

For Immediate Release

Kristy LeVasseur Named President/CEO of Junior Achievement of North Central Michigan

Midland, Michigan - The Board of Directors of Junior Achievement of North Central Michigan (JANCM) is pleased to announce the appointment of Kristy LeVasseur, IOM as president and CEO. With a long history of regional leadership, LeVasseur brings almost two decades of experience in communications, business and community engagement, and education to JANCM.



A native of the Midland area, LeVasseur's background includes working with business and education in the Great Lakes Bay Region. Serving for nearly a decade at the Midland Business Alliance, she worked with small businesses, entrepreneurs, and community stakeholders to help boost the economic environment in the region. With a background in education, she now combines her passion for business and education to help young people apply what they learn in school to life outside the classroom. LeVasseur also brings a successful background in proposal and grant writing, in both the for-profit and non-profit sectors.

"We are excited to have Kristy join the Junior Achievement team," said Marc Cesere, JANCM Board of Directors Chairman. "Her background in community engagement and leadership is an excellent fit for the JANCM team. Her energy and passion will help Junior Achievement continue building the legacy of helping to prepare our young people for financial success."

LeVasseur succeeds Mike Rush, who led JANCM for 18 years. Rush leaves a history of growth, having managed the merger of two JA offices to create a new territory covering 18 counties in northern Michigan. Under his leadership, the team nearly doubled in size and continues to expand its programming across the region. Rush retired as of July 31, 2025.

LeVasseur holds degrees from Central Michigan University, Saginaw Valley State University, and has completed her nonprofit management certificate from the Institute for Organization Management from the US Chamber of Commerce. With a passion for community building, she also serves on the Chippewa Nature Center and Reece Endeavor boards of directors. LeVasseur helps champion both local and regional leadership initiatives with the Midland Business Alliance and the Great Lakes Bay Regional Alliance. She serves as a volunteer for the Leadership Midland Steering Committee, Hidden Harvest, Midland Blooms, and is a member of the Parks and Recreation Commission for the City of Midland.

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Junior Achievement is the world's largest organization dedicated to educating K-12 students about workforce readiness, how business works and financial literacy through experiential, hands-on programs. These programs help prepare young people for the real world by showing them how to manage their money, create jobs that will make their communities more robust and apply entrepreneurial thinking to the workplace. Junior Achievement collaborates with the education and business communities to help students make the important connections between what they learn in school and experience in real life after graduation. For more information about Junior Achievement of North Central Michigan, visit their website at <https://www.northcentralmichigan.ja.org>.