



FOR IMMEDIATE RELEASE
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LAFCU's 'Innovation' recognized 3rd time in 4 years

LANSING, Mich. — LAFCU has won the annual Innovation Award from the Michigan Credit Union League for the third time in four years.

The 2019 award is for the employee-led grassroots initiative called “LAFCU Incredibles.” The employee group became internal cheerleaders as LAFCU pushed the envelope in providing superior



Members of the LAFCU Incredibles team with the 2019 MCUL Innovation Award are, from left, Amanda Seger, Chrystal Murphy, Jamell Williams, Tanya Griffin, Suzi Kruger, Polly Cornish, Lisa Wood and Bob Picken.

member service. LAFCU programs that previously won MCUL Innovation Awards were a partnership with the Perry community in 2018 and a marketing campaign in 2016.

LAFCU CEO Pat Spyke said, “I am amazed at the dedication and creativity of the



MCUL President/CEO Dave Adams, at left, presents the 2019 Innovation Award to LAFCU employees Robyn Jones, Amanda Seger, Bob Picken, Angie Ruzinsky and Pat Spyke.

employees who took the initiative to help build a better credit union. They inspire all of us.”

The mission of the LAFCU Incredibles mission is to cultivate a positive work environment through recognition, appreciation and team building while inspiring optimism. The group recognizes and shares success stories of individuals and departments for service to members, process improvement

and for simply being incredible, as well as welcoming new employees and bringing good cheer to celebrations.

The results spoke for themselves.

“The Incredibles’ positive impact on LAFCU staff in our first year was extraordinary,” said Bob Picken, chairperson of the Incredibles and senior member service representative. “It is extremely rewarding to see employees recognize each other on a regular basis. I consider my work with the Incredibles to be one of the highest points of my career.”



The LAFCU Incredibles in action: The Incredibles help Sharon Gillison, first row center, celebrate her retirement at an event that recognizes her 47-year career with LAFCU.

Chrystal Murphy knew the program was working when “You are INCREDIBLE” became a catchphrase. Murphy, assistant vice president of the South Lansing Branch, founded LAFCU Incredibles with Picken and Amanda Seger, corporate trainer.

“We started with a program I learned about while taking some management courses,” Murphy said. “Working with an existing employee group and some very enthusiastic branch leaders, we designed a new program that would have the greatest impact on our coworkers and members. Together as a team, we strengthen LAFCU’s culture, one ‘Incredible’ act at a time.

“I am thankful every day for my teammates who are as dedicated as I in making a difference in the lives of others.”

The two LAFCU programs MCUL previously recognized as innovative are:

- The LAFCU-Perry community partnership – It began with the school district and led to locating an interactive teller machine (ITM) in a grocery store to fill a need for financial services.
- The marketing campaign “Down to the Letter” – Advertisements visually used the teamwork in construction of the credit union’s 6-foot-tall promotional letters to exemplify LAFCU’s 80-year history of building strength and integrity.

MCUL annually recognizes three credit unions, based on asset size, for innovative thinking, action and community involvement. LAFCU is in the category of credit unions with assets equal to or more than \$400 million.

Michigan Credit Union League represents the state’s credit unions and works to build awareness of these locally owned, cooperative institutions and their mission to support members, communities and local businesses.

About LAFCU

Chartered in 1936, LAFUCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves more than 65,000 members and holds nearly \$750 million in assets. LAFUCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs and ITMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFUCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFUCU, call 800.748.0228 or visit www.lafcu.com.

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