SHOW ME THE MONEY

By CAROL RIORDAN Photos By JON OLSON

We save it and we spend it. On our best days, we give it away. When it comes to dealing with money, the smart money is betting on these Greater Hartford Players.

Denise L. Nappier
STATE TREASURER, STATE OF CONNECTICUT

As state treasurer, “everything I do revolves around safeguarding and growing the money. I never lose sight of the number of people whose lives can be positively affected by that money,” Denise Nappier says. Under the CHET college savings program, 35,000 students have withdrawn $1.2 billion to help cover the rising cost of college. The Treasury has returned $583 million in unclaimed property to 273,000 owners, and its Second Injury Fund has saved Connecticut businesses $1.1 billion without compromising any benefits rightfully due workers.

Marty Carroll
SENIOR VICE PRESIDENT WEALTH MANAGEMENT, MERRILL LYNCH, GLASTONBURY

“As a Marine Corps pilot, I was responsible for other people’s lives,” says Marty Carroll. “Now, I am stewarding my clients’ financial lives.” Carroll also feels a sense of duty when it comes to those less fortunate. This July will be the 10th year of the Connecticut Marine Corps Scholarship Foundation Golf Tournament in Wethersfield. “We’ve donated a total of $350,000.” Carroll and his wife, Jennifer, started the TOPSoccer program in Glastonbury for children with special needs. “It brings the community together. We have volunteer mentors and the high school soccer team scrimmages us every year.”

Robin Coulter
PROFESSOR, MARKETING DEPARTMENT HEAD, UCONN SCHOOL OF BUSINESS

Marketing expert Robin Coulter studies how people spend their money. “Brand-loyal customers get safety. They trust the company behind the product,” she says. Product differences fascinate her. “In Europe, there are different levels of carbonation in bottled water reflected by blue, green and red labels.” Building brand loyalty is crucial for companies. “We develop shortcuts for buying brands — my mom bought this brand, it’s price-based, it conveys a certain image.” Consumers have strong emotional responses to brands. “Nike’s ‘Just Do It’ campaign has lasted for an eternity because it’s empowering.”

Harold Kritzman
OWNER, OLDE TOWNE COIN CO. INC., NEWINGTON

Some early American notes stand out for their artistry and engraving. “You’ll see individual strands of hair on her head. You’ll see the lines in the linen of her dress,” Harold Kritzman says of a figure on the 1896 edition of the $1 silver certificate from the Educational Series. Money was our diplomat overseas. “It showed farmers, industry, battleships, trains.” President Theodore Roosevelt championed the design of the high-relief 1907 Saint-Gaudens double-eagle, considered one of our most beautiful coins. “If you love American history you’re going to love coins and currency,” says Kritzman’s wife and business partner, Jan.

Jaeger Thomas
DETECTIVE, HARTFORD POLICE, MAJOR CRIMES/FINANCIAL CRIMES, IRS TASK FORCE

“It’s the alpha and the omega,” says Det. Jaeger Thomas of his calculator and handcuffs. Pursuing financial crimes is his passion. “It’s like a higher truth. It’s all there in the numbers.” His special skills are in demand. “I’ve joined up with the IRS anti-money laundering unit in New Haven,” he says. Thomas uses his techniques to help get drugs off the streets. “It takes so much work to catch criminals with drugs, whereas the money can be fairly simple to find.” Brian Foley of the HPD says that Thomas is a prodigy when it comes to tracking down criminals. “If they spend a dollar, he’ll find them.”