

People You Should Get to Know: Vicki Schultz



In my first career right out of college, I was a teacher. When I took some time off to raise my children, I did volunteer work. When I decided to continue my education, a MBA is what I chose, and it led me to a career as a financial adviser, where I still am teaching, only this time about money issues.

Why do I do what I do

This career is most rewarding because you can see the difference you are making in people's lives. You get to meet a variety of interesting individuals all with varying thoughts about life and money, so it is an exciting challenge to help them realize their goals.

What brought me to Reno or why I stay in Reno

My husband and I moved to Reno in 1993 for quality of life. We came from Southern California where the traffic and crowds were getting unbearable. We wanted to raise our youngest daughter in a different environment. Reno and Lake Tahoe are beautiful, and you can enjoy the outdoors without stress. We also love the sense of community in Reno.

What I do to leavework at the office

To leave work at the office, which is somewhat difficult when you are in business with your spouse, I work out at a martial arts studio taking cardio-kickboxing and resistance classes. I also spend quite a bit of time talking on the phone with my three daughters who live out of town.

How I give back to my community

Our firm has a philosophy of giving back to our community. We adopt foster families at the holidays and purchase and deliver gifts to them, and we visit the veterans hospital each holiday season and sing carols in the halls. I give back to the community through my membership in Soroptimist International of Truckee Meadows.

Best business book I've read lately

The best book I have read lately that could be considered a "business" book for me is "The Big Short" by Michael Lewis. It is fascinating reading about the individuals who saw the imminent collapse of the mortgage securities market.

Best place in Reno to meet with clients or colleagues

I enjoy lunch or dinner with colleagues at Café de Thai. It provides a nice open atmosphere for conversation, and I love the spring rolls.

My leadership philosophy

My leadership philosophy is one of teamwork. There are no "bosses" in our firm. We are all working together for our clients.

Notable Achievements

I have been fortunate over the years to be recognized in several publications that list the top financial advisers in the country. Worth magazine started publishing its list in the mid-nineties, and I was on the list of top 200 or 250 each year they published the list. The Robb Report took that over in 2004, and I was on their top 100 list that year.

If I could do something else I would

If I could do something else, I would teach financial literacy classes at the high school level. Knowing how to budget, balance a checkbook and avoid excessive credit card use are things that every high school student should know before graduating. They should understand basic financial terminology and investment principles.