

## Building One Strong Team!

### Affinity Group Credit Union Announces New CEO

Pontiac, MI, March 22, 2011 - The Board of Directors of **Affinity Group Credit Union**, headquartered in Pontiac, MI, announce that Glenda West will become Affinity Group's new President and CEO effective April 4, 2011.

Glenda West is a seasoned credit union executive with experience in every aspect of credit union operations. Glenda comes to Affinity Group from Genisys Credit Union where she served as Vice President of Branch Operations for 8 years. Glenda's experience also includes serving as Chief Executive Officer for DuPont Credit Union for 8 years as well as a record of leadership positions in credit union membership groups and societies, including service on the board of the MCUL Oakland County Chapter for 15 years. From Teller to CEO, Glenda brings 32 years of credit union knowhow to Team Affinity.

"I'm very confident in our decision to hire Glenda," said Mike Campbell, Chairman of Affinity Group Board of Directors. "There is always an element of uncertainty when an organization goes through a change in leadership. The AGCU Board welcomes Glenda with great enthusiasm and is convinced we found a dynamic and engaging leader to guide Affinity Group Credit Union to the next level."

"I am excited to step into the Affinity Group environment," said Glenda. "I am encouraged by the team of people, the current suite of products, and the member-focused attitude. We are well equipped to capitalize on our current position and I expect the future to be a journey of success for our staff, future merger partners, but most importantly, our members. I want them to know their credit union is healthy, has a focused team that wants to deliver top notch products and services to fulfill all their financial needs."

Affinity Group Credit Union has assets of \$139 million, 5 branches, and more than 20,000 members, the majority of which live in Southeast MI. What makes AGCU unique is the business model. Since 2007, Affinity Group has united four separate credit union legacies into one powerful team - Crestwood Community, Municipal & Health Services, WySouth and Kensington Valley Community - to share resources, build an expanded branch and ATM network, and continue to offer members the best suite of financial products.

Eager to begin her advocacy of the Affinity Group model, Glenda said "The Affinity Model is an awesome business model for credit unions. In the past, I have been actively involved in more traditional credit union mergers and realize that this model, allowing credit unions to merge under one umbrella but keep their credit union name and identity, is a strong member

focused alternative. We welcome the opportunity to discuss with potential merger partners their desire for a collaborative relationship based on integrity, trust and helping members meet their financial needs.”

## **About Affinity Group Credit Union**

Affinity Group Credit Union is a member owned, not-for-profit financial cooperative serving our members who live, work, worship, attend school, or own a business in Wayne, Oakland, Macomb, Monroe and Livingston Counties. AGCU is committed to providing quality financial services at a competitive price delivered in a professional and efficient manner, never forgetting to serve our member/owners.

In addition, Affinity Group Credit Union has ownership in a variety of CUSOs bringing a vast range of services to all of our partners. These collaborative relationships include:

- CU\* Answers ([www.cuanswers.com](http://www.cuanswers.com))
- Mortgage Center, LLC ([www.mortgagecenter.com](http://www.mortgagecenter.com))
- Xtend, LLC ([www.xtend.com](http://www.xtend.com))
- CU Partner Solutions ([www.cupartnersolutions.com](http://www.cupartnersolutions.com))

For additional information on **Affinity Group Credit Union** visit:

[www.affinitygroupcu.org](http://www.affinitygroupcu.org)

