

## Special Award – *Building a Lasting Legacy* Heck Capital Advisors

One might wonder how an investment firm that started just a year before the great 2008 recession on Wall Street could survive. Heck Capital Advisors has not only survived, but also thrived. The Heck family investment legacy actually began nearly 50 years before, when Robert Heck entered the securities business, working for a big-city firm. Over the years and decades, he honed his skills, and in the early 1990s, Robert's sons, Kenneth and David, joined him to form The Heck Group. They were still affiliated with a Wall Street firm, however, and Robert wanted to be truly independent. So in 2007, they started over and formed Heck Capital Advisors, LLC.

Now the family firm is confident that it is serving only their clients' best interests, without having to also serve the interests of a parent company. Core values of integrity, client focus, teamwork, openness to change, strong work ethic, faith, and dedication to family and community have served them well on their way to success.

The family members credit their growing prosperity to an ability to work well together as a team in a fast-paced and stressful environment, and at the same time stay close as a family. With a staff of 17, the firm has built a regional and national base, serving both individual and institutional clients in 29 states. Since 2012, the firm has seen assets under management grow from 2 billion dollars to more than 4 billion dollars. In that same time, they have acquired over 200 new family accounts and more than 20 institutional accounts, including prominent Wisconsin-based corporations, foundations, pensions and trusts.

Robert not only set the tone for the financial success of his company; he also has passed on his strong commitment to serving others. The list of employees involved in multiple community organizations, charities and services is too long to list. From serving on boards of directors to chairing fund drives, from coaching Little League to mentoring at-risk students, Heck employees are plugged in to their communities. Heck has even sponsored a school-to-work internship program with the local high school.

Perhaps Robert Heck's most significant impact on the city of Rhinelander and Oneida County is the result of his thousands of hours of volunteer work over dozens of years to help keep alive and improve the Rhinelander-Oneida County Airport. To honor his efforts, last month the city council and county board voted to name the airport's new terminal building after Robert Heck. As Heck says, "Airports build cities, cities don't build airports." Since he began his efforts in 1975, the airport has been responsible for bringing 1,200 jobs to the area, and has had a 30 million dollar per year impact on Rhinelander and surrounding communities.

Judges appreciated Heck's strong family values, sensible approach to growth, and commitment to building a strong community.

This Special Award, titled "Building a Lasting Legacy" goes to Heck Capital Advisors, LLC, of Rhinelander.

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