



FOR IMMEDIATE RELEASE
July 5, 2017

Contact: Jan Jenkins, Publicom
517.487.3700; cell 517.898.2858
janj@publicom.com

LAFCU appoints Shelley Davis as corporate marketing strategist

Experienced executive to manage marketing campaigns, strategic initiatives

LANSING, Mich. — LAFCU has announced the appointment of Shelley Davis as corporate marketing strategist.

In this position, she will manage LAFCU marketing campaigns and strategic initiatives, including advertising, sales promotions and business development.

“Shelley’s depth and breadth of marketing experience will serve LAFCU members well as she helps the credit union enhance its competitive position in the markets it serves,” said Kelli Ellsworth Etchison, LAFCU senior vice president of marketing.

For nearly eight years, Davis was director of marketing and business development for Financial Health Credit Union, East Lansing. She also founded and managed an image consulting firm that provided training programs, customized product offerings and education on strategies and the value of service alignment.

Most recently, she led a team of more than 20 marketing representatives across the states of Michigan, Wisconsin and Massachusetts as local development manager for K12 Inc. K12 is a publicly held, education company that sells online schooling and curricula to state and local governments.

Davis is well known to the Lansing and Jackson communities through two media shows. She cohosted the weekly women’s TV show “In Her Shoes” that aired on My 18 TV and hosted “Professional Presence,” a weekly podcast on the Michigan Business Network that provided personal and professional fulfillment motivation.

Davis is a graduate of CUNA Management School, a three-year executive education program offered by the Credit Union National Association and led by University of Wisconsin



LAFCU Corporate
Marketing Strategist
Shelley Davis

School of Business faculty. She plans to complete an MBA from Northwood University December 2018. She holds a bachelor's degree in business administration from Baker College's Owosso campus and a business image coach accreditation from The Protocol School of Washington, Washington, D.C.

About LAFCU

Chartered in 1936, LAFCU is proud to be mid-Michigan's credit union, serving the counties of Barry, Calhoun, Clinton, Eaton, Gratiot, Ingham, Ionia, Jackson, Livingston, Montcalm and Shiawassee. A recipient of the Dora Maxwell Social Responsibility Award, LAFCU takes pride in bringing value to the financial lives of its members, neighbors, families and community. Offering a comprehensive range of personal and business financial products, LAFCU provides services that include checking and savings accounts, auto and mortgage lending, business accounts and business lending. LAFCU serves nearly 60,000 members, holds more than \$600 million in assets, and maintains nine locations throughout Greater Lansing and Shiawassee County. Anyone who lives, works, worships or attends school in its designated counties is eligible to join. Members enjoy benefits, such as lower interest rates on loans, higher yields on savings, insurance discounts, preferred seating for LAFCU-sponsored events, and access to 28,000 surcharge-free ATMs through the CO-OP ATM network. LAFCU supports and enriches mid-Michigan by donating funds and employee volunteer hours to many organizations and causes. To learn more about LAFCU, please call 517.622.6600 or find us online:

- Website: www.lafcu.com
- Facebook: www.facebook.com/LAFCU
- Twitter: [@LAFCULansing](https://twitter.com/LAFCULansing)

#