wealth of experience and strategic insight will play a pivotal role in refining our operational processes, while Justin's expertise will be crucial in ensuring LAFCU's continued financial strength," said Robyn Howell, LAFCU executive vice president and COO. "We are excited to see both of them grow in their new roles and look forward to the impact they will make in their respective areas."

About LAFCU

Founded in 1936, LAFCU (pronounced laugh-cue) is a not-for-profit, member-owned credit union open to all who live, work, worship or attend school in Michigan, and to Michigan businesses. LAFCU serves more than 74,000 members and holds over \$1 billion in assets. With a particular focus on serving people of modest means, LAFCU is committed to enhancing its members' financial well-being and creating long-lasting positive change across generations. Awarded the prestigious Dora Maxwell Social Responsibility Community Service Award, LAFCU is known for its people-helping-people mission, which has led to award-winning financial literacy programs for all ages. Twice honored as a national 'Best Credit Union to Work For' and recognized globally for its diversity, equity, and inclusion initiatives, LAFCU stands out for its commitment to creating an inclusive workplace. Learn more at www.lafcu.com.

#