



PRESS RELEASE for immediate release

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Rehbein accepts Vice President, Retail Operations position at Prevail Bank

(Medford) Prevail Bank is pleased to announce the promotion of Alycia Rehbein to Vice President, Retail Operations. In this role, she will lead operational consistency, process improvement, and exceptional customer and employee experiences across Prevail Bank's retail network.

Rehbein brings several years of retail banking and leadership experience, including branch management and her current role as Retail Training Manager. She has played a key role in developing our retail training structure, strengthening operational consistency, and supporting successful execution across our branch network. Her experience in retail operations, process improvement, and cross-functional collaboration makes her well prepared for this expanded leadership role.

Prevail Bank is excited about the impact she'll continue to make. Her primary office will be in Prevail Bank – Medford.



Pictured:

**Alycia Rehbein, Vice President, Retail Operations
Prevail Bank**

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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.