

**FOR IMMEDIATE RELEASE:**

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**Extra Credit Union Welcomes New Board Members**

Extra Credit Union is proud to announce the addition of two new members to its board. Matthew Daniels, Board Director, is Vice President and Retirement Plan Consultant with LoVasco Consulting Group in Detroit. He has been serving the financial needs of metro Detroiters and the greater Michigan area for 13 years, bringing to the board his expertise in banking, lending, and individual and corporate investment management.

John Permaloff, Associate Board Director, is a professional with experience in sales compensation plan administration, cost modeling, and customer service.

“I’m delighted to have these two gentlemen joining our board,” said Deidra Williams, CEO of Extra Credit Union. “Matthew brings a young perspective and a great wealth of experience and knowledge about our industry that will really add to a diverse team already comprised of many talented individuals. And John brings his experience in the mortgage industry, data analysis, and research and troubleshooting. These additions will assist us in best serving our members by representing the interests and age groups of a highly targeted area of our membership.”

Over the coming months, the credit union will continue to search for additional Board Directors and Associate Board Directors to represent the ideas, attitudes, interests, and needs of its members ages 34 and under.

Extra Credit Union’s Board of Directors is a volunteer board elected by ECU members. These dedicated area residents have a strong interest in the local community and guide ECU in making decisions varying from simple to complex, as well as a direction on serving the community well. The credit union’s active board is closely involved in key decisions, conducts strategic planning, and has authority and governance.

The current board includes:

- Dennis Brooks, Chairman
- Donald Slagel, Vice-Chairman
- Brian Hagle, Secretary
- Anne Covert, Treasurer
- Claudia Mullin, Board Director
- Tammy Findlay, Board Director

- John Summerhill, Board Director
- Matthew Daniels, Board Director
- John Permaloff, Associate Board Director

Daniels notes that Extra Credit Union’s commitment to education and its lending philosophy—listening to people’s stories rather than basing a loan solely on their credit score alone—are two of the qualities that really peaked his interest in the credit union and the board opportunity.

“Throughout my career, I have put a large focus on financial literacy. When people have a good understanding of how saving and borrowing work, they are better equipped to make smart financial decisions in the future,” Daniels said. “Realizing that we are lending to one of our neighbors and not just a credit score is one of the first steps in building up the community. Extra Credit Union’s lending philosophy puts people first, as it should be.”

Daniels graduated from Wayne State University with a degree in investment finance. He volunteers as a coach for youth basketball and baseball and sits on the board of the Center Line Youth Baseball and Softball Association (CLYBSA) and is an active member in the St. Anne’s Men’s Club. He enjoys spending his free time outdoors either mountain biking, boating or skiing with his wife and three children.

Permaloff graduated with a bachelor’s in history from the University of Michigan before receiving a bachelor’s in psychology and another in biological sciences from Wayne State University. He volunteers regularly with programs at his church, including the [Macomb County Rotating Emergency Shelter Team \(MCREST\)](#) program.

Any individual interested in becoming an Associate Board Director may contact Kerry Hitchcock at [KHitchcock@extracreditunion.org](mailto:KHitchcock@extracreditunion.org).

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**Extra Credit Union** ([www.extracreditunion.org](http://www.extracreditunion.org)) was founded in 1954 by a group of educators with \$856 in assets. Today, with two full-service offices in Warren and Sterling Heights, Mich., Extra Credit Union (ECU) has more than 19,000 members with \$200 million in assets. Extra Credit Union works with the local community and educators to provide hands-on learning, financial fundamentals, and customized services to help students and educators make good financial decisions. In addition, ECU provides solution-based lending and credit education programs to open lending possibilities to people of all credit backgrounds in Macomb, Oakland, St. Clair and Wayne counties. Deidra M. Williams serves as President/CEO, leading the credit union in its [mission](#).