

*Living our best lives now and in the future!*

## A Heart for Entrepreneurship and Relationship-Building

Growing up, Cindy Eastman said that in her heart, she really wanted to be an entrepreneur, but no one had ever talked to her about that possibility. In fact, no one had any conversations with her as to what she might want to do with her life after she became an adult.



Even though Cindy grew up “in a difficult home life,” she not only learned how to survive but to thrive. She eventually found her true path and also understood that real relationships were more important to her than anything else.

### In Search of a Path

Embracing a cultural belief that college was important for success, Cindy says she chose that path for herself. Working two and three jobs at a time, she put herself through the University of Hawaii.

As a person who loved to read and to learn through reading, it made sense to earn a degree in English.

Cindy says she followed a traditional path for employment and became a high school English teacher in New Mexico. After a few years, she knew something was missing. “I didn’t like fitting into a mold. I didn’t like traditional employment [and] I didn’t like the fact that teaching was regimented; it lacked the creativity I wanted.”

### Entrepreneurial Opportunities

When Cindy saw a newspaper advertisement calling for teachers who could help other teachers in the financial sector, she changed careers. She then earned series 6, 63, and 65 securities licenses and became a financial advisor. Her work involved helping set up 403B plans; these plans are tax-sheltered annuities for nonprofits and school employees. Because this work required a lot of relationship-building and communication, Cindy says she learned to become more outgoing than she had been in the past. She continued this work for 13 years until her life took a new turn.



After getting married in her forties, Cindy and her husband moved to Boise, Idaho, where she started working as a retirement specialist for the state of Idaho. Still wanting to be an entrepreneur, she learned about a new opportunity that happened to be consistent with her background and values. She became an independent associate for LegalShield while holding down her full-time job in Idaho.

### **New Community, New Relationships**

Last year, Cindy and her husband moved to Roseburg, Oregon, but she has continued her work as an associate with LegalShield. Nonetheless,



transitioning into a new community was challenging. “I felt lonely because I had left all my friends. At first, I had no connections. The first thing I wanted to do was to get connected.” As a way to meet new people and make connections, she got involved with the local Business

Networking International (BNI) group. She then started meeting other business leaders in the community and began building new relationships.

Even after putting in some long days managing her own business, Cindy attended grand openings and other special events that local business owners have held. She believes that part of developing relationships with others is to support people in ways that are important to them.

Recently, Cindy has taken on an additional business opportunity. She is now a licensed insurance advisor for Futurity First, and her work as a LegalShield associate has taken a back seat. As an insurance advisor, she works a lot with Medicare plans, income protection, asset protection, and legacy planning. “I just want to open the door for people to

have a conversation about the things that concern them. That requires a high level of trust, I know, but I believe I can be that person. I help people create a better future for themselves.”

### **An Authentic and Personable Nature-Lover**

Cindy’s ability to connect with other people has been essential for her business success. But it is also part of who she is as a person—genuine and authentic. She values meaningful relationships in her personal life and appreciates friendships with people who are honest, have integrity, and a willingness to be vulnerable.

As a way to relax, Cindy says she enjoys taking light to moderate hikes on the weekends. “I love the smell of the forest. I read somewhere that even when your eyes look at something green, your heart rate and blood pressure goes down. “It gets me out of my head and calms me down when I’m out in nature.”

Sometimes she takes hikes with her friends. Other times, she hikes with Lucy, her twelve-year-old labradoodle.



### **Advice for Others Who are 50+**

“Develop good relationships, and don’t be terrified about being a bit vulnerable. Take an interest in other people. Try to go to other people’s events to be supportive. People are most important. Money supports people, but one shouldn’t be exchanged for another.”

You can reach Cindy at [cindyeastman@ffig.com](mailto:cindyeastman@ffig.com) or by phone – 541-632-4488

## Free Opportunity for Forward-thinking Women

Join Cindy Eastman and Paula Marie Usrey on Tuesday, January 21, from 5 p.m. – 6:30 p.m. in Roseburg,

Oregon, as they lead an engaging discussion on how you can prepare for your best years after 50.



