



Jennifer Modaffari Never Gives Up

By Jenna Caputo/ Photos by Jessica Woythal and Contributed by the Modaffari Family

Jennifer Modaffari is a determined person. A challenge doesn't dissuade her from trying, it only makes her more determined to succeed.

Born and raised in Brooklyn, NY, Jennifer's family moved to Waterford, NY when she was 13 years old. Originally from Troy, her mother decided they should move back to the area after 9/11 to be closer to their other family and friends. Jennifer always liked playing sports and was often found out on the field or court playing soccer, basketball, softball, cheerleading and volleyball while growing up.

At 21 years old, she found herself as a single mother after her engagement fell through, and her priorities changed. "My first priority was always to make sure she had everything and more. I had dreams and ambitions as a woman and person, but knew I also had an obligation to take care of my daughter." She jumped all in and initially worked three jobs as a hairstylist, bartender and waitress in the Clifton Park and Saratoga area. It made for long hours, but she was determined that her daughter would live in a safe neighborhood and always have food on the table. She

luckily had a very strong support system through her friends and family and received the help she needed to make it all happen. It was a tough time, but she never gave up. "I knew it wasn't a forever thing, that if I continued to work hard, stay positive and persevere, that things would get better."

Jennifer eventually began a career in the financial/banking industry, working her way from the ground up starting at Pioneer Bank, then transitioning to Ballston Spa National Bank, where she eventually became branch manager. It was here where she felt she really grew, strengthening her connection with the Clifton Park community and gaining some amazing relationships in the process. She quickly became involved with community events as well as the Chamber of Southern Saratoga County, and attended many events supporting local businesses. She had wonderful experiences during her time there, but she also always had a passion for the sports and fitness industry, and soon, a new opportunity presented itself selling CBD oil.

"While I loved the career I built, I now was given the opportunity to fulfill my passion to help people feel and look

good, internally and externally! CBD is a new, innovative product and an evolving industry that can help change the way people physically and mentally feel, in a natural way, without a prescribed medication. It's an industry that also has clinical studies to back it up! Being given this opportunity to help people with this amazing product is a gift," she says.



CBD is something that can be used by everyone. Cannabinoids are produced naturally by our bodies, but many of us either have a deficiency, or some produce too much. "CBD is a naturally occurring cannabinoid," explains Jennifer, "so when you take CBD it helps balance out those levels and guests begin to experience homeostasis, or a balance, within their endocannabinoid system. This system is what regulates some big functions within the body, such as your brain, the skin, your metabolism, your stomach, immune system, etc." Jennifer is a huge advocate on education and transparency and assists clients in understanding which products would help them the most based on their individual needs. Ingesting CBD can help fight inflammation, pain, nausea, anxiety and mood swings, as well as aiding with issues sleeping, depression and more!

Pets carry the same endocannabinoid system as humans, so pets can also benefit in similar ways from CBD use. CBD is a non-psychoactive that benefits the body without mental side effects. It also comes in various forms including tincture oils, water solubles and edibles, as well as skin care and pet products, but Jennifer warns that it's super important to get CBD from a reliable source and not just from an online shop or gas station as not all CBD is the same. "The way it is made and processed, as well as sourced ingredients, play a huge factor on its benefits," Jennifer explains.

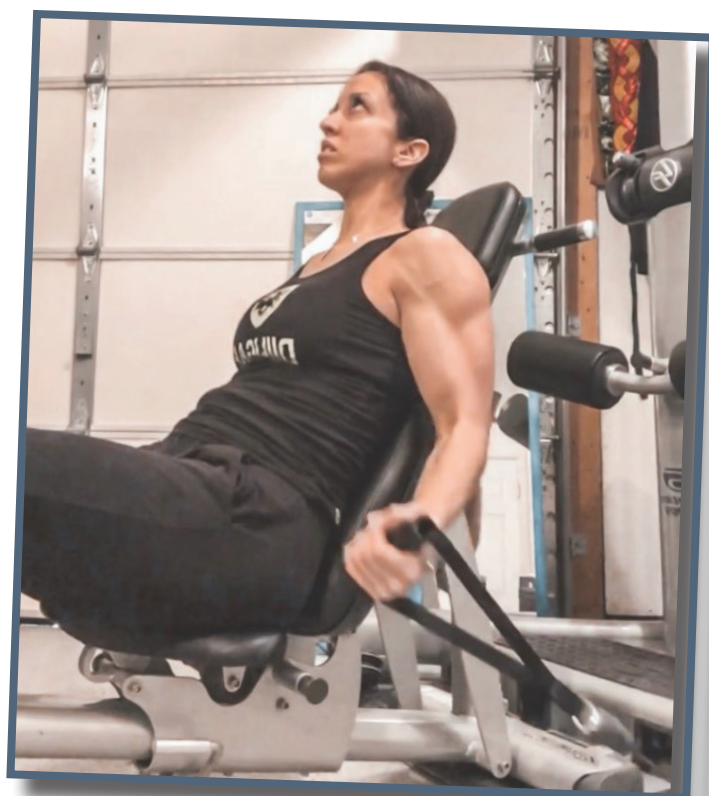
In addition to being the Business Development and Sales Manager for the new Your CBD Store here in Clifton Park, she is also a business owner for Monat, a naturally-based "healthy aging" beauty products company. She originally got involved with these products because they support her healthy lifestyle choice, but they are also a family owned and operated company here in the US and have provided another means for her to work in a business she loves.

