



**PRESS RELEASE** for immediate release

September 20, 2022

Contact: Catherine Leifeld, Marketing Specialist  
PH: 715-748-2231 ext. 1234  
[cleifeld@prevail.bank](mailto:cleifeld@prevail.bank)

**Brenda Trump joins Prevail Bank’s Branch Management Team**

(Eau Claire) Prevail Bank is pleased to announce that Brenda Trump has joined the Eau Claire team as Branch Manager. Trump has over 20 years of banking experience, from business development and marketing, to mortgage underwriting and lending officer, to controller and branch management.

“I’m excited to have Brenda join our team,” said Renée Leinfelder, Senior Vice President of Retail. “Her wealth of knowledge and years of customer service and banking experience will make her transition seamless. I look forward to working with her and watching her build relationships with our customers.”

“I chose Prevail Bank for many different reasons,” said Trump. “First and foremost, I support Prevail Bank’s mission 110%. I will always help customers, employees, and communities obtain their financial goals to the best of ability. It is so rewarding to be their trusted advisor and a part of their success.”

Trump and her husband, Bill, moved to Wisconsin from Arizona earlier this year. She’s already expressed an appreciation of Wisconsin’s cheeses and the abundance of freshwater lakes to fish.



“Moving to Eau Claire has been a great experience for us,” said Trump. “We have thoroughly enjoyed the farmers markets and what they have to offer, along with the lakes, the downtown murals, and the beautiful countryside.”

Trump enjoys reading, fishing, and spending time with family and friends. She’s a fan of the Bears, the Cubs, and the Blackhawks — a result of living in Illinois for numerous years prior to Arizona. Two grown sons are split between those states; one lives in Buckeye, Arizona, the other in Peru, Illinois.

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.

**Pictured: Brenda Trump, Branch Manager of Prevail Bank (Eau Claire)**