The session, **Learn What Your Mother Didn't Know About Life After 50 in the 21<sup>st</sup> Century**, will include:

- Key elements for creating a positive future
- Information on how to implement a life plan to create the future you want
- Introduction to some practical tools to support your plans for your best life

Just for fun, we'll have a prize drawing too!

This mini-workshop for women will be located at the Roseburg Public Library, S. Umpqua Room, 1409 NE Diamond Lake Blvd., Roseburg, Oregon.

Our session is simply a learning opportunity and will not involve any attempt to sell anything.

Please do RSVP by January 17, 2020. Phone Cindy: 541-632-4488 or Paula: 541-391-3416.

Email: [cindyeastman@ffig.com](mailto:cindyeastman@ffig.com) or [paula@boomerbestu.com](mailto:paula@boomerbestu.com).

If you have questions or would like to suggest future locations, we'd also love to hear from you.

## Interested in Writing for BoomerBestU?

Do you enjoy sharing your insights and experiences or want to share beneficial information with our 50+ community?

Do you have a website or a compatible business and want to share a link along with an article you write for us?

Do you have expertise related to positive aging and want to share that expertise with others?

If you answered "Yes," to any of the questions posed, please check out our [Writer's Guidelines](#), review our [website](#), and then contact me: [paula@boomerbestu.com](mailto:paula@boomerbestu.com).



Consider writing a single article or regular articles for the "Living Our Best Lives," the "Gender Matters" blog, or the "Aging, Workplace and Marketplace" blog.

If you have short pieces of information you would like to include in our newsletter, this is also an option. For example, Nancy Nowak, a gifted poet, submitted one of her pieces for our August [newsletter](#). If you didn't get a chance to read Nancy's "War Effort" poem, you won't want to miss the chance to read it now. I hope we'll have an opportunity to share some of her other poems in the future.

Do you have some news or information about free events for the 50+ community? If these events are informative (vs. sales events) and do not promote stereotypical notions about adults over 50, please forward the information to me for consideration in our monthly newsletter.

## More Businesses and Organizations Tapping into Huge 50+ Market

Right now, those of us who are 50+ represent more than a third of the population in the United States. In other words, we are a huge demographic that cannot be ignored. Fortunately, a growing number of businesses and organizations are starting to respond to our real interests and needs.

In October, I shared information on a new platform for job seekers 50+ called JobSearch50.com. The platform connects employers seeking the experience and knowledge workers 50+ have with positions they have available.

Last month, I shared some information about the [Encore Solo & Business Builder Course](#) that will be offered in Roseburg in January. This is a program offered through the Small Business Development Center for individuals 50+ who are interested in starting a business. For more information about the Roseburg program, click [here](#).

This morning, I met with Lisa Blair, a certified trainer and nutrition coach who will be opening Balanced Fitness Health & Wellness Center in Sutherlin, Oregon on January 1, 2020.

The focus of the center will be based on the needs of older adults who might want to improve their overall fitness. The center will have 11 pieces of equipment, including treadmills, bikes, and elliptical machines,



and will offer balance and circuit training for older adults from 9 am – 3 pm Monday through Friday. Lisa will be available during this time to help with equipment use and answer questions. Group exercises and classes (including virtual ones) will include yoga, spin, Zumba, and self-defense. Other classes may be developed based on interest. For those who are Silver & Fit or Silver Sneakers members, the Center will handle all membership paperwork for you. Otherwise, the monthly membership cost is \$30. All classes are free for members.

Location: 303 West Central Avenue, Sutherlin, OR.  
Phone: (541) 459-0707.

## Sharing Information and Resources

Do you have some news or information about free events for the 50+ community? If these events are informative (vs. sales events) and do not promote stereotypical notions about adults over 50, please forward the information to me for consideration in our monthly newsletter.

Have you read a helpful book about positive aging, gender and aging, workplace issues and aging, or other relevant material? If so, please feel free to share the information with our community. If the book is consistent with our focus, we'll share your recommendation.

To share information and resources, contact: [paula@boomerbestu.com](mailto:paula@boomerbestu.com)

*Wishing all of you a  
safe, warm, and  
happy holiday season!*



