



FOR IMMEDIATE RELEASE
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LAFCU names Rob Boomershine as VP of lending

LANSING, Mich. — Rob Boomershine has joined LAFCU as vice president of lending.

Boomershine has 14 years of experience in the financial services industry working for credit unions in positions such as loan officer, lending manager and branch manager. He succeeds LouAnn Keitchen, of Grand Ledge, who retired after focusing on lending services throughout her 33-year career at LAFCU.

“Rob is a member-first credit union leader,” said Jason Smith, LAFCU chief lending officer. “His commitment to the credit union philosophy ‘People Helping People’ and his extensive lending experience will help ensure LAFCU continually meets evolving member needs.”

In his new position, Boomershine is responsible for managing LAFCU’s lending products that include mortgage and consumer loans as well as new product offerings.

“I’m grateful for the opportunity to work for and with LAFCU members,” Boomershine said. “In my 14 years with credit unions, I’ve seen thousands of members helped by their credit unions. It’s what motivates me every day.”

The Kalamazoo-area native earned the designation of Certified Credit Union Executive (CCUE) from the Credit Union National Association (CUNA). He is licensed and trained as a Medicare Insurance Agent and holds a bachelor’s degree in business management from Cornerstone University, Grand Rapids.

About LAFCU

Chartered in 1936, LAFCU 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 67,000 members and holds over \$800 million in assets. LAFCU 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



Rob Boomershine

employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFCU, call 800.748.0228 or visit www.lafcu.com.

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