

Rocky's Retreats Explained

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Hello!

Earlier this month, I announced that the retreat business is now Rocky's Retreats LLC. Maybe you wondered what the inspiration was for the new name. Below I reveal the full story (with pictures!) and how this sets a new path for both me and my business.

"Who is Rocky?"

Rocky is me, Jennifer "Rocky" Sinibaldi!

"OK, I didn't know that you went by Rocky."

Rocky is what my dad wanted to name me. Fact-check: I was born before the first Rocky movie so Dad was ahead of his time. In his words:

"I knew that my daughter would be a tough-ass and Rocky is a tough-ass name".

I can't state it more eloquently than that!

So, one of my early lessons in life was how to throw a punch. In case you need a few tips, Lesson 1 from Dad was, "Don't put your thumb inside your fist!" Someone needs to tell you these things.



Here, I'm threatening the photographer at Kmart with my little fists at just 2 months old. Ha!

"But I've known you for years and I've never called you Rocky"

Dad lost the argument. I was named Jennifer and the idea of calling me Rocky faded into family legend.

Names can come with assumptions. Have you ever met someone and thought "I would've never guessed that his name was Howard". Or, what comes to mind when you hear the name Rose? There are a lot of Jennifer's in my generation but going out on a limb, the assumption is something along the lines of responsible and well-behaved. Not bad! (but very different from Rocky). For me, we can also add the assumption: smart.

Smart, responsible Jennifer did smart, responsible things and eventually became a professor. However, it wasn't a clear-cut path. I kept changing direction and I took big chunks of time between each degree when I had no intention of advancing to the next level. There were always other, less responsible, things that interested me and often those detours involved a lot of travel, volunteering, and...event planning (dun dun dun).



Heading off on another well-planned adventure!

"Why reclaim Rocky now?"

In my new role as a retreat planner, it seems appropriate that this personal reinvention deserves a new name. How about what I could've been named all along? [What path will I travel with the name Rocky?](#)

Once I took on the name, it was a no-brainer to choose the new business name. Rocky's Retreats is much easier to remember than Retreats by Jennifer Sinibaldi and the domain RockysRetreats.com was available! It seems like things are aligning!

"I assumed Rocky was a dog"

I have no problem with that! If you know me, you know that I'm (almost) a crazy dog lady. But here's another alignment -- I'm thinking of moving the business towards doing more animal-focused retreats. The retreats in Nov 2018 and Jan 2019 will involve animals and I have fun ideas beyond those!



Pictures of me taming a dingo and petting a stranger's puppy (named Bernard, speaking of assumptions that come with names).

"Any other reason for Rocky? "

Yes, there's one final, very personal reason (you're probably thinking, "I thought the rest of this was pretty personal!"). "Rocky" is also about setting intentions and I have the intention to be extraordinarily philanthropic. To me, philanthropy is synonymous with J.D. Rockefeller. So, "Rocky" is my 2018 feminine reincarnation of "Rockefeller".

As you probably deduced, this goal requires having an impressive level of financial success. That's why this answer is the most personal. I'm still wrestling with my long-held limiting beliefs that money = greed and I feel vulnerable declaring that I've set the intention to pursue wealth. But that doesn't have to be the case. **Let's reframe it to be: money = possibility.** If so, I have an excellent vehicle through the retreat business to provide incredible healing, support some transformative causes, and organize some amazing change.



That's the story and the intention for the future. Maybe you've had similar pivotal points and this story resonates with you?

Whether yes or no, thanks for sticking with me! With this plan in place, there are exciting changes to come!

Seize opportunities to grow!

Rocky at Rocky's Retreats

