

As We See It

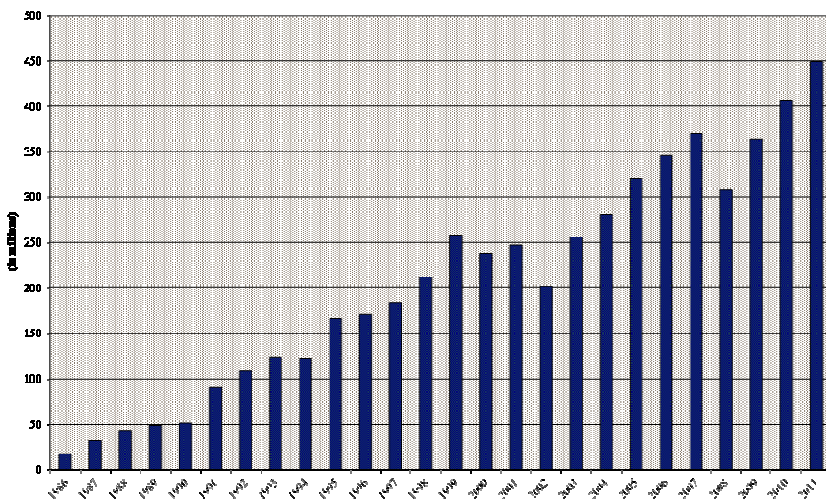
The secret of success is constancy to purpose.

– Benjamin Disraeli

Lawson Kroeker Investment Management was formed twenty-five years ago by Frank Lawson and Ken Kroeker. Incorporated on April 4, 1986, the office opened its doors on June 1st of that year. While a lot of thought and discussion preceded their giant leap of faith, they did not have a sophisticated business plan. It was determined that a minimum of \$15 million in assets under management was needed to keep the doors open. At that level rent could be paid, the salary of one employee—who is still with the firm—would be covered, and a little would be left over for the founders.

Initially, Frank and Ken had to lend the company some funds to keep the doors open. However, by the end of 1986 the goal of \$15 million in assets under management was reached and the firm was able to pay back those loans the next year. Over the years, asset growth has generally been on an upward path with only two years of significant setbacks. Those declines in assets under management occurred during the two major bear markets of the past decade. To manage this growth in clients and assets, staff and business partners were added. As noted in the following graph, on June 30, 2011, the firm had \$449.2 million under management, which ranks it among the larger independent registered investment advisers in Nebraska.

Growth in Assets Under Management Since Inception*



*Includes growth in accounts and account value. Data period 1986 – 6/2011

to
grew, she returned the Lilly stock to her safe deposit box.

When she died in 2003, her account—through additions and market growth—was valued at approximately \$3.6 million. The Lilly stock in her safe deposit box was worth an additional \$4 million. As she had no children or close relatives, the money endowed a chair in her name and one in her husband’s name at their alma mater. Additionally, there was enough money left over to provide lead money for a new wing—which was named in their honor—to the university’s art museum.

The growth in assets under management makes all of us at Lawson Kroeker proud, but our real satisfaction comes from stories like the one above where we know what we have helped our clients achieve.

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