

FOR IMMEDIATE RELEASE  
MAY 5, 2022

## **VP CREDIT UNION CEO LYDIA JOHNSON TO RETIRE** *Dynamic credit union leader and author leaves 46 year legacy*

**Burnaby, BC** – Lydia Johnson, former CEO of V.P. Credit Union (now V.P. Financial), and Special Advisor to G&F Financial Group\* has formally announced her intention to retire on May 6, 2022.

Lydia began her career in financial services as a teller at the Bank of Montreal in Vancouver. Over the next 46 years, she gained experience through a multitude of roles at the bank and then the credit union system in the '80s, growing her skills as a leader. While with Vancity Credit Union, Lydia worked as Regional Director of Sales and Service and was promoted to Vice President of the team in 2000.

After 25 years with Vancity, Lydia stepped into the world of consulting where she worked with a variety of credit unions in North America and internationally, providing leadership coaching, sales training and planning services, including a strategic planning engagement with G&F. During this time Lydia published "*The Jalapeno Handshake, Strategies to Heat Up Your Business Relationships*" (2010) which was well received by business leaders in Canada and the US.

In 2017, Lydia assumed the role of General Manager/CEO of V.P. (Vancouver Police) Credit Union, in Vancouver. While at the helm, Lydia established priorities to rebuild and strengthen foundational operations and staff skill sets; operationalized key functions with increased efficiencies and regularized all accounting of operations. In 2021, working with a team of dedicated leaders, she prepared the credit union for a well-timed merger with partner G&F Financial Group. The membership voted in favour of the merger and the credit unions merged on January 1, 2022, resulting in Lydia assuming her current role as Special Advisor.

*"We celebrate Lydia's 39 years with credit unions and her incredible contributions along the way. It's been a pleasure for all our teams to work with Lydia over the past year. Her insights on the credit union system, and her experience with both large and small organizations has been invaluable," say Bill Kiss and Jeff Shewfelt, Co-CEOs at G&F Financial Group. "We wish Lydia all the best on this next phase of her life."*

### **About G&F Financial Group**

With over 61,000 members, 26 locations and \$5 billion in total assets under administration, G&F Financial Group proudly provides a full range of personal and business banking, investment and insurance solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for 80 years.

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