



FOR IMMEDIATE RELEASE

March 26, 2025

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 The letters no longer represent an abbreviation of a former longer name.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 strengthens team with key promotion and new hires

LANSING, Mich. — LAFCU has strengthened its team with a strategic promotion and two new hires. These moves support the Michigan credit union's commitment to providing exceptional service and fostering community engagement.



John Katalinich

John Katalinich has been promoted to strategic development officer, advancing from his previous role as assistant branch manager. In his position, Katalinich plays a key part in supporting strategic initiatives, conducting strategic financial analysis to support growth, and providing essential data for reporting on strategic projects. He also engages in community outreach programs, representing LAFCU at local events and volunteer opportunities to build relationships outside of the credit union.

He brings almost three years of credit union experience with him to LAFCU, having previously served in roles such as commercial credit intern and commercial credit analyst. Katalinich, who resides in Haslett, holds a bachelor's degree in business from Indiana University South Bend – Judd Leighton School of Business and Economics in South Bend, Indiana.

Hannah Land has been hired as branch manager, where she leads and develops staff by providing training, monitoring performance, and conducting coaching sessions. Land ensures efficient scheduling, tracks branch and individual goals, and drives team engagement to meet productivity and profitability targets. She also oversees daily branch operations, ensuring security procedures and compliance with



Hannah Land

regulations are followed, and handles member applications, resolves member issues, and leads key projects.

A Lansing resident, Land brings nearly 10 years of credit union experience to her new role, having previously served as a branch lead at another credit union based in Lansing. In that position, she managed daily operations and performed similar responsibilities.



Kristen Bergstrom

Kristen Bergstrom joins as assistant branch manager of the contact center. Bergstrom oversees employee training and support, monitors productivity, and conducts coaching sessions. She is responsible for efficient scheduling, tracking departmental and branch goals, and providing leadership to achieve them.

Before joining LAFCU, Bergstrom, a Lansing resident, served as an e-commerce supervisor at VF Corporation, where she collaborated with renowned brands like Vans and Timberland to elevate customer experiences.

“I’m excited to welcome our new team members, who bring fresh ideas and perspectives to strengthen our ability to serve our members and community,” said Patrick Spyke, CEO, LAFCU. “At the same time, it’s important to continue to elevate and challenge our existing team members to help them reach their full potential. This promotion is a great example of our commitment to growth, both for our people and our organization.”

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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