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Susan Balbaugh
Marketing Manager
Consumers Credit Union
269.345.7804, ext. 1753
susan.balbaugh@consumerscu.org
www.consumerscu.org

March 11, 2011

Michele Chaney joins the service team of Consumers Credit Union as Regional Vice President

HOLLAND, MICH—Michele Chaney joins the service team of Consumers Credit Union as Regional Vice President for the lakeshore region. Chaney's primary role is to grow membership opportunities for Consumers and develop business in the surrounding lakeshore communities, including South Haven, Holland, and Grand Rapids. Her focus will be on business and market development, growth of the new Riley Street office in Holland, Michigan, and building momentum for a future presence in Grand Rapids. Chaney's ultimate goal is to share the message of loyalty and Consumers' commitment to providing superior member service.



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Creating an exceptional banking experience is a core philosophy for Consumers and perfect fit for Chaney as she hopes to serve as a mentor for both employees and members. "I love working with people from all walks of life, and having the good fortune to develop talent from within is especially rewarding," she says.

Chaney's father was a college professor, which gave her family the opportunity to live in and travel to many cities in the U.S. The family eventually settled in Columbus, Ohio, where much of her family still lives. Directly following high school, Chaney was a student at Ohio State University; and, after relocating to Michigan,

she completed her degree at the University of Phoenix, graduating with a bachelor of science in business management.

Chaney's 20+ year banking career began in 1989 as a teller for Telhio Credit Union. Working her way through many positions she ultimately became an assistant branch manager and was responsible for implementing Telhio's first sales culture. "It was a fabulous learning experience," Chaney recalls. "Even now I use those same foundational skills."

Later, Chaney worked for Huntington Bank in Columbus, Ohio and Holland, Michigan. She held positions of senior team sales manager, business analyst, and district manager for the Michigan Call Center. Most recently, she was a branch manager for United Federal Credit Union also located in Holland, Michigan.

A communicator and lifelong learner, Chaney is passionate about the teaching aspect of her new position. She looks forward to helping members and co-workers become better informed and equipped to make important life decisions.

Chaney serves as a board member for Disability Network Lakeshore, committee member for the Lakeshore ATHENA Program, and is an ambassador for the Holland Chamber of Commerce. She is also an advocate for women and children giving her time to the United Way, Habitat for Humanity, and teaching in the women's and children's ministries for her church.

Chaney currently lives in Holland with her husband and their two children.

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Consumers Credit Union is headquartered in Kalamazoo, Michigan. With more than \$350 million in assets, Consumers has experienced 20% average growth for 26 consecutive years. Established in 1951, Consumers serves individuals and businesses through 13 offices and more than 200 ATM locations in Kalamazoo, Portage, Lawton, Coldwater, South Haven, and Holland. For details, visit www.consumerscu.org. Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!