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# Senior Business Directory

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# The Senior Business Directory

## Why does this matter?

The Senior Business Directory connects senior entrepreneurs to curated marketing and educational resources. It also provides opportunities for entrepreneurs of all ages to connect for mentorship.

Of all the things that divide us, the gap between the old and the young is arguably the most bridgeable. Connecting across generations is not only pragmatic, it's an essential part of the human experience and a key to the cycle of life.

-Marc Freedman,  
from his bestselling book "How to Live Forever"

## Background

- ❖ 75,000,000 Baby Boomers control about 50% of the country's household wealth.
- ❖ 24.3 percent of all new entrepreneurs are between 55-to-64 years old.
- ❖ Baby Boomers are nearly twice as likely to plan to launch businesses than their millennial counterparts.



# The Senior Business Directory

## Benefits for Members

- ◆ Invitations to our live cultural and networking events to provide education on positive aging, best practices for senior entrepreneurship, and opportunities for peer-to-peer and intergenerational mentoring. It is a new platform, marketplace and eco-system.
- ◆ Curated content and resources for entrepreneurs of all ages and stages
- ◆ Digital advertising services for senior businesses
- ◆ Access to our online community of creative entrepreneurs of all generations
- ◆ Online promotion for each business through our press releases and digital marketing campaigns

For more information, contact  
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***Dan Schneider Esq., Executive Director  
Florence Belsky Charitable Foundation d/b/a  
I Can Still Do That Foundation***

Dan Schneider has been practicing entertainment, corporate, new media, intellectual property and real property law for more than 35 years in Manhattan and Woodstock, NY. A graduate of Vassar College (AB, 1979, Evans Fellow in Law) and Emory Law School (JD, 1982, Emory Scholar), he is admitted to the New York and Georgia bars, as well as to the U.S. District Court (Southern District, NY). Dan is the Executive Director of the Florence Belsky Charitable Foundation where he is passionate about helping good people connect and expanding its community of creative entrepreneurs.



***Ric Dragon, Chief Technology Officer***

Ric Dragon was the founder and CEO of two marketing companies, author of a key textbook on marketing in social media, professor of marketing at NYU, as well as a speaker at countless conferences around the world. He is currently the director of ArteSumapaz, a cultural center and alternative arts school located in the Andes of Colombia.



### ***Ryan Adams, Associate Director***

Ryan Adams specializes in Profits and Prophets, helping small businesses, new ventures, politicians, and non-profits “grow mighty.” With his Master's degree in Theology from Harvard Divinity School and passion for business development, he leverages new and emerging technologies for use in daily operations. In doing this, he captures the specific target audience that makes your business or campaign tick.

He founded HZQ Consulting because, time and time again, he saw great companies and great ideas get hamstrung by costly consultants, runaway web development, directionless marketing, and unanalyzed strategies. It felt fundamentally offensive that someone could take the sweat, blood, and money that a person poured into their idea and run it into the ground to steal a little profit. So HZQ wanted to empower people to take their ideas and run with them in a scalable way. Ryan wanted his clients to never feel like they were stuck. He wants them to #GrowMighty.



### ***Alana Maiello, Director of Marketing and Outreach***

After 3 years in equity derivatives operations at Goldman Sachs, Alana started a video production, writing and social media consulting business, advising brands like HBO, The Killers, Grow, and Blue Fever. Alana is a film director and producer based in Los Angeles. Alana's debut documentary short *Esfuerzo* won the Audience Award for Best Picture at the 2018 Oceanside International Film Festival.

Alana is currently directing 2 feature documentaries. One will address sexual assault and the other will address immigration. Alana coordinates talent interviews, behind-the-scenes filming, and red carpet premieres for the following HBO shows: VEEP, The 2019 Golden Globes, Sharp Objects, Insecure, Barry, The Defiant Ones, The Zen Diaries Of Garry Shandling, and Elvis Presley: The Searcher.



***Nicole Johnson, Director of Programming***

As Founder and Creative Director of Javanna Productions M.O.V.E. (Motivation Opportunity Vision Entertainment), Nicole Johnson provides youth with the resources necessary to give back to their communities creatively. Members of Javanna Productions can participate in after school learning, summer learning, traveling tours and pop up events with the organization year round following an individualized curriculum designed specifically for each member. According to their strengths and artistic discipline, young members are grouped with older members (industry professionals) in organizational community service efforts and productions. In the past, Javanna Productions has worked to advocate for causes such as Autism, Celiac Disease, Cancer research, education in rural parts of the world, HIV/AIDS awareness, suicide prevention and harm reduction. Nicole Johnson is a Mental Health consultant working from Mayor Bill De Blasio's Community Affairs Unit and the Department of Health. Nicole is also a member of SAG-AFTRA and AEA.