



Bernard William (Bill) McDonald II

December 29, 1943 - April 7, 2023

Bernard William (Bill) McDonald, father, businessman, and friend, passed away on April 7, 2023, in Kansas City, MO. Born on December 29, 1943, in Omaha, NE, Bill was the son of Bernard "Mac" and Virginia McDonald. He was preceded in death by his parents, daughter Kelly Hogan McDonald, and sister Barb McGowan. Bill is survived by his daughter, Kathy Lingerfelt (Bill), grandson Liam, Bill's sister, Mimi Coffman, and his nephews & niece, Ted Amondsen, Kristin Sassi, Greg McGowan, Dr. Brad McGowan, and their families, as well as his former wife, Susan Rolli, and dear friends, Mike Brown, Ron Hendrix, and Jim Latham.

Bill was a Vietnam veteran whose passion for service continued throughout his life. He was an advertising and marketing executive in the Midwest, where he made a mark in the advertising business at Bozell & Jacobs in Omaha. In the 1980's he founded Kansas City Infobank, a business research and strategy firm, which he led for over two decades. He was known for his brilliant insights and innovative strategies.

Bill collected a diverse set of friends and acquaintances throughout his life, which is a testament to his warm and outgoing nature. He was a raconteur, an inveterate skeptic, and a go-to guy for bold ideas. He loved uncovering the story behind the apparent story, whether it was a mystery, a conspiracy theory, or corporate intrigue.

Bill was an exquisite writer, a deep strategic thinker, and a research guru. His booming voice, piercing eyes, and love of laughter will be remembered by all who knew him.

At his request, there will not be a funeral. If you wish, suggested memorials are the US Department of Veteran Affairs, https://www.cdceportal.va.gov/donate_online/) or The Kansas City Public Library, <https://kclibrary.org/support>. Bill will be deeply missed by all who knew him, and his memory will live on in the hearts of those who loved him.

Tribute Wall

MD

“ To my neighbor and friend, I didn't know our last conversation would be our last conversation. I'm sorry we didn't get to make that trip to Arthur Bryant's BBQ. I appreciate our season of time as friends. Rest in peace.

Michael DePriest - May 19, 2023 at 10:24 PM

RH

“ The older I get, the more I appreciate friends that really are true friends. Bill was always good for a spirited "chat" at breakfast. I will miss him and think of him often. Ron Hendrix

ron hendrix - April 18, 2023 at 08:03 PM

GH

Bill has been a friend and neighbor for 22 years. Kind, smart, funny and endlessly interesting and giving! He will be missed by so many here. I feel blessed to have known Bill and had time for his wonderful mind and spirit.

Gayle Hobbs - May 19, 2023 at 09:34 PM