

# Investment in determination

St. Donatus native's autobiography tells how he built success, fame and fortune

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**S**tanley Reeg's dad had a decent job and was, at times, a fair role model.

When the elder Reeg was home, he would impart wisdom and life lessons to his many children. Stanley Reeg said his father taught him accountability and the importance of fulfilling your obligations.

Unfortunately, the allure of the local taverns proved consistently problematic for the St. Donatus, Iowa, family.

Reeg recently penned a book about his rags-to-riches tale. "Take this Job and Love it," which prominently features his childhood in St. Donatus and the surrounding area, will be released Memorial Day weekend.

The new author will host a hometown book-signing from 9 a.m. to 2 p.m. Saturday, June 1, at Kalmes Store in St. Donatus.

Reeg's eclectic career took him from local factory floors to the fast-paced world of investment advising. Now based in the Quad Cities, Reeg said he has earned millions of dollars helping people invest their money wisely.

All, he would add, without the luxury of a college degree.

"I had talked about going to business college and my dad said, 'Well, you're going to get a job,'" Reeg said.

He enrolled part-time in classes multiple times during his career, though he never finished his degree. He did, however, participate in a career assessment program that changed the course of his future.

Reeg was told his skill set would best be used as an investment analyst or adviser. The choice between the two was clear, he said.

"I was the oldest of seven children and my dad had a good job at John Deere," Stanley Reeg said. "The problem was, he never brought that paycheck home."

Kids picked on the Reeg children for their motley appearance and tattered clothes. But bullying didn't phase them.

"I guess you would say we got a lot of German determination," Stanley Reeg said. "All of us have become quite successful financially, as well as our careers."

**"The biggest thing is setting big goals and believing you can achieve them if you put the effort in and pay the price."**

STANLEY REEG, AUTHOR

"That's easy," he said. "I'm not going to be an analyst. I'm going to be an adviser."

In 1985, he was hired by an investment firm.

"After five years, I was in the top 10 percent of our firm," Reeg said. "The key was not that I was smarter than anybody else. I just made twice as many calls as anybody else. Probably worked twice as long, too."

Reeg's son Todd also works as a financial and investment adviser, though his path to the career couldn't have been more different.

"When I wanted to get out of college and go to work, my dad said, 'No, no, no. You've got an op-

**TH** video  
Stanley Reeg discusses his book. [TelegraphHerald.com](http://TelegraphHerald.com)

portunity to go to a prestigious college. You're going to do it," Todd Reeg said.

But after years of international business education, Todd knew that he would follow in his father's footsteps. So he started building his practice in Scottsdale, Ariz.

"It was very inspiring for me to see what he built and the difference he had made in our family and other families," Todd said. "That was a big inspiration for me."

Reeg said "a lot in life is about intention."

"(Stan Reeg's) intention has always been to do what's in everybody else's best interest," Todd said. "That's another value that made him the success that he is. Sometimes the hard road is the right road, particularly in our business."

Stanley said success in his industry can be attributed to ethics, honesty and hard work.

"The biggest thing is setting big goals and believing you can achieve them if you put the effort in and pay the price," he said.

## book signing

Stanley Reeg will sign copies of his book, "Take this Job and Love it," at Kalmes Store in St. Donatus from 9 a.m. to 2 p.m. Saturday, June 1. Copies of the book can be purchased beginning Memorial Day from LoneWolfePress.com. Profits from book sales will go to the Paul B. Shara Foundation at Clinton (Iowa) Community College.

