

boomers

 AN ADVERTISING PUBLICATION OF THE HERALD-TRIBUNE MEDIA GROUP

PROTECT INFO

CAREFUL
WHAT YOU
POST

SAFE DATING

RED FLAGS
IN ONLINE
BEAUS

WHERE TO

RETIRE

NEW RANKING FINDS 'MOST FUN' COMMUNITIES

Roxanne Joffe



DOING GOOD | DOING BETTER

Two boomers launch companies - both are aimed at amplifying the success of non-profits

Roxanne Joffe MagnifyGood

The one thing that eluded Roxanne Joffe throughout her successful career was inner peace. When an illness prompted a change – of vision and purpose – the peace she was looking for came along for the ride.

A petite and dynamic woman originally from South Africa, Roxanne has – for the past 20-plus years – been living a dynamic and full life in the U.S. She raised two children as a single mom in Vermont. When she moved to Sarasota in 2006 she brought her successful communications business, CAP Brand Marketing, with her.



“I have much more of an emotional connection to this work. There is not a project I don’t get moved by, whether it is educating kids or helping to boost donor legacies.”

Roxanne Joffe

Plus, she has won many accolades in the area of entrepreneurship.

“I was a type-A, driven, crazy person. I had goals for every year and would meet them. But the one goal I had year after year after year was inner peace. How do I find spirituality? How do I learn to feel at one with myself?”

She didn’t know it at the time, but one piece of the puzzle was formed when CAP Brand Marketing started working with the philanthropic organization The Patterson Foundation in 2010 and Roxanne began to work with its President and CEO

Debra Jacobs. Roxanne learned a lot about philanthropy from The Patterson Foundation and she embraced its

philosophy. That is, in order to make a difference and build a movement, communication and connections are paramount.

Then, in 2012, she learned she had breast cancer. The disease was in its early stages, but it was very aggressive. "The minute I was diagnosed I felt I had been given a vehicle to help others. It was during my recovery that I found that inner peace. I knew I had to work and keep my business going but now I could give it a purpose.

I saw that I could bring the best practices I had honed at CAP Brand Marketing to work for philanthropic causes."

Her new company, MagnifyGood, "is really about taking the best practices about the use of technology and digital platforms for communications and branding to the social sector," she explains. It is also her passion - to use her skills to impact social change. "I have much more of an emotional connection to this work. There is not a project I don't get moved by, whether it is educating kids or helping to boost donor legacies," she says. Working with nonprofits is more than selling a product or service. "It is about building a movement and creating an emotional response."

In all this, Roxanne has honed her philosophy of how to live with meaning. "There are four ways I try to live. It's not a slogan or anything but this is it: Tell the truth with out blame or judgment; focus on the outcome but don't get attached to it; show up and be present; don't let fear stop you."

Dan Weiss Counterpart CFO

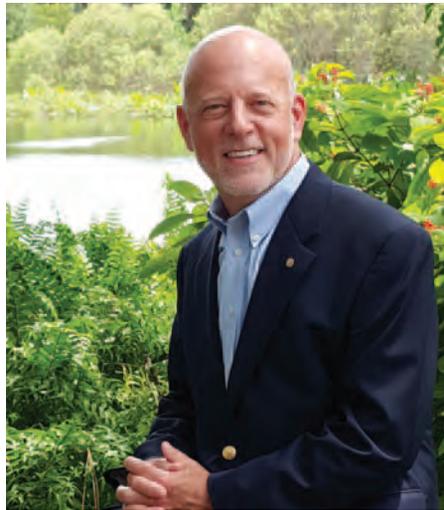
Dan Weiss has run a bunch of companies in his career, but it was only recently that he launched his own corporate brainchild, much to his satisfaction and surprise. Dan explains that for 15 years he headed a multi-state home furnishings/electronics company and for 11 years he ran a \$750 million public pension fund. Then, in 2011, he became the interim director of a struggling nonprofit organization.

"I had been on the board of the Jazz



"I tell my kids this all the time. How well you live later in life is a function of how well you invest today, not what job you do."

Dan Weiss



Dan Weiss

Arts Group in Columbus, Ohio for almost nine years when the organization began looking for a new, full-time executive director. I came in as interim director and spent eleven months in that position. During that time I recognized that there was great need for a higher level of financial skills in the nonprofit sector overall," he says. "Non-profits were focused on making an impact in the community but I felt they were not meeting their potential because of financial issues."

When his interim reign at the Jazz Arts Group was finished Dan could have applied for the full time position. But that didn't feel like the right decision. At 55, after a full and varied career, he felt a void. "I wasn't working and I was not ready to retire and I didn't need to play one more

round of golf every week," he says.

Instead of finding another job, or hitting more golf balls, he decided to fill that void by launching his own business. Dan opened Counterpart CFO in Columbus in 2012. Its mission: to help organizations use their financial information to make better business decisions. "While that may sound obvious, I found there is a real 'disconnect' in most organizations between financial reporting and doing what it takes to be more financially successful," he explains.

The company, which just entered its fourth year, is run like a 'temp' agency, he says. Only instead of lower rung office workers, it provides CFO-level consultants to work part-time in for-profit and non-profit businesses.

While Dan admits that building a business was stressful but the pressure was offset by the fact that his wife had a steady paycheck, health insurance and was a high-performer at a major company. Then, in January of 2015, she learned that in May her position would be eliminated. "It was devastating for her, but it was a great opportunity for us to move closer to my dad in Punta Gorda." Originally settling in Venice, the couple now lives in Osprey.

In addition to his supportive wife, Dan credits his success to local organizations that have helped him settle in here in southwest Florida. "We're very lucky to have a vibrant philanthropic community with the capacity to do great things. The Gulf Coast Community Foundation has a program - Invest in Incredible - that provides funding to nonprofits for capacity building. "I'm proud to be a member of their consulting cohort," he says, adding "the Community Foundation of Sarasota County also has welcomed me as a member of their Two-Gen Task Force, which is exploring ways to end poverty and other social problems."

Dan is passionate about his company and also about its greater purpose, which is communicating the need for financial stability though planning. "I tell my kids this all the time. How well you live later in life is a function of how well you invest today, not what job you do."