

The Wolff Companies

58 Years of Community Connection



Family businesses are a cornerstone in most communities. The ECHN community is no exception. But how many family businesses can survive to the second and third generations and continue the same philanthropic commitments that their parents or grandparents started? The Wolff family business is one of the few.

Greg Wolff was awarded the plaque pictured above after he served as president of the Hartford chapter of the National Association of Life Underwriters, now called the National Association of Insurance & Financial Advisors.

The family business, formerly known as Wolff-Zackin & Associates, was started by Tom Wolff on April 1, 1954. Tom's oldest son Greg was the first of his three children to join Tom, followed by younger son Gary. Some years later Tom's daughter Debi Davis joined the family business as the office manager. In 2001, Greg's son Keith became the third generation in the business; however, there was a time when Keith was told he couldn't enter the family business.

Not Allowed in the Family Business

After college graduation in 1996, Keith spent nearly four years in the private equity and investment capital business. When Keith told his dad he was leaving that business to enter the insurance and financial planning business, Keith added that he didn't want to initially work in the family business. "That's good," Greg told his son, "because you're not allowed to enter the family business."

In the Wolff family, if you want to work in the family business you first have to prove your value by working elsewhere in the industry. Keith passed the test. He has earned Million Dollar Round Table sales production recognition, as well as several other industry awards, his first full year and every year thereafter. Along with three generations of business success, the Wolffs have maintained something else they consider just as vital—contributing to the community.

Greg and Keith have served ECHN and the ECHN Foundation in countless ways including as board members, corporators, golf tournament sponsors, financial contributors and Healium Ball sponsors.

"We've been very blessed," Keith says. "Many people are less fortunate than we are. If we're in a position where we can help others, whether it's financially, with our time or in other ways, we feel that it's our responsibility to help."

A 10-Year-Old Gives, Too

Now the fourth generation is beginning to demonstrate the family tradition of giving. Recently, Keith and his wife Kris were going to a local food pantry and social service agency with their older son, 10-year-old Jackson. Jackson asked his parents to wait. He ran upstairs to his bedroom and came back down with a heavy plastic bag. When Keith asked what was in the bag, Jackson said he'd emptied his piggy bank so he could bring the money to the pantry.

"Business and life are not about keeping everything you earn," Keith says. "They're about making sure you give back wherever you can."





The Wolff family at their home, Keith, Jackson, Kris, Devin, and Greg (not pictured is Greg's wife, Liz.)