



# SecondHalf Coach

## Wealth Management



### **Jessica S. Urbanik**

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*“Effective communication is the hallmark ingredient of trust and the ability to establish and foster trust within a relationship is the key professional and personal competency of our time. At our firm, we do not focus on building a business, we focus on building relationships with trust being the foundational principle that binds our purpose with the needs of those we serve.”*

Immediately upon meeting Jessica, one is drawn to her genuine kindness and approachable demeanor. She is exceptionally outgoing, easy to talk to and her presence is fashioned with professionalism and enlightens all conversations. The essence of her character is impressionable and naturally builds connections which is paramount to her role within our team and the community.

Jessica grew up learning the principles of hard work, integrity and responsibility from her parents. As a young girl, she would help her parents, Matthew and Gladys Laick, at the family business---The Matthew A. Laick Company, a Registered Investment Advisory firm. The family business was conveniently located in a renovated barn right behind their family home. Often during the summer, she could be found answering the phones, filing and assisting with various projects. Without a doubt, her ability to connect to people can be traced back to this first job that she credits with teaching her the importance of interpersonal skills, relationships, and active listening. It was here that her love for communications was born.

With the guidance of their parents, Jessica and her brother Matt, raised goats and sheep when they were young in addition to ducks, chickens, dogs, a cat and any other animal they could find. They always looked forward to when August rolled around, and it was time to prepare for the Westmoreland County Fair. They would proudly show their goats and sheep there with the goal of returning home with ribbons acknowledging their efforts. Her undying love of animals and the work associated with this family pastime instilled within her a sense of responsibility, built a loving heart and created a worker not afraid to roll up her sleeves which are values she works to impress upon her children today.

Jessica followed the passion of communications that was born in that backyard office by attending college at California University of Pennsylvania, majoring in Communications with an emphasis in Radio and Television. While there, she was co-anchor of their award-winning television news station, CUTV, and wrote and read the news on the radio station, WCAL. As the lead anchor she was well known and

admired student leader and earned several awards and recognition for her natural fulfillment of that role. Most notably, Jessica earned the great distinction of serving as the student body representative on the University's Council of Trustees and was fortunate to have been awarded the opportunity to intern for the KDKA Westmoreland County News Bureau. Her experience at KDKA was outstanding and while she thoroughly enjoyed that time chasing the facts and stories, she credits the enlightenment she attained helping her to realize she did not want to pursue a career in television news but still wanted to work in the field of communications.

Upon graduating from Cal U summa cum laude, Jessica was awarded a graduate assistantship at Duquesne University. While working towards a master's degree in Corporate Communications, she was honored to serve as the Marketing Assistant at Duquesne University Press where she helped to promote and market the books that were published there. Also, while at Duquesne, she completed an internship as an Events Assistant at The Leukemia and Lymphoma Society in downtown Pittsburgh.

After graduating from Duquesne University with highest honors, she came back to the family business to kick off her career serving as the Director of Corporate Communications for The Matthew A. Laick Company. In this role, she handled all marketing and public relations for the company, as well as communication with clients and the planning and execution of events. Having made such a memorable impression as a student, intern, and graduate assistant while attending she was constantly being pursued by various companies and nonprofit organizations. Being a loving mom and discovering another passion for children in that role, she accepted a position with Children's Hospital of Pittsburgh Foundation and quickly advanced to the role of a Major Gifts Officer after impressing leadership and physicians with her profound combination of professional competence, compassion and genuine kindness.

As a young alumna of California University advancing to respected positions of such a well noted organization, she was recruited to remain involved with the university as a member of the alumni association and then as a Director on the Foundation Board. It wasn't long before the former President of the university, whom got to know her initially as the student trustee, started trying to recruit her to join the development efforts at her alma mater. Giving her an offer she couldn't refuse, as well as an easier commute, she accepted a Major Gifts Officer position and immediately made an impact bringing youthful energy and a firm belief in the experience Cal U offered for students. Her noted people skills and development as a team player who lead by example and through personal strength, resulted in her being named Interim Vice President of Development and Alumni Relations at the University---the youngest person to hold this role in PA System of Higher Education history. In 2013, Jessica left this role behind to to assist her children with preparation and early success transitioning to school.

Her work within our community is well recognized and supports numerous causes especially those benefiting kids with special needs, has with her husband has

established scholarships to college students working towards careers to assist children with special needs. She believes strongly in giving back to her community and helping others succeed. She has served on several non-profit boards including the Salvation Army currently serves as President of the Greater Latrobe Partners in Education Foundation.

Although she is driven by a philanthropic heart, there is no role she values and cherishes more than being a wife and mom. She resides in Latrobe with her husband Bill, who she met when they were both leaders involved in Student Government at Cal U. She is the "country girl" who married the "city boy" and the two have been happily married since 2003 and are the proud parents of identical twin sons, Aidan and Jacob born in 2006. They are members of the St. Vincent Basilica Catholic Parish. She enjoys skiing with her family, reading fiction novels and traveling and seeing the world acknowledging Hawaii as her favorite so far. Living in a house with three males, whom she affectionately calls "the triplettes", she's also developed a love for sports, both college and professional. She enjoys skiing with her family as well as spending time at Indian Lake relaxing and spending time on the water with family and friends.

Jessica joined the team at SecondHalf Coach Wealth Management in 2017 and is one of the key people responsible for advancing the Goal Magazine mission and presence within our community. Her talents and personality continue to be instrumental in building and maintaining relationships and our firm is very fortunate to have added such a remarkably accomplished person with immeasurable intangibles and experience to our team. Her ability to connect with people has enabled our firm to be more engaged with the community and she is also responsible for working in collaboration with others to oversee the firm's philanthropic endeavors and the events associated with those efforts.

Jessica knows that in order for the work she is doing to be gratifying it's crucial to believe in what you do who it benefits. Without question, there is much that motivates Jessica personally and professionally and she acknowledges the overwhelming honor and sense of purpose she feels getting to work with so many loyal clients by returning to a company that she once worked at as a child with her parents and now as an adult with her husband and friends.