

**FOR IMMEDIATE RELEASE**

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## **Brad Lawton Named Chairperson of Consumers Board of Directors, Brent Basset Selected as New Director**

KALAMAZOO, MICH—Consumers Credit Union has selected Brad Lawton as its new Board of Directors Chairperson. The position was formerly held by Rodney Adams who will now serve as Vice Chairperson.

Lawton is a management consultant and group facilitator specializing in strategy development and execution. His professional and client focus is in the creation and implementation of strategies to achieve organizational success. Since 1989, he has facilitated more than 400 planning events and long-term strategic projects across the U.S.



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Lawton holds both a Bachelors and Masters Degree in Business from WMU, and currently serves as an adjunct Assistant Professor of Management at WMU. Lawton was born in New York and lived in Arizona before deciding to call Kalamazoo his home in 1979. He's married with a daughter and stepson, and enjoys golfing, technology, and working out. Lawton and his wife also spend time together walking, biking, and enjoying Michigan's many natural wonders.

Consumers' newest board director is Brent Bassett, who joined the board in 2010. Bassett is the owner of BDN Industrial Hygiene, a company he helped form in 1980

which specializes in environmental health studies for commercial clients. The company performs a variety of indoor environmental health studies, including the analysis of asbestos, lead paint, and carbon monoxide levels, inspection for volatile organic compounds (VOC's), and providing strategies for abatement or containment when necessary.

Established via a Ferris State University incubator, the company evolved, eventually became self-supporting, then flourished. Today, BDN has grown to more than five offices serving more than 1,500 clients throughout the U.S. The company still maintains its high standards and original commitment to helping employers ensure workplaces are clean, healthy, and environmentally safe.



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Bassett holds a Bachelors of Science Degree in Business from FSU and a Certificate of Executive Management from Notre Dame. He is also a Certified Safety Professional (CSP), and Certified Hazardous Materials Manager (CHMM). Other professional affiliations include the Institute of Hazardous Materials Management, the Institute of Certified Safety Professionals, and American Industrial Hygiene Association (AIHA).

Bassett is married with two daughters and a son, and stays involved with their activities, including lacrosse, football, and soccer. In his spare time he takes to the golf course and enjoys volunteer work. A strong supporter of public education and the development of our youth, Bassett serves on the Portage Public Schools Advisory Council, is past president of Portage Central Lacrosse, and is currently a member of the Portage Athletic Foundation.

Other Consumers Directors include Daniel Crandall (Treasurer), Patrick O'Connor, and Frank Eagle.

*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](http://www.consumerscu.org). Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!*