

# Bill Shank



## on Staying Power

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Customer service is in Bill Shank's blood. His grandfather founded The Beall's Department Store chain and, at the young age of 14, Bill was practicing customer service at the Beall's in his hometown of Jacksonville, Texas. After working for a couple of other wealth management companies, Bill realized, with his retail background, he could do better for his customers and launched Shank Wealth Management.

"Your business must be centered around your ability to listen to your customer and hear them, too. Just as important is the ability to focus on your customer, not on stocks and bonds or whatever you're selling. There is nothing more important than to understand what your customer wants and needs."

"Managing the money of others is stressful. I've created a viable and successful family company that we built on the customer service qualities I learned at our family department store. Fortunately, I have two wonderful children who have given me four wonderful grandchildren - with two more on the way. I'm in awe of how my kids are raising their own kids. It's encouraged me to strive for my own work-life balance."

"My father was the smartest man I ever knew. He taught me the value of networking and connecting with people. He didn't say much but, when he did, it was right on target. The best piece of advice he ever gave me was pretty much to the point and I took it to heart: 'The older you get, the fewer opinions you should have.'"

"An old man I once worked for had a profound effect on me when he told me, 'Give back. When your neighbor supports you, support your neighbor.' This is something else

I've taken to heart. I've been on Chamber boards. I'm a lifetime member of the Houston Livestock Show and Rodeo, on the boards of the Texas PGA, Kingwood Medical Center and the Texas Ranger Museum and Hall of Fame in Waco. I'm most proud, though, of my work on the board of Be An Angel Foundation where we created an amazing playground for children of all physical abilities."

"After college, my mom told me, 'You made it through school making C's. I don't care if you're a giant failure or a giant success. Just don't be average!' I took that to heart, too. It's my 'staying power.' I've never been afraid to step up and take responsibility."

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Like Shank Wealth Management, The Tribune is a small business providing jobs in our community, the foundation of our great USA economy. We both have staying power. Bill Shank has spent a lifetime helping others, through his community work and by wisely investing his customer's money. The Tribune, now more than 10 years old, focuses on our community as well, the people who live here, the businesses that thrive here, as well as the churches, sports and community organizations that make Lake Houston such a wonderful place to live.