

NANCY D. (HOLLANDERSKY) BUTLER

National, Professional Speaker, Award-Winning Author,
Business Coach, Above All Else, Success in Life and Business®
Waterford, CT

For 25 years Nancy D. (Hollandersky) Butler worked intently to build an asset management and financial planning practice from scratch. Beginning in 1981, Nancy took her company from zero to \$200 million in assets under management before selling the business in 2007. That same year she switched gears and became a business coach and franchise consultant, founding Above All Else, Success in Life and Business®, in Waterford, Connecticut, as a way of paying it forward and passing on her expertise she's developed over the course of her very profitable and very successful career in finance.

As a national, professional speaker, business coach, and author, Nancy helps businesses and individuals improve performance and build success while leaving audiences energized, educated, and excited about their future. She helps businesses do a better job for their clients, while also improving their bottom line, and aids individuals in living more successful, fulfilling lives and realizing their dreams.

"I enjoy helping others reach greater levels of personal and business success that they have not yet been able to achieve," Nancy said about founding her new business several years ago.

"I have worked with people from a wide variety of industries and of all ages. The difference I have been able to make in their lives and their businesses is extremely rewarding."

As owner of Above All Else, Success in Life and Business®, Nancy oversees typical day to day responsibilities, such as managing the financials and marketing, in addition to conducting speaking engagements and serving as a business coach. She has also written two books and has had many articles published in her field of expertise. In 2012 she authored her first book *Above All Else, Success in Life and Business*. In 2013, she won a first place award for her short story, titled *What an Inspiration*. In 2014 she authored her second book, *A Realtor's Guide to Greater Success*.



Nancy also teaches for Cape School as a continuing education instructor for financial and insurance professionals. She's been teaching for them at multiple locations in Connecticut since 2008. As someone who had to learn everything about the industry from the ground up with no previous knowledge in the field or how to run a business efficiently and effectively, it has been a real treat for her to be able to be on the opposite end. It is important to her to pass on the knowledge she has acquired over the last 31 years, to help others be successful.

Certain that the best way to get started in business is by developing a great business plan that you can follow and hold yourself accountable to, Nancy says it's important to take calculated risks whenever an opportunity arises. She says to think big, work hard, and always put ethics first if you want to thrive.

"Ethics is number one to me, always. I believe the old saying of 'do unto others as you want others to do unto you' is wrong. Instead, I believe it should be 'do unto others as they want to be done to'," Nancy explains. "Just because you like it a certain way doesn't mean the other person does."

Nancy also has some of her own sayings that she believes rings true in business, too, like: "It means more when you get there if you had to work for it"; "Effective time management can bring you success in business and lack of it can break you"; and "It's progress that matters, not perfection".

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Speaking as a true leader in her field, Nancy has always put her best foot forward in relation to business. While going through a divorce with no income and only \$2,000 to her name, she quickly became motivated to figure out a new life plan for herself and her children. Failure was not an option for Nancy. Her children are what initially gave her the drive to build a successful business, and once she got started and was able to witness what a difference she was making in peoples' lives, her inspiration soared.



Some of the secrets to Nancy's success also rely in affiliations that keep her sharp and up-to-date in her field. She is an active member of National Speakers Association, Financial Planning Association, Connecticut Authors and Publishers Association, Chamber of Commerce of Eastern Connecticut, National Association of Professional Women, South Eastern Connecticut Women's Network, and Estate and Tax Planning Council of Eastern Connecticut. By participating with various groups, Nancy is also able to meet and network with all sorts of professionals with varied interests and backgrounds.

