Rocky Wirtz was named President of Wirtz Corporation and Chairman of the Chicago Blackhawks in October 2007, following his late father, William W. Wirtz. As President of Wirtz Corporation, Wirtz's role extends to a vast array of businesses, from beverage distribution to financial services, entertainment, insurance and real estate. Wirtz Realty is the oldest business within the Wirtz family of companies, owning and managing properties in the Chicago area for nearly a century, including many of the city’s most renowned buildings such as the historic, Art Deco landmark at 333 N. Michigan Avenue. Wirtz also continues to lead his family’s commitment to numerous civic and charitable organizations including Chicago Blackhawks Charities.