



PRESS RELEASE for immediate release

July 1, 2026

Contact: Catherine Leifeld, Content & Event Marketing Specialist
PH: 715-748-2231 x1234 cleifeld@prevail.bank

Cathy Asher Joins Prevail Bank as Vice President, Commercial Banking Officer

Prevail Bank is pleased to announce that Cathy Asher has joined the organization as its Vice President; Commercial Banking Officer in Eau Claire. Asher has 12 years of experience in commercial lending, with strong relationships in the Eau Claire area. She brings with her exceptional attention to detail and underwriting, banking knowledge, and an agricultural background in teaching and lending. She is versed in government guarantees including Rural Development, Small Business Administration and Farm Service Agency.

She is committed to the Eau Claire community, volunteerism, and the WBA's agriculture section board. She enjoys traveling throughout the U.S. — Glacier National Park is a must see according to Asher — in addition to hiking and snowshoeing with her significant other, Ryan; her son, Levi; Ryan's son, Brady; and their three dogs.



Pictured:
Cathy Asher
Vice President; Commercial Banking Officer
Prevail Bank

###

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.