Alaska USA announces executive promotions

Alaska USA Federal Credit Union announces the promotion of Rachel Norman to Senior Vice President, Personnel. Norman began working at the credit union in 1993 as an Employment Officer and was promoted to Vice President, Personnel in 1999. As Senior Vice President, Norman is responsible for continuing Alaska USA’s tradition of exceptional member service by facilitating the recruitment and retention of employees for the credit union and its subsidiaries.

Norman holds a degree in psychology/sociology from the University of North Texas.

Alaska USA Federal Credit Union has promoted Liz Behlke to the position of Vice President, Marketing. Since joining the credit union in 2001 as Marketing Manager, Behlke has introduced a number of new marketing initiatives. As Vice President, she will be responsible for implementing marketing plans for the credit union and its subsidiaries in order to support each company’s business plan and strengthen the Alaska USA brand.

Behlke’s career includes positions in marketing, advertising and design management with companies in the San Francisco Bay Area, including Pacific Bell and Golden Gate University. She has an M.B.A. from the University of Southern California.

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with 270,000 members worldwide.