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LAFCU expands team with additions to human resources and marketing departments

LANSING, Mich. — LAFCU has announced the addition of two employees to its human resources and marketing departments: Tracy Strudwick as human resources generalist and Alicea Heady as digital and graphic designer.



Tracy Strudwick

Strudwick brings more than 20 years of experience in various human resources roles. Most recently, she served as human resources manager for the Lansing Board of Water and Light. In her role at LAFCU, she supports employee relations, leave administration, training, payroll functions and regulatory compliance.

A Lansing resident, Strudwick earned a bachelor's degree in business administration and management from Northwood University and a master's degree in human resource management from Central Michigan University. She also holds a Professional in Human Resources (PHR) certification and is a SHRM Certified Professional.

"As a human resources professional, my goal is to build a workplace where people feel respected, supported and able to grow," Strudwick said. "The groundwork at LAFCU has already been laid by those who came before me, and I'm here to help carry it forward with care and commitment. With more than 20 years of experience, I've seen how kindness, fairness and grace can bring out the best in others. I believe God places us where we can make a difference, and I'm thankful for the chance to help people become who they're meant to be."

Heady has joined LAFCU as digital and graphic designer following a standout internship with the credit union. In her role, she develops visual concepts, videos, and digital content that promote brand awareness, support member engagement, and drive growth in membership and product usage. A Lansing resident, she brings strong experience in



Alicea Heady

branding, visual storytelling, and user-centered design. Through past work with the Association of Teachers of Technical Writing and Women of Purpose Ministry, Heady helped boost brand consistency and engagement across print and digital platforms by developing strategic visuals, including a new logo and a professional-grade conference program.

She earned dual bachelor's degrees in graphic design and experience architecture from Michigan State University, and is currently pursuing a master's degree in strategic communication.

"In this role, my goal is to blend creativity and strategy to design experiences that inspire, inform, and engage by turning ideas into visuals that truly connect with people," Heady shared.

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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