Nancy keeps a personal bucket list when it comes to life, too, because it cannot always be about work. Although it means she may sometimes have to push hard to make some of them happen, she also realizes that they are the things that will invigorate her and make her feel even more alive. Her daring ways have already taken her down deep in the South African waters in a shark cage and petting and laying down with a fully grown Cheetah. She has parasailed, swam with stingrays and dolphins, rode on a camel in Egypt, in a hot air balloon high up in the sky, and even sailed on a plane with no engine. She's hoping to learn to fly an airplane and travel more,

and she loves to do photography, scrapbooking, make specialty cakes, sew, and care for her precious grandchildren, Taylor and Chase. Nancy is a mother to two daughters, Tammie and Heather, and step-mother to son, Jeff.

"I believe in living life to the fullest," she said. "I'd rather try something and find that I don't like it than have passed up an opportunity. Life is short and I want to experience as much as I can."



Q: Why do you feel that your business is important?

A: For many people, both life and business has become very busy and complex. I help individuals and businesses achieve their business and personal goals efficiently and effectively.

Q: Can you tell us a little about some of the topics you speak on for businesses?

A: There are many challenges businesses have in common regardless of the industry they are in. I speak to a wide variety of businesses on topics I have developed and then further customize for their specific industry. Some topics include: anchoring your clients to you, how to be the company of choice; time management, an effective system to be sure it all gets done; thinking outside the box, taking your business to the next level; your vision for the future, personal and business, a plan to get you there; systems to better serve your clients and maintain an ethical and efficient business; balancing life and business successfully; and many more.

Q: Are there any industries that you specialize in?

A: I have worked with a wide variety of industries either as a speaker for their meetings, conferences, or other events, as well as for group and individual coaching. I also have special programs for realtors and real estate managers, florists, and financial professionals.

Q: Can you tell us a little about some of the topics you speak on for individuals?

A: I speak to groups of all ages with a goal of helping them live more fulfilling, happy, and successful lives. Some topics include: what success is and how to obtain it; things you can do while your mind is sharp to help you maintain your independence longer as you age; how to overcome adversity and have a successful life; how to thrive as a single parent family with little or no financial support; ways to make resources last, stretching your retirement savings; money management, good habits from the start; and many more.

Q: Are there specific groups you focus on?

A: I have experience, expertise, and background in many areas and can inspire, motivate, and help people from all walks of life. I have spoken to senior groups, college students, authors, teens, inspired at risk youth, and many others.

Q: What do you enjoy most about your work as a national speaker?

A: I love providing excitement and enthusiasm to many people for their personal and business lives. I enjoy helping them determine what success is to them and then helping them to achieve it. It feels great to see the difference I make in a business and the quality of a person's life.

Q: What prompted you to write your first book?

A: I never considered myself a writer. Because of my unique, extremely challenging but successful background, many people told me I should write a book about my life. After several years of being asked, I decided to write the book. I found the process to be much more time consuming and difficult than I thought it would be. I am proud of the finished product and how it may inspire others to greater levels of happiness and success.

Q: What tip would you like to share with start-up business owners?

A: The old saying, "If you keep doing what you've always done, you will keep getting what you've always gotten", is true in business. You must continually change to grow. If you do not update, upgrade, and make continual improvements to the service you provide your customers or clients and the way you run your business your competition will, and you can be left behind.

Q: Other than the two books you wrote, have you had other work published?

A: Yes. I have been quoted in *Money Magazine*, *USA Today*, *The Day*, *Women's Day* and many other publications, both in print and online. I also won first place for my short story, *What an Inspiration*, presented to me by The Connecticut Authors and Publishers Association in 2013.

Q: Can you tell us some of the companies, organizations, or government entities you have been a speaker for?

A: I have been a speaker for the US Navy, The US Coast Guard, Dow Chemical, North East Utilities, Pfizer Inc., General Dynamics, Ameriprise Financial Services, The Special Event (TSE) in Phoenix, Arizona, Northeast Floral Expo, State of Connecticut Park and Recreation Association, Western Mass Business Expo, Connecticut Association of Senior Center Personnel, Trinity Real Estate Management Company in Boston, Chamber of Commerce of SE Connecticut, Connecticut Business Expo in Hartford, several radio and television shows, and many more.



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