

Arizona's entrepreneurs count on **Marty Henne's** steadfast commitment to careful planning to help them through the highs and lows of the market — little do they know how much he enjoys the ride.

When sitting with Arizona's premier financial planner, you don't expect him to say, "My life dream growing up in Nebraska was that I would be an NFL linebacker. That was my aspiration."

Marty Henne, President of the Henne Financial Group, continues his tale of a wannabe career with the Huskers. "There were guys 40 pounds heavier than me who could run faster than a 9.9 hundred (yard dash). I quickly gave up on getting into the NFL. So I graduated in three and a half years. I wanted to get out and get to work."

That sounds a little more like someone you can trust with your financial security.

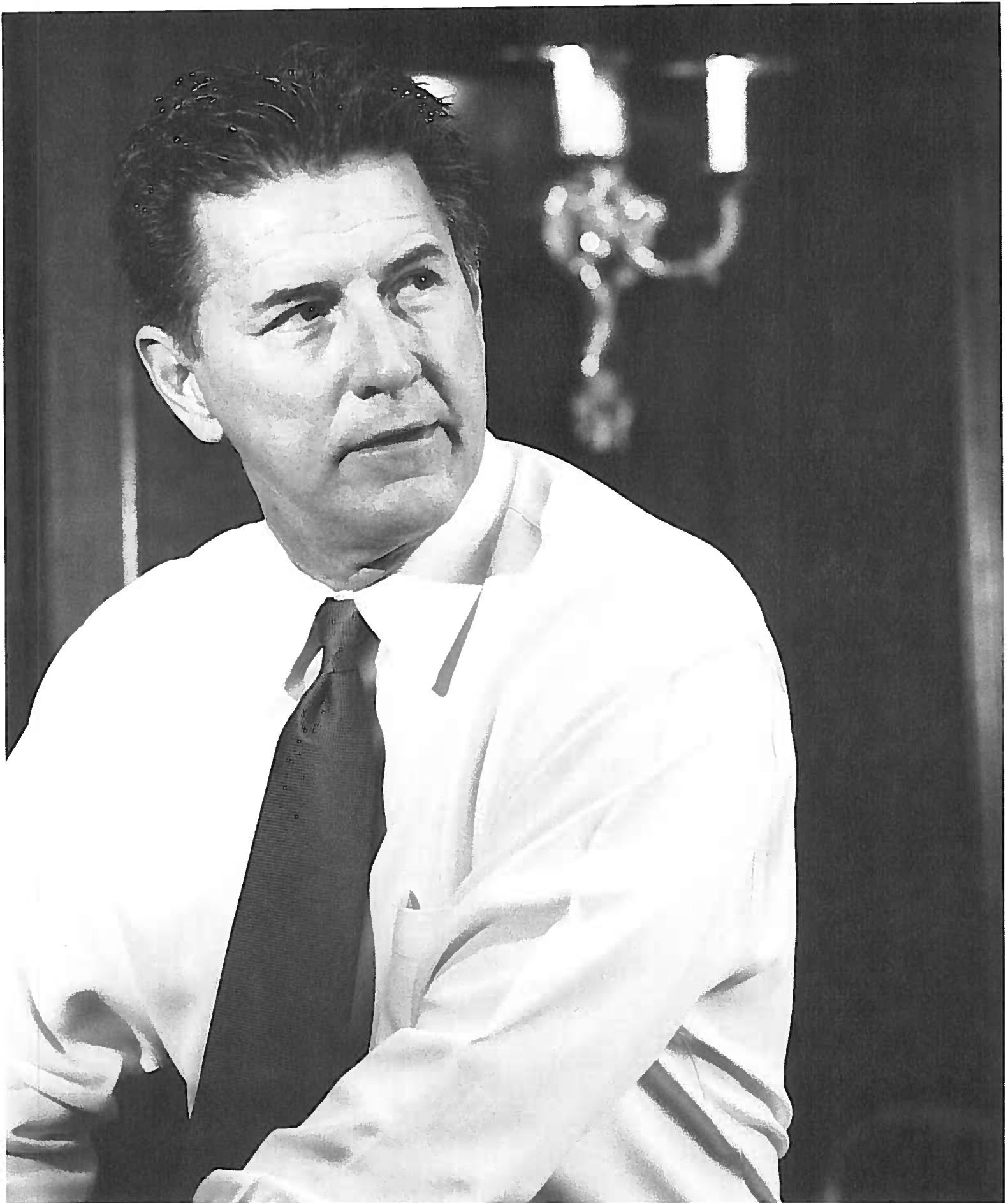
Marty Henne is at first glance full of contradictions, taking pride in confounding the antiquated image of a stuffy, conservative, reticent money manager. Diving even slightly below the surface, it all begins to make sense. You don't place in the top percentage of boutique financial planning firms (when ranked by assets under management) without a lot of creativity, a flair for adventure, and a compelling desire to serve.

