

*The Producer*



## Fresh Producer

By trading on his charm, consulting savvy, and brass cojones, Michael Roiff is clearing a pathway to the top of the Hollywood heap. BY CORA OLSON

Emerging producer Michael Roiff isn't afraid to shift gears, even if he's not exactly sure where he's going.

In 2003, the Harvard graduate—who was then working as a business consultant in Boston—decided it was high time for a change. Five days later, he stepped off a plane in the City of Angels for the very first time, and has lived here ever since.

After producing and starring in a play at the Hudson Theater, Roiff was hungry for lights, camera, action, and decided to try his hand at film producing. He skipped the traditional mailroom route, recognizing that there are other avenues to success. "Everyone has a different story of how they got where they are," Roiff says. "I couldn't figure out how to get my car to crash into that producer's car who'd give me a job." Instead, Roiff took fate in his own hands and founded Night & Day Pictures, his independent financing and production entity,

building connections through his personal relationships and calling on his consulting savvy to secure investors. From there, he began looking for the right script.

He found it in *Waitress*, from filmmaker Adrienne Shelly, a film about an unhappily married, pregnant waitress in a Southern pie shop who begins an awkward affair with her gynecologist. Roiff, together with executive producer Jeff Rose, raised \$1 million in financing. And, with producer Danielle Renfrew and casting director Kerry Barden, is now looking for his lead actors. They hope to shoot this summer.

Roiff, 26, feels right at home in his Sunset Plaza neighborhood, where he can walk for coffee and inspiration on that marvelous stretch of boulevard. He feeds off the energy, charged by a city full of people chasing big dreams. "It starts to become really exciting," Roiff says, "when you find your path." Perhaps that's because he blazed his own. ★

## The Swing of Things

The highly anticipated, Palos Verdes-based Trump National Golf Course is moving full-swing ahead, and local linksmen are champing at the bit. BY ELLIOT V. KOTEK

With more than two miles of Pacific Ocean running alongside the cliff-top links at Trump National, Los Angeles, "the Donald" may

along with 3 million yards of dirt, into the Pacific. Trump replaced and reengineered this world's biggest divot, at a cost of \$61 mil-

