

For further information contact:

Clark Culbertson

culbertsonbrandgroup@gmail.com

419-202-9785

INTRODUCING BILL REAGAN:
THE BENEFACTOR NORWALK DIDN'T KNOW IT HAD

Norwalk, Ohio -- August 3, 2015 -- Two years ago Bill Reagan stepped up to make the All-Sports Complex, a building that now bears his name, a real possibility. Of the over \$800,000 budget to build and fully equip the Complex, The William K. and Julia D. Reagan Foundation donated \$300,000. Yet it wasn't just the amount of the gift, it was the timing since even with such a large donation there was still a lot of money to be raised and a lot of work to be done.

For Norwalk Athletic Boosters and the many hard working volunteers, this dream articulated 5-years ago needed fresh momentum. After two and a half years there was only a few thousand dollars in the bank. It was at the 2013 All-Alumni gathering at Norwalk High School where Bill Reagan stepped up to a table where volunteer Maureen Ringle was soliciting donations. Then and there he announced his interest, "I'll pay for half of the building."

Bill Reagan grew up on North Garden Street, attended Norwalk Catholic School before transferring to Norwalk Schools in the seventh grade. He went on to Case University for one year before moving with his parents to Salt Lake City, Utah, where he has now lived and worked for fifty years.

Reagan USA, the closely held outdoor advertising business that Bill founded shortly after high school, is now worth over \$500 million. Today, Bill's three surviving children are very active in day-to-day business operations and Bill and wife Julia have set up their foundation to give back to those organizations that were important to shaping their lives and which have the ability to make a lasting impact on the lives of many more people.

Bill Reagan volunteered his core philosophy that underpins his success in business and in life: "Get your primary skills, get your network, and be so very careful of your reputation. If you say you're going to do something, keep your word." Spend any time talking to him and you'll quickly realize just how much he takes these principles to heart.

As for skills, he earned a double major and a minor in college (banking, finance and accounting, respectively), a law degree and then over the years multiple degrees from Harvard Business School through their Owners, Managers and Presidents program. Building his network starts with a wide circle of family, friends, and business associates, and extends to a very active membership in national leadership organizations and his industries' professional organization – Outdoor Advertising Association of America (OAAA) where he is currently board chairman.

Many examples of keeping his word abound. From the reputation that resulted in his becoming a member of his industries Hall of Fame, to the fact that he raced home via the company jet to be on the sidelines of his son's junior football team which he regularly coached to championships.

There is clearly a fourth point that he left out: hard work. It was evidenced during his time at Norwalk High School where he was a finalist in the state Science Fair competition, but maybe even more so on the gridiron where in both junior and senior years he was awarded the Football team's Most Valuable Player and the Bulldog Trophies, the later for having the most tackles.

Then, in 1965, just two years following high school graduation, Bill took a full-time job, launched and incorporated a business, and married his wife Julia, all while continuing his post secondary education full-time, undergraduate at Weber State, through earning his law degree at the University of Utah. A few years later, in 1971, he passed the Utah Bar and began a law practice while continuing to grow his business and helping to raise the first of two of their four children. "For years I just worked and went to school while we began raising our children," according to Reagan. "But I loved what I was doing."

Norwalk is also responsible for sparking Bill's passion in what is often called out-of-home advertising – the business that encompasses everything from traditional outdoor boards, digital outdoor boards, bus shelter posters and those huge painted boards that adorn the sides of multi-story buildings.

Bill Hart, father of classmate, teammate and friend Taylor Hart who now runs Hart Advertising, would talk about the business when Bill hung out at their home. In fact, he gave Bill Reagan his first job during high school selling outdoor advertising, those Vacation Land Posters that are still found throughout the area. "I was so successful selling that production at Hart could not keep up," said Reagan. His career in outdoor continued with The Harry H. Packer Company while he went to school at Case. Cleveland based Packer outdoor advertising had a national foot print at the time. So it was natural that he would go to work for Galaxy Outdoor Advertising upon arriving in Utah while at the same time launching a small side sign painting and outdoor ad business.

According to Mr. Reagan, “I’ve earned a lot of money doing a number of business deals over the past 50 years,” deals that were possible due to his hard won skills in business and finance. The two deals that frame his career were first when he bought Galaxy in 1981 for \$7 million and established Reagan Outdoor as the clear market leader in Utah, and Rollins Outdoor for \$100 million in 1987 which added nine other outdoor markets to his holdings. In 1988 all the Rollins markets were spun off except Austin, Texas, which became a part of Reagan debt free. Today the company has leading positions in Utah and Austin, and additional coverage within the Las Vegas market. Reagan also has substantial real estate holdings outside of the outdoor advertising properties the company owns.

Nothing goes in a straight line, and as Bill Reagan noted, “I flat lined four times in my career.” He boot strapped his business with the help of his father in building signs and buying used equipment to install them, he took out SBA loans to fund operations, and practiced law for several years after parting company with Galaxy to help make ends meet. It was a big legal victory on behalf of a client where his fees from the settlement were invested to help capitalize Reagan Outdoor, and when he could leave the practice of law behind. He out maneuvered Galaxy by focusing on better service, better locations and better lighting even though he had fewer outdoor boards to offer. He found an Illinois bank interested in outdoor advertising loans to fund the purchase of Galaxy. “We’ve never had outside investors in any of the deals.” The Rollins Outdoor purchase was a classic leveraged buyout. He had put up \$1 million in the deal and lost it, but ultimately came out on for the better.

With all his success in life and business, Bill and Julia suffered a tragedy when they lost their youngest son David Reagan in late 2007 in a car accident, leaving behind his wife and three young children. Like his brothers Dewey and Billy, and sister Frances, David was working in the family business at the time of his passing.

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