



FOR IMMEDIATE RELEASE

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Robyn Howell Named Crain's Notable Black Business Leader

LANSING, Mich. — LAFCU is proud to announce that Robyn Howell, executive vice president and chief operating officer, has been recognized as a Crain's Notable Black Business Leader. The recognition highlights Howell's outstanding leadership, community contributions, and dedication to fostering diversity in the workplace.

With over 74,000 members and \$1 billion in assets, LAFCU has benefited immensely from Howell's strategic oversight in branch operations, human resources, professional services, collections, and facilities. Her leadership has been pivotal in maintaining a motivated workforce, improving operational efficiency, and driving the credit union toward continued success.

Patrick Spyke, LAFCU CEO, emphasized the significance of this honor: "Robyn's exceptional leadership, strategic initiatives, and dedication have positioned her as a transformative force at LAFCU. She manages critical functions with a proactive approach, and her influence creates a positive, supportive workplace culture. This recognition is well-deserved and a testament to her invaluable contributions to LAFCU and the broader community."

Howell has been promoted three times since joining LAFCU in 2017, reflecting her consistently impactful leadership. Starting as human resources manager, she quickly rose to vice president of human resources in 2018 and was appointed chief human resources officer in 2021. Her most recent promotion to executive vice president and chief operating officer has expanded her responsibilities to include oversight of multiple critical departments.

Under Howell's leadership, LAFCU's human resources department achieved great milestones, including the implementation of new standards in recruitment and employee engagement, particularly during the COVID-19 crisis. Howell's leadership has extended beyond LAFCU to community involvement, with active roles on the boards of the Boys and Girls Club of Lansing and the Lansing Regional Chamber of Commerce.



Robyn Howell

Crain's Notable Black Business Leaders highlights individuals who are breaking barriers, making bold moves, and contributing to the growth of industries in Southeast Michigan. Howell's inclusion among this distinguished group underscores her influence as a leader both within LAFCU and in the broader community.

The full list of honorees can be found [here](#).

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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