



*Lois Kitsch*  
CUdifference Co-Founder

Induction  
*February 28, 2023*

For American credit unions, which operate in one of the world's most competitive, and metrics-driven industries, Lois Kitsch is the cooperative conscience. With 40 plus years of credit union leadership, she inspires credit union leaders to live the values of the credit union movement to best optimize our cooperative structure to create and enhance business opportunities. For many years she served as the national program director of the National Credit Union Foundation's Development Education program, which helps credit union leaders experience a transformational learning experience and maintain cooperative principles as the foundation of their cooperative business model. Beyond her years working for the Foundation, Lois is the Co-Founder of CU Difference aimed to work directly with credit union teams to heighten their awareness and passion for credit unions.

Lois has worked with credit union leaders from six continents and more than 40 countries to help their movement leaders maximize the relationship between the credit union and its members. She motivates people to change the way they operate their businesses and think about serving marginal markets. Lois is a natural facilitator, mentor and consensus builder, a well-known public speaker and a successful program leader.

Lois has received many national and international awards including the Herb Wegner Award for Individual Achievement and Best Project, the Athena Award from the World Council of Credit Unions, the Life-Time Service award from both the Credit Union Development Education Program and the CUTE Foundation (Mindanao, Philippines), and the distinguished service award for ACCOSCA (continental trade association for Africa). Recently, Lois was added to the Women's Hall of Fame for the American Credit Union Museum. Lois also serves as the Chairperson of the African Cooperative Development Foundation. In this role, she is collaborating with ACCOSCA to build the first ever state of the art training academy for African Credit Unions.



AACUC African American Credit Union

# Hall of Fame

Honoring Pioneers of the Credit Union Industry



Inductee

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2023

Inductees:

- ◆ Tim Anderson ◆ Carla Decker
- ◆ Melinda Edmunds ◆ Todd Harper
- ◆ Lois Kitsch ◆ George Ombado ◆ Michael Ray

The National Museum of African  
American History and Culture



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