She feels that things have finally aligned together at the right time for her. "Being a business owner is not easy by any means, but my drive, dedication and discipline are what has kept me committed to reach all my goals. I love meeting new people every day and being able to connect with them and build a relationship and ultimately being able to help them!"

Always the optimist, she also takes the usual frustrations of owning a business in stride. "I look at these as opportunities of change and to educate. For me, if I can't help an individual see and achieve their full potential, or if someone doesn't have an open mind to new ideas or solutions, this just gives me more of an opportunity to educate and teach more," she states.

In addition to being an experienced manager and multiple-time winner for highest sales, she is also a licensed cosmetologist and has over 10 years in the fitness and wellness industry, not only in sales, but also as a Certified Personal Trainer that facilitated corporate wellness, on-site training and online coaching to help employees and executives learn to live a healthier lifestyle, which included customized, easy-to-do meal plans in addition to training.

Jennifer also is an avid gym-goer, and in 2013, she decided to step outside her comfort zone when a friend persuaded her to join a bodybuilding competition in Albany. At first, she was vehemently against the idea, but eventually decided to experience it for herself. She found herself surrounded by a supportive community that helped with the big challenge ahead of her that included not only a lifestyle change, but a test of her discipline and determination.



her first show, she was immediately hooked. “You are surrounded by a community of like-minded, driven, disciplined and dedicated people. You push and challenge your mind and body past all limits, and that feeling of accomplishment and pride that you did it is remarkable,” she says. But it is also both a mentally and physically exhausting profession, so she took a three-year break, in which time she had her son. She is now looking forward to her “comeback” bodybuilding competition later this year and is hoping to once again challenge herself and break her record of achieving almost 800 pounds lifted.

She met her husband, Nick, while working at The Paddock, a Saratoga bar where he was a bouncer and she a bartender. They started out as friends, often carpooling together to work, until one day he had an extra ticket to the Zac Brown Concert at SPAC after his date had to cancel. He asked Jennifer if she’d like to go, and they have lived “happily ever after” since. Nick is a Clifton Park native graduating from Shenendehowa, then Morrisville with a degree in Sports Nutrition and Fitness Management. He was on the football teams for both schools and coached and trained other athletes in the area, including Clifton Park native and NBA player, Kevin Huerter. Nick is also a competitive bodybuilder and is now a NYS Correctional Officer.

Jennifer’s daughter, Bella, is now 10 and is involved in orchestra and plays soccer with the Clifton Park Evolution Travel Team. She can’t wait to go back to school and play with her team since she misses her friends, but she keeps busy staying active riding her bike and playing soccer at home in the meantime. Their family also includes Vincent, now 20 months old, and Bo, their 2 ½ years old Karelian Bear Dog that they rescued from Adirondack Save a Stray.

In addition to their workouts, the Modaffaris like to spend time hanging out with other family and friends, hiking or heading to Lake George with family. While they are always health conscious, they love to go out to eat as a family and to go get ice cream



whenever they can. Jennifer also has a soft spot for doughnuts, and any time she travels, will look for the best small business local doughnut shop to try.

Never one to just stand by, when not working at the store, Jennifer is a board member for the Capital Alliance of Young Professionals and a committee member for Women in Business Adopt a Non-Profit and the Young Professional Network Program, in addition to serving as the volunteer ads coordinator for her daughter’s soccer team through the Clifton Park Youth Soccer Club.

Along with her body training, she continues to work toward her goal of being successful in business and life – not just surviving, but thriving – and to do it with compassion and humor and helping others along the way as well, always following her favorite mantra of, “The only way you will fail is if you quit.”

“Never stop learning,” she says. “Be kind to your neighbors and never give up on your goals and dreams, no matter what they may be!”

