

Credit Union Advisory Council

Biographies



Chair, Deb Wreden serves as the Executive Vice President, Product & Delivery Strategy for Virginia Credit Union (VACU). She has been with VACU since 2003 and has previously held positions as SVP Product Development and VP Marketing. Deb's current responsibilities include member and consumer marketing, financial education, community partnerships and outreach, innovation and agile product development teams. Deb is passionate about developing products and programs centered around members needs and was instrumental in the further development of VACU's successful credit card programs. The financial education program under Deb's leadership has expanded to 4 full-time educators that support the greater Richmond Virginia community. In 2020 alone, the team reached over 65,000 people ranging in age from elementary students to

adults. Deb also oversees an endowment made to Virginia Commonwealth University to establish the Virginia Credit Union Financial Success Center at VCU whose goal is to build financial wellness programming and resources for VCU students, faculty and staff, and alumni. VACU's commitment to financial education has earned them the designation of Financial Health Leader from the Financial Health Network two years in a row. Deb has participated in various industry advisory groups, including most recently the Federal Reserve Faster Payments Task Force and the CU Ledger (CU owned distributed ledger platform) product advisory group. Deb holds a BFA Arts/Education from C.W. Post, Long Island University.



Michael Daugherty, CPA has been President of Community Plus Federal Credit Union (CPFCU) since 1995 and has over 31 years of experience in the credit union movement. CPFCU has over \$20 million in assets and is located in Rantoul, Illinois. As the name suggests, it is a community credit union serving 3 counties. Michael assumed leadership shortly after the local Air Force base shut down, taking nearly half of Rantoul's residents with it. Since then, he has guided it on a path to serving the underserved, which included certification as a Community Development Financial Institution (CDFI) in 2009. Under his watch the credit union has committed itself to providing credit building opportunities through counseling, small dollar loans, and non-prime auto loans for working families. Michael is active in credit union organizations. He is a director on the Illinois

Credit Union Political Action Committee (CUPAC) board and a member of the Illinois Small Asset Size (SAS) Credit Union Advisory Committee. He also is a member of the Alloya Corporate Federal Credit Union board. Michael has been a speaker several times at the Illinois SAS Conference and at the state convention. He is a member of the Illinois CPA Society, CFO Council, and CUES. He has served his community as chairman of the Planning and Zoning Commission and is a trustee of the Police Pension Board. Michael has a B.S. in Business Administration from Eastern Illinois University and took additional coursework at University of Illinois at Springfield.



Jeff Ivey is President and CEO of River City Federal Credit Union, a Community Development Financial Institution (CDFI) and Juntos Avanzamos credit union located in San Antonio, Texas. Founded in 1936, the credit union serves members in Bexar County and is also designated as a Minority Deposit Institution (MDI).

Ivey has over 30 years in the financial industry, working at large regional and small community banks, as well as a large credit union prior to joining River City in 2018. He is a graduate of Baldwin-Wallace University and received his MBA from the University of Washington.

He and wife Janice are also court appointed child advocates with CASA in San Antonio, working with children that are under Child Protective Services custody due to abuse and neglect. Jeff is a Board Member with the San Antonio LGBTQ Chamber of Commerce and serves on the United Way's Partners for Community Change.



Chad LaFlash is the Associate Vice President of Research and Product Strategy for the University of Wisconsin (UW) Credit Union, based in Madison. UW Credit Union was founded in 1931 and serves 330,000 members with \$5 billion in assets today. Chad has worked there since 1987, starting as a Teller and holding roles in Deposit and EFT Services, Information Technology, Project Management, Marketing, and R&D.

In his time at UW Credit Union, he has been instrumental in guiding the organization through product design to become a market leader in checking accounts, digital services, auto and student lending, mortgages, and credit cards. Chad is passionate about delivering value to the membership, and has led efforts to reduce fees, embrace technology innovation, improve access for high school and college students, and design inclusive financial services for a diverse community.

Chad is a third-generation native of Madison and has volunteered on several non-profit community boards, in addition to his advisory work with credit union and banking associations at the local, state, and national levels. He holds certificates from the UW-Madison School of Business, and is a graduate of the Filene i3 program, NACHA Payments Institute, and CUNA Financial Management School.



Michael J. Levy is the Vice President/General Counsel at Travis Credit Union, headquartered in Vacaville, CA.

Levy's career includes 20 years as an attorney with the State of California, nine in private practice, and a year as a volunteer deputy district attorney. His most recent state service was as Deputy General Counsel for Litigation for the California Department of Insurance, the largest consumer protection agency in California. There, he supervised the teams that handle producer licensing and discipline, enforce the Unfair Insurance Practices Act, approve property and casualty insurance rates, and enforce the Insurance Frauds Prevention Act for false claims presented to private insurers. Levy's prior state experience includes Secretary/Chief Counsel to the Unemployment

Insurance Appeals Board, Chief Counsel to the California Energy Commission, General Counsel to Los Angeles Regional Water Quality Control Board, and Senior Staff Counsel to the State Water Resources Control Board. Before his state service, Levy worked in private practice handling complex litigation, appeals, estate planning, and probate administration. Across Levy's career, he has garnered compliance experience with virtually all aspects of government and has amassed a diverse and successful portfolio of litigation experience in a variety of disciplines and in some of the most complex legal fields including administrative, statutory, and constitutional law.

