



FOR IMMEDIATE RELEASE

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**Michigan Bankers Association Congratulates Alyssa Bouchard
Named 40 Under 40 in Genesee County**

LANSING, Mich., 2024 - The Michigan Bankers Association (MBA) congratulates Alyssa Bouchard, Vice President of Communications, on being named one of *Genesee County's 40 Under 40* by the Flint & Genesee Group. This prestigious award honors young professionals in this biannual program celebrating the region's brightest young talents who are excelling professionally and making a significant impact within Genesee County.

Alyssa Bouchard joined the MBA in 2017, bringing extensive experience in communication and public relations within local and state associations. A graduate of Saginaw Valley State University with a bachelor's degree in Communications, Mrs. Bouchard has embarked on a decade-long career marked by diverse experiences, a versatile skill set, and an unwavering commitment to community service.

Throughout her professional history, Alyssa has excelled in customer service, event coordination, and nonprofit work, honing her organizational and communication skills to a high standard. Her excellence has earned her accolades like the "Great Things Award" for websites, and multiple awards from the Public Relations Society of America (PRSA) for her outstanding work in public and media relations.

Alyssa's dedication to her community extends across Mid-Michigan and Lansing, where she advocates for accessible childcare, education, and financial literacy. She has actively volunteered on school boards and engaged in meaningful discussions with key stakeholders, including Governor Gretchen Whitmer. Mrs. Bouchard is also a 2024 candidate for the Swartz Creek Community School Board of Education.

T. Rann Paynter, President and CEO of the MBA, praised Alyssa's contributions, stating, "Alyssa is a dedicated professional who has made substantial contributions to her field and community. Her commitment to excellence, leadership skills, and ethical values make her a valuable asset. We are proud of Alyssa's recognition in the community."

Alyssa Bouchard expressed her gratitude, saying, "I am truly honored and humbled to be named one of *Genesee County's 40 Under 40*. This recognition reflects my dedication and passion for advancing the banking industry, public education, and giving back to the communities where I work and reside. I'm excited about the opportunities that lie ahead and look forward to continuing my journey of innovation and positive impact."

About the Michigan Bankers Association

The Michigan Bankers Association (MBA), the voice of the banking industry since 1887, consists of Michigan financial institutions with more than 2,800 branches located throughout the state. The MBA promotes strong communities and economic activity in Michigan by advancing a positive business environment. MBA assists banks by offering products and services to reduce expenses and increase profitability through the strength of the association.

For more information, visit michigan.bank.

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