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| ***News Release*** For Immediate ReleaseAugust 17, 2012Website: [laketrust.org](http://laketrust.org/)  | Blake Woods or Lori Anderson517.267.7439bwoods@laketrust.orglanderson@laketrust.org |

**Lake Trust Credit Union Vice President Danielle Brehmer named to Prestigious Filene I3 Research Institute**

***“Rising Star” Credit Union Leaders Focus on Ideas, Innovation and Implementation***

***to Better Serve Credit Union Customers***

**Brighton, Michigan –** Lake Trust Credit Union announced today that Vice President of Marketing, Danielle Brehmer, has been accepted into the Filene I3 Research Institute, a prestigious organization that promotes transformational leadership in the credit union industry.

“Lake Trust Credit Union is very proud of Ms. Brehmer and her acceptance into this very elite, prestigious group of young national credit union leaders,” said Lake Trust CEO and President David Snodgrass. “Danielle Brehmer is a rising star in our industry, and we are fortunate to have her on our Lake Trust leadership team.”

The Filene I3 Research Institute does exciting research work designed to improve the customer experience in the credit union industry. The Filene I3 central focus is on developing leadership talent with new *Ideas*, who can *Innovate,* and then *Implement* effective programs. Filene I3 is a work group of energetic credit union professionals who have not yet reached the CEO level but are in a position with substantial responsibility.

The creative new group of credit union professionals joining Filene I3 this year reflects diversity in experience, a variety of different credit union positions, from diverse geographical regions representing very different credit union memberships. Filene I3 participants strive to be transformational leaders in building the future of credit unions and to create new ideas, innovate and implement for the benefit of the credit union industry.

Danielle Brehmer has served Lake Trust Credit Union in a variety of communication and executive positions in the past decade. Prior to joining the credit union, Brehmer was promoted several times to become a Senior Communications Executive with Kolt Communications Inc., a prestigious advertising and public relations firm in Okemos Michigan. Brehmer earned an undergraduate degree from Michigan State University’s College of Communication Arts and Sciences.

[Lake Trust Credit Union](http://www.laketrust.org), as Michigan’s fourth largest credit union and headquartered in Lansing, stretches from Lake Michigan to Lake Huron and Lake Erie. More than $1.6 billion in assets and 21 branches strong, Lake Trust provides over 153,000 members with best-in-class products and offers individualized, trust-based member service. Membership is open to anyone within its 35-county service area. Learn more about Lake Trust Credit Union at [laketrust.org.](http://laketrust.org/) Follow Lake Trust on Twitter @lake\_trustcu.

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