

Angie Hollerich

2005 NAWBO Member of the Year

Entrepreneur wants to prevent others from experiencing stress of financial tragedy

By LINDSEY NOCK
Daily Reporter Staff Writer

Angie Hollerich knows firsthand how important it is to plan financially for the worst case scenario.

When she and her husband divorced in 1988, she became a single mother of two pre-teen children, with an income 80 percent less than she had as a two-parent family.

Hollerich has since made it her mission to educate and prepare women, teenagers and business owners about financial planning, in the hope of sparing others the stress and struggle she endured.

Her efforts have garnered her this year's National Association of Women Business Owners Member of the Year award.

Hollerich, owner of Brass Ring Productions Ltd., tours the country speaking to women, small business owners and high school students about financial security and planning for the future. She currently is on a speaking tour with Jeanette Bradley, Ohio's treasurer of state, for the Women & Money workshop series.

Hollerich also is implementing an interactive program for high school students to help them make sound financial decisions about credit, maintain a checking account and make good choices when taking out loans for their education.

The energetic Hollerich recalled the time after her divorce and the despair she felt at not knowing how she would afford

the things her family needed.

"I remember signing the lease for an apartment and crying because I didn't know how I was going to come up with the money to pay the rent," she said.

Not only was housing an issue, but so was transportation. Hollerich said went to a bank she had used since high school to apply for a car loan, but was turned down for the loan because, as a woman, she was considered a risky investment.

"The first thing they wanted to know was what man was going to co-sign for the car loan," she said, calling the attitude a sign of the times. "That's just the way things were then."

Difficulties would continue, but Hollerich had to support her family so she took on a job as membership and marketing director for the at the YMCA and moonlighted as an aerobics instructor. For her work, she earned \$17,000 a year.

While there, a co-worker talked her into going to classes to obtain a license to sell insurance, bonds and stocks to individuals.

"I thought, 'yeah right!' I never went to college, I flunked out of algebra and took business math my freshman year of high school and never took another math class again," she said.

Over the next three years, she obtained her Series 6 and Series 7 investor's licenses and joined colleagues Tom Harrington and Tony Campagni to form Harrington Assets Management.

In the course of her work, she discovered that people often asked the same or similar ques-

tions, and that her clients often were unprepared to plan for their future, not even knowing what paperwork to bring with them to financial planning appointments.

With that in mind, Hollerich was inspired to write her first book: *Grab the Brass Ring of Financial Security*, is a self-help workbook of financial factors.

She found the book to be an enormous help to her clients, and decided that instead of charging high fees for her advice, she would write a series of books based on the most common questions she had heard from clients during her years as a financial advisor. Her goal was to help others avoid the heartbreak and overwhelming stress she endured in the years following her divorce.

"When people are living paycheck to paycheck, and something comes up — like the roof leaks or you need to get your brakes fixed — just having to come up with \$500 is a crisis," she said.

"Having all of your ducks in a row before something happens helps turn that mountain into a molehill."

She said her books are simple guidelines to maintaining physical, mental and financial health.

"With a diet, it's not about what you eat, it's why you eat it. Likewise, it's not about what you spend, it's about why you spend it," she said.

To spread her ideas to the people who need them, Hollerich volunteers with

the Service Corps of Retired Executives, an affiliation of the U.S. Small Business Association, where she offers expertise to entrepreneurial hopefuls free of charge.

She also participates in book tours to promote her original book and a series of follow-ups.

"I decided I enjoyed the speaking and training very much, and less enjoyed the financial planning," she said, explaining why she sold her portion of Harrington Asset Management and launched Brass Ring Productions Ltd. in March of 2000.

The company serves as the vehicle through which Hollerich writes, publishes and promotes her books and establishes her many speaking engagements.



Women in Business

July 2005

REPRINTED WITH PERMISSION OF

THE DAILY REPORTER