



KEVIN SPAFFORD

FOUNDER, LEGACY BY DESIGN



Kevin was born and raised in rural Northern California, yet he ‘grew up’ milking cows on his uncle’s dairy in Wisconsin. Over the course of a few formative summers, he matured and developed an abiding appreciation for the farming lifestyle.

He earned a degree in Agricultural Management from California Polytechnic State University in San Luis Obispo. Upon graduation in 1984, Kevin started his career as a financial advisor. He initially served in a small mountain town surrounded by ranches and timber lands, before moving into the management ranks, where he spent two decades working in a variety of management positions.

About 10 years ago, Kevin came to a fork in the road and took it. He became absorbed in the challenges and pitfalls of transitioning family farms, ranches and agribusinesses from one generation to the next. He launched a five year independent study determined to find the solutions to the succession planning puzzles that plague so many well-intended family agribusiness owners. The results of that study are summarized in Kevin’s book, Legacy by Design – Succession Planning for Agribusiness Owners (Marketplace Books © 2006), and serve as the impetus for his succession planning firm.



Kevin’s business, Legacy by Design, opened its doors in the fall of 2005. Its sole purpose is to provide solutions to the succession planning needs of America’s agricultural community. Legacy by

Design is the ‘Legacy’ behind the *Farm Journal Legacy Project*. This high profile collaboration is designed to provide good information, valuable tools and effective succession strategies to American farm families.

Kevin and Anne-Marie, his wife of 28 years, met in college and have two children. Their daughter Sara, 21, works part-time and is earning a degree in Agriculture. Son, Drew, 23, is a seasonal firefighter, and is studying Business. Both of them are attending California State University, Chico.

With her children nearly grown, Anne-Marie enjoys teaching students to read at the local elementary school. Most weekends find her working in her flower gardens, attending to her family or helping out with functions in the local community. She is also very involved as a volunteer for their church.

Kevin’s personal passion is flying. He says, “It’s my sanctuary from the rigors of



real life.” Kevin also loves spending time with his family, camping in the mountains and hunting with his son. Fueled with caffeine, he manages to find time for everything, in addition to working 80 hour weeks. The Spaffords live in Durham, California – a small farming community known for its excellent soil, abundant water, almonds and walnuts.

TO CONTACT KEVIN:

Kevin Spafford | Legacy by Design, LLC | 2550 Lakewest Drive, Suite 10 Chico, CA 95928 | (877) 523-7411
 Website: Legacy-by-Design.com | Email: Kevin@Legacy-by-Design.com or LegacyProject@FarmJournal.com