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Contact: Lauren Witham
586-466-7800 ext. 109

FreeStar Financial Credit Union Vice Chairperson Marc Alexander Delivers TEDx Pontiac Talk on “The Power of Downward Growth”

PONTIAC, Mich. — Marc Alexander, Vice Chairperson of the FreeStar Financial Credit Union Board of Directors, took the TEDx stage in Pontiac on May 1, 2026, delivering a talk titled *The Power of Downward Growth*.



In his presentation, Alexander challenged traditional ideas of success, encouraging audiences to reconsider the constant pursuit of upward momentum. Drawing inspiration from nature, he introduced "downward growth" as a purposeful season of internal anchoring in which life's most difficult challenges become the foundational roots that sustain lasting strength and resilience.

The message reflects the belief that enduring strength is built not through rapid ascent, but through the deep, unseen work that happens beneath the surface. This concept resonates deeply with the financial resilience and long-term commitment to community that FreeStar Financial Credit Union has embodied for its members, being led by a board of directors that lives out this vision.

Alexander's appearance at TEDx Pontiac is a rare achievement. Earning a spot on the TEDx stage is highly competitive, with events typically receiving far more applications than they can accommodate. Securing his place on the first attempt shows the clarity of his message and the strength of his vision, the very principles of purpose and preparation at the heart of his talk.

"Downward growth serves as a humbling reminder that our members and colleagues all have moments where the journey feels uncomfortable," said Alexander. "Before I look at a metric or a number, I look inward and remember what I needed most during my own seasons of 'rooting.' It forces me to see people instead of numbers, and potential instead of delayed progress. At FreeStar, we are here to serve our members, supporting them through their various experiences, especially through their own periods of downward growth."

About Marc Alexander



Marc Alexander is an entrepreneur, author, and community leader focused on innovation, education, and nonprofit advancement. He joined the FreeStar Financial Credit Union Board as an Associate Director in 2022, became Director in 2023, and was named Vice Chairperson in December 2025. During his tenure on the Board, Alexander has helped guide FreeStar Financial through two mergers, a core banking system upgrade, and long-term strategic growth initiatives.

As Founder of Lite Tuition and Co-Founder and CEO of Lite Raise, Alexander is reshaping educational funding and nonprofit support to help students and organizations achieve their full potential. He also serves on the board of the Amour Women Foundation, supporting initiatives centered on financial literacy, empowerment, and equitable access to opportunity.

A past Kiwanis club president and recipient of the prestigious Hixson Award for his service and contributions to the Kiwanis mission, Alexander was recently named one of Macomb County's 40 Under 40, for his leadership and community involvement. His mission is to use technology to drive change by transforming challenges into opportunities for future growth.

About FreeStar Financial Credit Union

FreeStar Financial Credit Union is a full-service financial institution dedicated to providing quality financial products and services to its members. Founded in 1957 as Selfridge Air Force Base Credit Union, FreeStar Financial has grown to \$350 million in assets and serves over 26,000

members. The Credit Union welcomes anyone who lives, works, attends school, or worships in Michigan and operates eight full-service branches throughout Macomb and St. Clair Counties.

FreeStar Financial Credit Union has a long history of supporting military members and local communities. In 2023, the organization established the FreeStar Financial Foundation to expand its community-focused initiatives. During its first three years, the Foundation raised over \$50,000 to support local nonprofits and military charities through fundraising efforts and volunteer engagement.

For more information, visit freestarfinancial.com or contact Lauren Witham at lwitham@freestarfinancial.com.

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