Levy is an active volunteer in the legal and local community. He is an Appellate Mediator for the Third District-California Court of Appeal and is Amicus Committee Chair of the California Access to Justice Commission. He served two terms as Supreme Court appointee to the State Bar Trustees Nominating Committee, held several appointments as Judge Pro Temp of the Sacramento Superior Court, and was president of the Sacramento County Bar Association. He has held leadership positions on several civic bodies, including the Davis Planning Commission. In 2020, he joined the author team of "California Practice Guide: Administrative Law" (The Rutter Group).

Levy earned his LL.M. (cum laude) in natural resources and environmental law from Northwestern School of Law, Lewis & Clark College, his J.D. from the University of San Diego, and his A.B. from U.C. Davis.



Floyd Rummel, III has been the CEO of Northern Hills FCU since July of 2013 and has over 35 years of experience in the credit union movement. NHFCU has over \$140 million in assets and is located in Sturgis, South Dakota. NHFCU is a community credit union with a rural district charter serving the entire state of South Dakota. Prior to joining NHFCU Floyd was the President/CEO of Dakota Territory FCU since 1987. In 2013 he successfully merged DTFCU into Northern Hills and started his duties as the CEO at that time.

Floyd has been very active in the credit union industry serving on the South Dakota Credit Union League BOD for 11 years. For 9 of those years, he served as the Board Chair. He successfully guided the League in its merger efforts with the North Dakota Credit Union League forming the Mid America Credit Union Association know known as the Credit Union Association of the Dakotas.

After Members United Corporate FCU was conserved by the NCUA in 2010 Floyd became a member of the Charter Advisor Group for Alloya Corporate FCU. He was very actively involved in the formation and chartering of Alloya. He currently sits on the Alloya board and is a past Board Chair. Floyd is also very active in his local community. He sits on several nonprofit boards a couple of those are Action for Betterment of Community in Sturgis, SD and Neighborworks Dakota Home Resources in Deadwood, SD. Floyd has a BS, in Business Administration from Black Hills State University.



Suzanne Weinstein has been a champion of the credit union movement for over 25 years. Serving as the President and CEO of Orlando Credit Union, she is passionate about the credit union's mission to build lifelong relationships with each member by empowering their financial momentum. Her focus is to build local community relationships and partner with organizations nationwide to provide additional avenues to empower financial momentum for all.

Suzanne's strategic vision has propelled her organization through membership changes, charter changes, real estate initiatives including affordable home ownership, adoption of a digital strategy with a cloud-first approach, and modernized transaction processing. In addition, she serves as a mentor to small credit unions. Her background as a CFO has provided a strong foundation to innovate and navigate competitive landscapes.

Suzanne currently serves on the CUNA CEO Executive Council as the Vice Chair, League of Southeastern Credit Unions (LSCU) Florida Advocacy Committee, Chair, LSCU Executive Councils Committee, Chair, Shared Services for Credit Unions Board, and the Orange County History Center, Past Treasurer. She is a CUNA CFO Executive Committee, Past Chair, former CUNA Housing Subcommittee member and former Filene Research Institute- i3er.

A graduate of the University of Central Florida, MBA and BSBA Finance, she earned a Certificate in Certified Financial Planning, and graduated from the CUES Executive Program. The experience she treasures most is her volunteer work with Orange County Public Schools and the honor of receiving the Jefferson Award as a public-school mentor.



Shawn Wolbert, CIA is the President / Chief Executive Officer for GHS Federal Credit Union, in Binghamton, New York. Ms. Wolbert assumed her role at GHS FCU in 2021 to assist the credit union in reaching the underserved and unbanked populations of the three counties they serve in New York.

Ms. Wolbert's financial services history spans over 20 years. In addition to working as the Chief Executive Officer of credit unions in New York, and previously Indiana, she was Chief Financial Officer for the Michigan Credit Union League and the League of Southeastern Credit Unions.

During her time with the Leagues, she managed League InfoSight, providing regulatory compliance products and PolicyPro to over 3,000 credit unions nationwide.

Ms. Wolbert was a featured speaker for Credit Union National Association (CUNA), focusing on regulatory compliance and credit union operations.

Ms. Wolbert is dedicated to the success of her community. She volunteers her time to the United Way and is the Director of the Board for the Fenton Free Library and the Northeast American Cancer Society.

Ms. Wolbert holds an MBA from Spring Arbor University and BS from Western Michigan University.