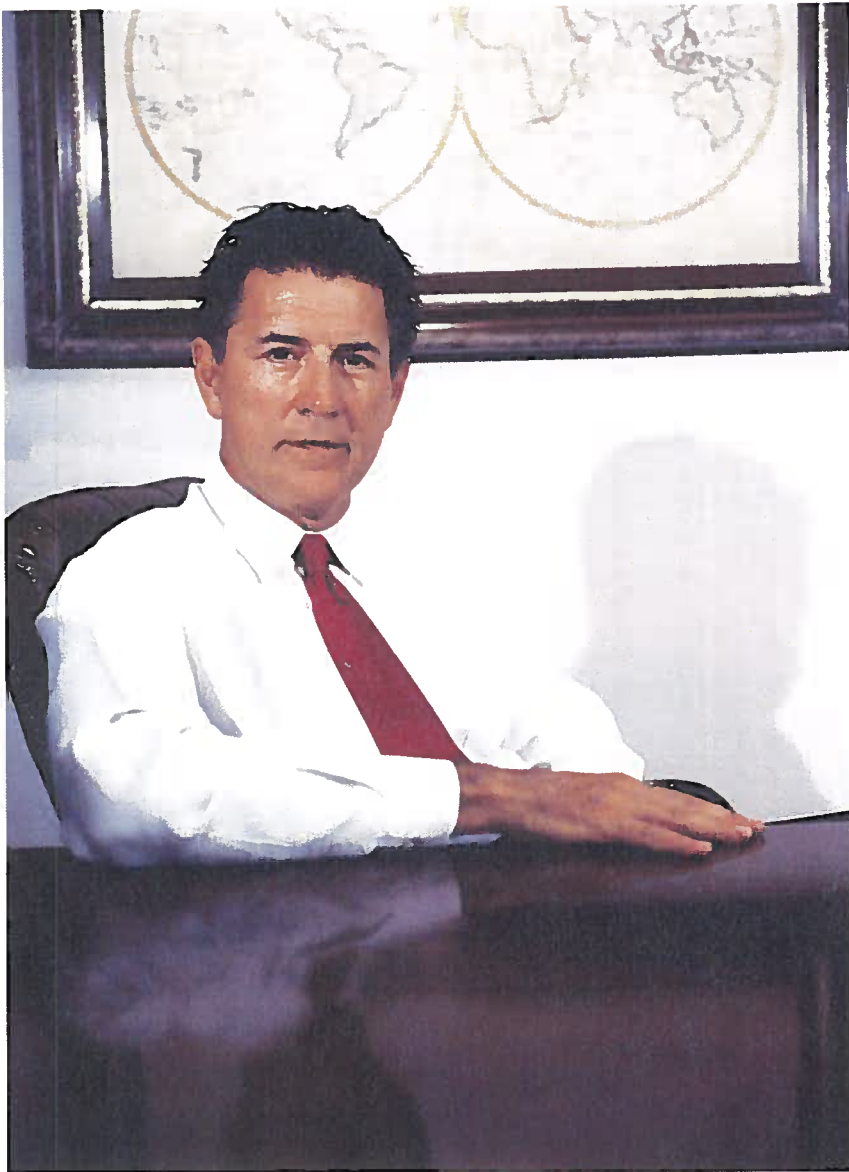
Henne's competitive nature was born in Nebraska. "I was always an entrepreneur as a kid. I picked up pop bottles, sold Christmas cards, went door-to-door selling vegetables that we grew in the garden. I've always, always made money by doing something."

It was two days into a conference at the Camelback Inn when Henne knew he was leaving Nebraska. "I did not know one soul here." As it turned out, that was a good thing.

"The thing I really liked about Arizona was that it was unlike Lincoln and Omaha where a good old boy system locks up a lot of the opportunity. What I found in Arizona is that though there is a remnant of that dynamic, the growth of the city does not allow one group to really hamper someone. Someone who is not in that elite group can still thrive in a market with clients that intentionally keep themselves in a low profile. And that's where my clients exist. I have found that they are exceedingly entrepreneurial, independent, well capitalized in their own right, and are just great people to work with — diverse, from all over. They come here and basically do the same thing that I did. They don't know anybody. They come with ideas, concepts, and a real passion for entrepreneurial opportunity." *(continue to next page)*

STORY BY CHRIS MULHOLLAND KLONOSKI
PHOTOGRAPHY BY HARRISON HURRITZ





Henne made his big move in 1984, eventually opening the first financial center for the Acacia Group. Practicing what he preaches, Henne was able to achieve an astounding level of success by carefully developing and executing a strategic plan that was, "designed to move my firm into an integrated financial services company that had banking, insurance, and securities that would all be tied together through a financial planning process." The concept had been tried before by others but the result was dismal. Eventually, three more strategic plans were created for a total of four. "We met all of our objectives in every single one of them in 18 months or less. By 1996 we had arguably the largest financial planning firm in the United States with 55 advisors and 35 staff."

