



**ROAR** AWAKENING THE LION WITHIN™

## ROAR Community Newsletter

*News and views by ROAR*

June 22, 2009

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*"The jump is so  
frightening between  
where I am and  
where I want to be ...  
Because of all I may  
become, I will close  
my eyes and leap!"*

*-Mary Anne Rachmacher*

## Generations in the Making

*by Joe Sturniolo*

There is no "shake and bake" identity, no microwave masculinity, no easy formula for authenticity. We cannot define ourselves overnight by willpower, guts, and hard work. Reinhold Neibuhr once said, "Nothing worth doing can be accomplished in a single lifetime." I believe our significance is made up of three generations. Significance is created from generations in the making - by those who are cradled in the hearts and initiated in the arms of fathers (or mothers) who in turn were cradled in the hearts and initiated in the arms of their fathers/mothers.

My point is that we must begin this process if our fathers and mothers did not. We should care for our young in a special way that motivates them to follow their passions and become critical thinkers. A man or woman who does not care for or is not involved in the process of developing and initiating their young leaves them as a boy or girl, no matter his or her achievements. My generation of men is known for its "longing for fathers" - fathers who were absent. Nothing fills the void

that is created when men abandon their families, whether out of selfishness, dedication to work or devotion to "important" causes.

For some this will be the context of the beginning of your search for the Lion within. Maybe you will begin your journey by caring for a child who is to become a man or woman.

### **Advice to Senior Entrepreneurs: Don't Go It Alone.**

*by Dan Christopherson*

We all have seen the iconic image of the gray-haired and bespectacled Harland "Colonel" Sanders, founder of Kentucky Fried Chicken.

When he posed for that illustration, he was no spring chicken. In fact, chances are it was not long after he founded the company - at age 65.

The colonel had four assets to start with: a \$105 Social Security check, a family recipe for fried chicken, a vision, and a lot of courage.

These days, there are more and more people who have the same entrepreneurial itch, if not the same potential as the Colonel.

According to a Public Policy Institute study for AARP, 80 percent of baby boomers say they plan to work at least part-time during what traditionally would be their retirement years. Many plan to start their own businesses. In fact, so prevalent is the interest in post-retirement entrepreneurship that a new term, "seniorpreneur" has entered the lexicon.

Many of these would-be seniorpreneurs say they plan to start businesses not just to supplement their income but to stay engaged, to tap into their special talents and passions - in other words, to "ROAR."

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Joe Sturniolo's  
book,  
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online through  
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other book sellers.

Chances are it will take more than \$105 for them to capitalize their start-up enterprise. But before they tap their already depleted nest eggs, unless they have been entrepreneurs before, they would do well to follow one of the basic precepts of ROAR - don't go it alone; find a mentor. Or, better yet, several mentors.

The family's financial advisor, lawyer or tax accountant would be good candidates for mentors. Creating an ongoing relationship with one or more entrepreneurs who have already had their share of successes and failures would be invaluable. Pick their brains. Offer them what advice you can in return. Consider starting a board of directors or an informal board of advisors, people who would be willing to lend you the benefit of their experience.

Gordon Pape, author of [\*The Retirement Time Bomb\*](#), offers these tips in 50plus.com for seniorpreneurs:

- Do something you enjoy and are good at.
- Start small. Don't make time and financial commitments that will overwhelm you.
- Don't invest a lot of money up front. See if the business has "legs," and if it does, finance your growth through your cash flow.
- Consider incorporation.
- Have a back-up. In case you are ill or want to have an extended vacation, find someone or some other business that can step in and keep the wheels of commerce turning while you are away.
- Have an exit strategy. A 2005 study of seniorpreneurs found that only 40 percent had

an exit strategy.

If you are going to do it, heed Nike's words and "Just do it" before it's too late. Not everyone has as much time on this planet as the Colonel did. He kicked the KFC bucket in 1980, at age 90.

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