



FOR IMMEDIATE RELEASE

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LAFCU welcomes Tamera Carter as vice president of membership growth and development

Experienced financial industry leader to enhance member engagement and help drive credit union growth

LANSING, Mich. — LAFCU is proud to announce the addition of Tamera Carter as vice president of



membership growth and development. In her new role, Carter will lead efforts to expand the credit union’s membership by optimizing the member experience and fostering meaningful connections between LAFCU and the communities it serves.

Carter’s responsibilities include collaborating with multi-departmental teams to identify opportunities for continuous improvement, ensuring every member touchpoint reflects LAFCU’s commitment to delivering exceptional service. By leveraging thoughtful analysis and feedback, she will implement strategic initiatives to enhance member satisfaction, deepen loyalty, and create lasting value for LAFCU’s growing membership.

Tamera Carter

With over 17 years of experience in the financial industry, Carter has an impressive track record of managing branch operations, driving sales performance, ensuring compliance, and supporting financial wellness for individuals and businesses. She has worked closely with community partners to deliver impactful financial education programs that promote growth and empowerment.

“My primary objective in my new role at LAFCU is to enhance our outreach and engagement strategies to empower our members in their financial pursuits,” said Carter. “I am dedicated to ensuring that each member experiences a strong sense of value throughout their journey with us. It is my aspiration to support both new and existing members in realizing their current and future potential.”

Carter is deeply engaged in the Greater Lansing community, serving as vice president of the Lansing City Council. A proud Lansing resident, she holds a bachelor’s degree in multi/interdisciplinary

studies from Michigan State University and a master's degree in organizational leadership from Cornerstone University in Grand Rapids.

“Tamera’s extensive experience and passion for member engagement make her a tremendous asset to LAFCU,” said Patrick Spyke, CEO, LAFCU. “Her dedication to delivering exceptional member experiences, combined with her strong leadership and community involvement, aligns perfectly with our vision to serve and uplift the communities we call home. We are thrilled to welcome her to our leadership team.”

Carter’s leadership contributions have been widely recognized. In 2018, she was named a recipient of the prestigious 10 Over the Next Ten Award by the Lansing Regional Chamber of Commerce, which honors the region’s top young professionals expected to make significant contributions over the next decade. She is also a 2017 graduate of the Leadership Lansing program, an initiative designed to cultivate the next generation of leaders in the Greater Lansing region.

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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