In the same year, Henne decided to focus his attention on a small number of affluent individuals by forming The Henne Financial Group. "I have 72 clients I meet with four times a year, minimum. I communicate with them every week."

Even in the first stage of his career, Henne enjoyed much success, receiving multiple industry achievement awards in his second, third and fourth year of business. He recalls, "I was able to work early in my career with some pretty impressive people that gave me great insight, great ideas." He attributes early success to projects with the Kinder brothers, and Mickey Mantle and Earl Nightingale, stating that they "allowed me to view the business not as a job but as a huge opportunity."

In recognizing the importance of those early relationships, a sense of obligation to Arizona and the financial industry was born. "One of the fortunate things in my career is I have hired and trained hundreds of people here in Arizona," says Henne. "There are eight financial planning firms in Arizona that are run by people that I hired and trained and developed and are now out thriving."



Vacationing in Xtapa, Mexico with children (left to right: Haley, Bruck, and Whitney)

Riding with friends to support the Annual Rogue Valley Toy Run sponsored by Harley Davidson



With that same sense of responsibility, Henne has committed his firm to contributing to such charities as St. Mary's Food Bank and the Crisis Nursery, among others. He also served on Sheriff Joe Arpaio's Posse for three years. Together, with 14 other CEOs, they raised money on behalf of officers that were killed or wounded in the line of duty.

Though active in Arizona's charity and social scene, Henne chooses to remain behind the curtain, preferring the bright lights of Vegas and the Big Top. "If I could have been anything that I wanted to be it would have been a rock and roll singer. That is what I would have loved," Henne laughs. "I have no talent whatsoever. I can play no instrument. I have no voice." Luckily, the frustrated entertainer has been selected from the Vegas crowd and circus audiences multiple times to perform, once even outlasting the Ringling Brothers clown while juggling, catching plates and dancing.

Henne's act involves quite a bit more than just keeping a few balls in the air. His repertoire includes cars, bikes, horses and planes.

Upon getting his pilot's license Henne was shocked to discover that "you didn't have to know how to pull yourself out of a spin and you could still get your license." Not one to take the easy route, Henne insisted his instructor teach him aerobatics.

When not flying a Cessna 182, Henne settles for a more earthbound approach to speed. "Fast is what I like," he says with a smile. "Cars. Trucks. Motorcycles. I built a custom bike. And I ordered a F150 that I took to a Ford Performance shop and beefed it up to about 480 horsepower." (continue to page 85)



Riding the Peaks & Valleys *(continued from page 78)*

"The motorcycles are a hobby of mine. I enjoy it." He has crossed the United States, Europe, and Canada. His favorite tour? Canada. "There were 12 of us and we were on high performance Triumph motorcycles in full leather gear — up in the ice fields. Europe, in the Alps, was colder." In the U.S., Henne participates in all of the main Harley Davidson events, the Sturges, Laughlin and Daytona.

Henne particularly enjoyed building (and eventually selling) a breeding facility for Arabian horses. "These are one man horses. They were war horses. They were known to protect their riders." He had great luck showing them, meeting movie stars and making friends who remain close to this day.

At a slower pace, Henne stays fit by running six miles a day, five days a week, and competing in annual half-marathons in Maui and San Francisco. He has hiked the Grand Canyon seven times, participating in all three of the established hikes.

And yes, he golfs, though he admits it is "not a passion" but an important business activity. His favorite course is Forest Highlands near Flagstaff, Ariz. where he retreats for the summer and a couple times through the winter months. Though he enjoys skiing in Arizona, "My favorite is Whistler, British Columbia. It has two of the best mountains I have ever been on, Blackcomb and Whistler Mountain. The town is as romantic a place as you could ever imagine."

When not ascending the peaks, Henne heads for the depths. "I particularly love diving. I was fortunate to dive on the Great Barrier Reef on the Outer Reef nearly 40 miles off the coast of Australia. I was in 40 feet of water on the reef and you could pull yourself out and look down at the deepest part of the ocean." Henne is anticipating a trip off the shores of Cuba in the next few months.

With a calendar full of business, travel and physical adventure, Henne no longer laments never breaking into the NFL. "In hindsight, I am very happy that I chose this route. I would have been a frustrated athlete."

Content with his business accomplishments, Henne focuses on protecting the success of his 72 clients. "My job is to keep my clients from making a mistake," he says. "By the time they get to me...they've tried it on their own. They've traded with somebody else" who tried to get a great return immediately. "And I am not trying to do that. I'm trying to win the ball game. I'll give up an inning or two in order to win the whole game."

DISCLOSURE: MARTE HENNE IS A REGISTERED REPRESENTATIVE THROUGH MULTI-FINANCIAL SERVICES CORPORATION, MEMBER OF THE NASD/SIPC.