

Hyde Park *Entrepreneur*



FRANK COOPER

Grand Central Investment Group



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EARLY DAYS

Frank Cooper spends a good deal of his free time walking along the shoreline of beautiful St. Pete Beach. A native of St. Petersburg, FL, it seems natural that the beach has become a nostalgic place for Frank to visit, giving him an inspiring landscape to make plans for the future and reflect on the past. At an early age, Frank was ambitious, and coming from a family who owned a large medical supply company, he gained great exposure to the idea of entrepreneurship. After finishing school at Presbyterian College in South Carolina, Frank returned to Florida to begin working for the family business in Tampa. It was during his time at Anderson Medical Supply Company that Frank began personally investing in the stock market, and in a few short years, the hobby of investing turned into a personal avocation.



of Frank's life and career was nothing short of the American Dream, but with bigger aspirations in mind and a family to provide for, the pursuit of becoming a business owner continued on.

Frank began working for Shearson Lehman Brothers in the late '80s, and it was during his time there that he found a means to design his own strategy for running investments for his clients. Taking a look at commission processes commonly used at the time, he created a fee-based money management model. This new way of managing portfolios gave Frank the opportunity to show care and discretion with his client's assets, and as a result, the clients were very pleased. It was this development that helped Mr. Cooper begin the process of creating his own brand. The opportunity to transition into a semi-independent platform represented true personal achievement for Frank, and a chance to carry on the legacy of starting a business, as his family did. With the help of his associate, Michelle Halpin, Cooper Investment Group was born.

HYDE PARK LIVING

Located in Downtown Tampa, Cooper Investment Group was thriving, and Frank was enjoying the opportunity to customize the financial needs of each of his clients. Still, greater changes were on the horizon. By 2004, not only was Frank able to move the company into Hyde Park, but he and his wife broke ground on their home on Delaware Avenue, also in the Historical Hyde Park district. "What we really enjoyed over the last 10 years living and working in Hyde Park is the old-fashioned vibe of the neighborhood. The front porch visits with neighbors, the sidewalks, the social gatherings in Hyde Park Village — it makes the neighborhood a tight-knit family," said Frank. So much of that same vibe was part of how Frank made it feel when you walked in the offices on Swann Avenue. In fact, it was space designed to look like the interior of his home in Hyde Park, a warm, bright, comfortable place for clients and friends to enjoy.

It was the early '70s, and Mr. Cooper's new career in finance was off to a great start. He was working for a General Partner of Reynolds & Company, a predecessor of Morgan Stanley Smith Barney, and was rapidly gaining invaluable experience in the investment industry. Simultaneously, Frank's family life was evolving, and by 1976, he was happily married to Mary "KK" Cooper, and settled into a home in South Tampa with two young sons in tow. It was becoming clear that the direction



The joys of living and working in Hyde Park were abundant from the start, and as the family ties to the community continued to grow, so did Frank's business. Only two years after moving to Hyde Park, Cooper Investment Group became Cooper Capital Management, a completely independent firm that would allow Mr. Cooper to show more inventiveness and

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creativity in how he managed his client's portfolios. During the years at Cooper Capital, Frank's investment philosophy evolved into one focused on establishing harmony for each client and their financial picture, a concept he trademarked SleepWell™.

TIDES CHANGE

By 2014, Cooper Capital Management had eight years of success under its belt and life was good on Delaware Avenue. At the time, it would have been hard to imagine that a life-altering event was on the horizon, and that once it came, everything would change. On May 12, 2014, upon returning home from a trip for Mother's Day weekend, Mr. Cooper's wife unexpectedly passed away. It was a loss that shattered the hearts of the Cooper family, the Hyde Park community and the hundreds of people in the South Tampa whose lives were touched by KK Cooper. She had a generous heart and a powerful ability to affect change in the community and those around her. For Mr. Cooper, healing from this loss would be the challenge of a lifetime, but as KK always seemed to find the silver linings in life, so would he.

VISIONS OF GRANDEUR

Back in 2000, Frank's youngest son, Bob Cooper, worked briefly with him at Cooper Investment Group before moving to New York in 2003. While living in the Big Apple provided extraordinary career opportunities, thoughts of returning home to Tampa were beginning to transpire after 12 years of city life. As the summer of 2014 came upon the heavy hearts of the Cooper family, it was fitting that discussions came up of Bob returning to Tampa to work with his father again. Those discussions quickly evolved into the effective outlining of a holistic, full-service financial operation that would better support the ever-changing needs of Frank's 350 individual and corporate clients. With the hiring of long time friends Steve Bunch, CPA, and Charlie Poe, MBA, CFA, the new team was in place and a business plan for the next chapter of Frank's career was set into



motion. It was the unexpected silver lining and Frank was well aware of how special this opportunity would be. "In the wake of the biggest loss of my life, my dream of having more than just a solo practice came true. I know KK would be pleased to see father and son working side by side."

Cooper Capital has now officially re-branded to Grand Central Investment Group, appropriately named after the iconic New York City landmark known for helping people reach their destinations. Now equipped to help clients reach their "financial destinations," the new team is excited to offer a complete range of fiscal services including asset management, tax and accounting services, succession planning, retirement planning and administration, and with the help of endorsed strategic partnerships, they can also provide health and wellness counseling.

Now, over 45 years into his career, retirement is the furthest from Frank's mind. Grand Central Investment Group, located next to Oxford Exchange, provides what he has always wanted in a business model: "I've been in this business for over 40 years, and I've had the pleasure of working with multiple generations of client families and businesses. During that time, I've learned how imperative it is to adapt in order to serving the best interest of our clients. We can now support and service most aspects of our clients' total financial plan and help simplify an often-complicated experience. Our clients are like family, and our goal is to protect that special relationship. Whatever we can do to help them sleep well at night."