



FOR IMMEDIATE RELEASE

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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 The letters no longer represent an abbreviation of a former longer name.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's Kelli Ellsworth Etchison honored with
Lansing Community College Distinguished Alumni Award**



LANSING, Mich. — LAFCU is proud to announce that Kelli Ellsworth Etchison, the credit union's chief marketing officer and chief diversity officer, has been named Lansing Community College's (LCC) 2025 Distinguished Alumni Award recipient. She will be honored during LCC's 67th commencement ceremony Friday, May 16.

A trailblazer in the credit union industry with more than 40 years of experience, Ellsworth Etchison is a *summa cum laude* graduate of LCC and credits the institution as a foundational force in her personal and professional success. Under her leadership, LAFCU's marketing team has garnered state, national, and international recognition, and her efforts to champion diversity, equity, and inclusion have had meaningful impact across Michigan communities and beyond.

“Lansing Community College was a pivotal part of my journey,” said Ellsworth Etchison. “It provided me with a strong educational foundation and inspired a lifelong commitment to learning and service. Being recognized by the institution that helped shape who I am today is deeply meaningful.”

Her passion for education and access has inspired the creation and support of multi-year LAFCU college scholarship programs designed to help remove barriers for students pursuing higher education, including at LCC. Her vision continues to ensure that underserved populations have the opportunity to thrive.

Ellsworth Etchison also served seven years on the LCC Foundation Board, including two years as vice chair of the executive committee. Her contributions helped secure critical funding for scholarships and programs, and she was instrumental in designing bylaws and initiatives that promote diversity, equity, and inclusion at the college and in the Greater Lansing area.

Ellsworth Etchison’s dedication and influence have earned her frequent and widespread recognition. Among her many honors including being named Top Chief Diversity Officer in 2024 by COLOR Magazine, a national award celebrating excellence in leadership. That same year, she received the Lansing Legend Award from Power 96.5, MacDonald Broadcasting. In 2023, she was recognized by Crain’s Detroit Business as a Notable Leader in both Marketing and Diversity, Equity and Inclusion—honors that spotlight senior leaders in Michigan who drive meaningful change, mentor others, and actively engage in their communities. She also received the Salute to Diversity Award in 2022 from Corp! Magazine, a statewide distinction for her ongoing commitment to advancing DEI in Michigan’s business community.

“Kelli is a shining example of how LCC alumni are transforming their communities,” said Cathy Zell, executive director of the LCC Foundation. “Her leadership, generosity, and unwavering commitment to uplifting others have created lasting impacts at LCC and far beyond. We are proud to honor her with this well-deserved recognition.”

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.

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