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Farrand named VP of Communications for Downriver credit union

Former newspaper reporter, editor and consultant brings 30 years of experience to the job

Release date

Immediate

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October 2008 — Craig Farrand, a former newspaperman and communications consultant, has been named Vice President of Communications for **Education First Credit Union**.

The announcement was made Oct. 15 by President/CEO Teri Creighton.

Farrand was hired as director of communications and marketing in October 2007, after serving as a consultant for the credit union through its name change and expansion of operations that year. Since 1974, the financial institution had been known as Downriver School Employees Credit Union. On Oct. 1, 2007, the name was changed to Education First Credit Union “to better reflect the nature of our membership, rather than the boundaries of our service area,” Creighton said.

In making the announcement, Creighton said she had always considered Farrand a member of her executive team, “but he was the one who came up with his initial title.”

“The announcement simply makes formal what has been fact for a year,” she said.

The third member of the credit union’s executive team is John Zemmin, executive vice president of operations.

Prior to his hiring by Education First Credit Union, Farrand served as a communications consultant in the public and private sector for 15 years under his company name, Synergy Communications. He continues to offer advice and counsel to area school districts as part of his role as vice president with the credit union.

“The challenges facing public education continue to mount,” he said, “which makes it imperative that we partner with our friends in the board rooms and the classrooms in addressing and solving those challenges.

“Some of our support comes in the form of direct monetary funding of programs, organizations and events; other support comes in the form of helping students — from providing snacks during MEAP testing and donating books to school libraries to providing more than \$100,000 in scholarships to deserving students going to college.

“My work with the districts also includes helping publicize events and issues,” he said, “and serving on the boards of two school district foundations: Woodhaven-Brownstown and Taylor.”

From 1978-1992, Farrand worked as a reporter, editor and managing editor of the former Mellus Newspapers and current News-Herald Newspapers. From 1992-94, he worked as editor of the Community Crier, working in the emerging field of desktop publishing. He founded Synergy Communications on July 4, 1994. For the past five years, he has served as an adjunct professor of journalism at the University of Detroit Mercy.

He currently lives in Brownstown with his wife, Mavis McKinney-Farrand. They have four children and seven grandchildren.

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