

GENTLEMEN OF
GOAL
MAGAZINE

Fashion and Philanthropy



William J. Urbanik

Managing Partner/Financial Planner

Co- Founder



Years in current position. Years in current industry?

16 Years SHC; 2 Years GOAL

Education?

Bachelor of Science in Education, California University of PA
Master Business Administration (MBA), Seton Hill University

Hometown? Washington, PA **Currently Resides in?** Latrobe, PA

Who has been most influential to you throughout your career?

While many have been impactful, I would give “most influential” title to my wife Jessica. Starting out as a business owner is not easy. I was a college graduate and my first paycheck was NEGATIVE - \$364.43 because I couldn't cover fees to the broker dealer. She carried us financial and was beyond supportive. I would have probably given up and went to work for someone else had she not be so encouraging and patient.

What do you love and dislike the most about your job? Or, what inspires you the most and disappoints you the most?

In my role as a financial planner, I love watching and standing next to so many great people as they realize such great life experiences. What disappoints me the most is how many times I have witnessed money break up families usually the result of a sibling rivalry. What I love most about my work with GOAL Magazine is the vast collaboration with other businesses and community leaders to share an endeavor aimed at making a difference.

If you could do anything professionally, what would it be and why?

My dream job, since I was 4 years old, has been President of the United States because there is not a position in the world that yields a greater opportunity to inspire, make a difference and be intrinsically involved in so many lives.

If you had to give a younger person in your field one piece of advice what would it be?

Their greatest asset is their own self confidence and realizing the profound importance of balancing that self-assured demeanor with RESPECT. Without respect, the asset of self-confidence becomes a liability.

Define success in one statement.

To have love for others and to be loved by others and facilitating the success of others.

What cause, or purpose are you most motivated to support and why?

Issues involving children with special needs, learning disabilities and other physical or mental challenges. Building awareness within themselves that they too can find happiness and fulfillment personally and personally.

To whom or what do you credit your philanthropic heart?

Becoming a father.

If you were given only one sentence or statement to convince others of the importance of giving to others what would you say?

Those that give light the world while Those that take darken it.

What cause do you feel deserves more attention nationally?

the massive increase in cases of mental illness and the impact it has on a wide array of issues.

If you could volunteer full time, what would you do?

Coach ice hockey and/or soccer

What look do you wish you could wear more often?

Jeans with a dress shirt untucked and jacket.

Do you have a signature look?

Blue suits.

Give an example of you stepping outside your comfort zone with regards to your appearance and/or attire?

Combining brown shoes/belt with grey pants or sweater.

What do you normally wear to work?

Suit

Is there a particular color you prefer to wear and why?

Blue! Its bold, yet approachable.

Most impactful words ever said to you and who said them?

“If you can breathe, you can play” ---My Dad.

“The most important thing you will ever do is being a father” ---My Mom.

“love You” ---My Boys.

Someday, looking back on your life, what had to have happened for you to feel proud and fulfilled?

I don't think it is possible for me to be fulfilled professionally. Personally, I want to raise happy, healthy and independent children.

Favorite Quote?

“The ultimate measure of a man is not where he stands in the moments of comfort and convenience, but where he stands at times of challenge and controversy.” – Martin Luther King, Jr.

What do you consider your greatest personal accomplishment and why?

My kids. If you knew them, you would know why.