



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 The letters no longer represent an abbreviation of a former longer name.

Sean Cervantes and Lisa Sprague join LAFCU's business development team

LANSING, Mich. — LAFCU has expanded its team with the addition of two seasoned professionals dedicated to fostering community and business relationships across Michigan. Sean Cervantes and Lisa Sprague bring extensive experience in finance, business development, and management, further strengthening LAFCU's commitment to growth and member engagement.



As business development and growth officer in the marketing department, **Sean Cervantes** will focus on membership growth through the credit union philosophy of “people helping people” while emphasizing diversity, equity, and inclusion. He brings more than 13 years of management experience, including six years in the credit union industry, to LAFCU. His most recent role was as indirect/dealer relations manager and community development manager at a Lansing-based credit union, where he managed vendor relationships, loan underwriting, and approvals. He previously served as director of operations and senior branch manager at another credit union.

An Eaton Rapids resident, Cervantes holds an associate degree in financial institution management from Lansing Community College and a bachelor's degree in corporate communication from Siena Heights University in Adrian. He is also a Certified Credit Union Financial Counselor (CCUFC).

Cervantes said he hopes to build strong relationships and help more people reach their financial goals in his new role. “It’s not the job titles that have mattered most in my career—it’s the people. I’ve spent my entire adult life in the Lansing area, and I’m proud to be part of a community that’s hardworking and resilient. I’m excited to represent LAFCU and to help members understand and achieve

their financial dreams. LAFCU is built on people helping people—not because they have to, but because it’s the right thing to do.”



As business development officer in the lending department, **Lisa Sprague** will be responsible for planning, developing, and strengthening community and business relationships to benefit members with their consumer, mortgage, and commercial lending while expanding LAFCU’s brand throughout Michigan.

Recently, Sprague served as a business manager at Kia of Lansing, where she focused on business development activities, including lead generation and customer retention, and as an automotive finance area manager at Auto Credit Express in Auburn Hills. She also worked as a licensed Realtor at Broker’s Realty in Lansing, maintaining relationships with buyers, sellers, and other real estate agents.

“In this new role, my goal is to create meaningful connections that drive growth and deliver real value to our members,” Sprague said. “By understanding each client’s unique needs and delivering exceptional service, I hope to build lasting partnerships that support their financial success. ‘People helping people’ has always been at the heart of what I do, and I’m excited to be part of an organization like LAFCU that truly lives that mission every day.”

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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