



PRESS RELEASE

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After 25 Years, Lenz Retires as Branch Manager

(Phillips) Cherie Lenz, Prevail Bank’s Branch Manager in Phillips, retired January 27 after 25 years in the banking industry.

“Working in the banking industry has been very rewarding in so many ways,” said Lenz. “but, my husband and I promised ourselves that we would retire together so we could resume wood crafting and sell our handcrafted art and décor at local and regional community fairs. It’s time; we have a lot of enjoyable work ahead of us.”

Lenz, a resident of Phillips for 33 years, graduated from Northcentral Technical College with an accounting degree at age 38 while working full-time in a sewing factory. “One of my oldest and fondest memory is of Colleen Guzinski, then Prevail Bank’s [formerly known as Time Federal Savings Bank] Branch Manager, called me for an interview as a loan assistant/teller,” said Lenz. “This was before I had graduated from NTC. She said she really liked my cover letter and was willing to give me a chance in banking. I still remember sitting in front of her doing the interview.”

When asked if she still had a copy of the cover letter that changed her life, Lenz laughed and said, ‘Unfortunately, no’.

The personal relationships that Lenz made during her banking career will remain long after her retirement, not only with the staff, past and present, but also with the many customers that she now calls friends.

“I learned a lot about the politics of banking and banking products and services,” said Lenz. “I am still a very shy individual, but the positions I held forced me out of my shell. I really enjoyed being part of the events Prevail Bank sponsored, like the Harvest Festival Pumpkin Patch and most recently Prevail Day in the Park.”

“I truly appreciate the years of service Cherie has provided our Phillips branch as well as the surrounding communities,” said Renée Leinfelder, Senior Vice President of Retail. “She has built some amazing relationships and friendships over the years. I have enjoyed working with her and wish her many years of happiness in her retirement.”

“It’s hard to put into words how much Cherie’s actions affected our family,” said Kendal Patrie. “She offered to purchase [on behalf of Prevail Bank] my children’s blue-ribbon sheep when she noticed their sad faces. They were too young to participate in the county fair’s animal auction ring. Her heart and compassion will always be remembered.”

“Daily interactions with my staff and customers were my reasons for coming to work every day,” said Lenz.

Lenz joined Time Federal Savings Bank on July 1, 1998 as a Loan Assistant/Teller. She eventually transitioned to a Savings Leader and then Branch Manager. She felt lucky to get the initial job offer because she was a ‘newbie’ in the industry. But once secured, she did plan to stay till retirement.

“I have truly met many wonderful and unique individuals,” said Lenz. “It’s amazing how all of the different backgrounds and leadership styles have made a lot of memories for me. I have learned a lot from my teammates and will take that knowledge into my next chapter.”



Pictured: Prevail Bank co-workers surrounded Cherie Lenz, Branch Manager, as they present her with an assortment of parting gifts. Lenz, holding the basket, retired after 25 years with Prevail Bank on January 27. Pictured (L to R): Bobbi Taylor, Kim Heizler, Cherie Lenz, Tony Morgan – Mortgage Loan Originator NMLS# 2378600, and Christine Moidl.



Cherie Lenz, Prevail Bank Branch Manager - Phillips

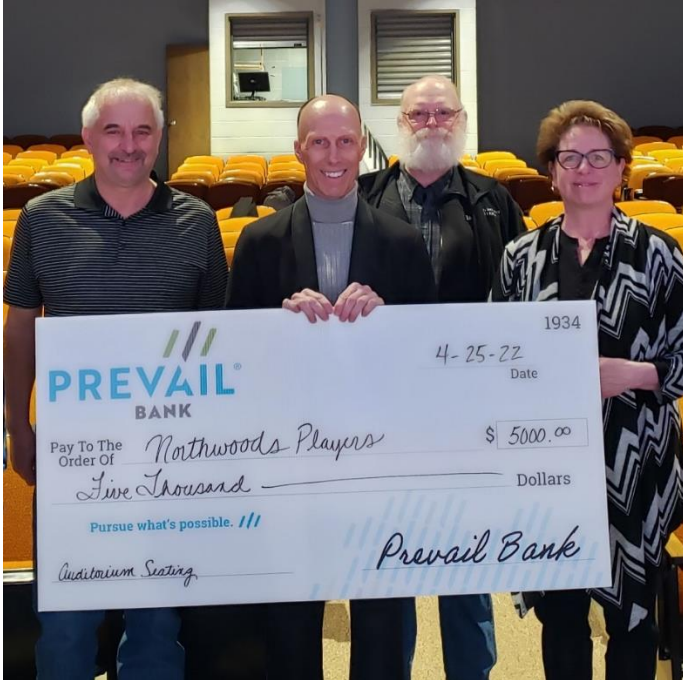
Other photos depicting Cherie Lenz’s interaction with the communities she served as a Prevail Bank Branch Manager and her staff follow.



4-H-ers have to be in 3rd grade to sell their prize winning livestock from the Price County Fair at the “Market Animal Auction”. Dakotah and Landon Patrie knew this as they watched the older children parade their animals in the market ring. Cherie Lenz noticed their sad faces and witnessed the interaction between them and their grandmother as she explained the rules and said, “Someday you will be able to show your animals in the ring.” That comment prompted Lenz to step forward, politely introduce herself, and extend an offer to purchase Dakotah’s and Landon’s sheep for \$1,000. — Lenz, who was representing Prevail Bank that day, turned heartache to happiness in 2022.

Cherie Lenz, Branch Manager, (top) and her staff partake in the Halloween spirit at Prevail Bank in 2021.





Prevail Bank Branch Manager, Cherie Lenz (far right), presented a \$5,000 donation in support of the Northwoods Players Community Theatre (NWP) in 2022. The funds will help cover the expenses of new seating and curtains, an upgrade in sound equipment and lighting, and other necessary projects within the Phillips High School Auditorium.



Cherie Lenz, Prevail Bank Branch Manager and active Lions Club member and officer, was instrumental in securing a substantial sponsorship that made the Prevail Bank Stage in Elk Lake Park (Phillips) a reality in 2019. Lenz is holding the ribbon on the far left side during the Phillips Area Chamber of Commerce ribbon cutting.



The year was 2003 when Cherie Lenz (left) delivered on behalf of Prevail Bank (then known as Time Federal Savings Bank) May Day baskets and flowers to the Aspirus' Pleasant View Nursing Home to brighten the day of the residents. Sally Huml, from the nursing home, assisted her.

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Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.