



## CULTIVATING A LEGACY

**Presenter:** Kevin Spafford

**Representing:** Legacy by Design and the Farm Journal Legacy Project

**“Take Home Message”:**

Succession planning helps to strengthen the family and fortify the operation. The process empowers the owner to make decisions necessary to cultivate multigenerational success and protect our agricultural way of life.

**Format:**

Format can be varied to suit the event schedule. (45 minutes for overview; three hours for interactive workshop.) Content is customized to address the specific concerns of the group.

**Presentation Summary:**

Creating a lasting legacy, preparing the operation for generational transfer, developing leaders for long-term growth, or planning for an unanticipated contingency – a comprehensive succession strategy is fundamental to every agribusiness. Kevin Spafford, founder of Legacy by Design and *Farm Journal* columnist, inspires participants with real life insight and practical solutions.

**Brief Bio of Kevin Spafford:**

Plan success. Enjoy life! Armed with a passion for farming, 25 years of experience in financial services and a degree in Agriculture, Kevin Spafford launched Legacy by Design in 2005. This niche succession planning firm provides service for the agricultural community.

As a monthly columnist for *Farm Journal* magazine, Spafford’s succession planning information reaches 1.1 million farmers and agribusiness owners. In May 2008, Farm Journal introduced the **Farm Journal Legacy Project** – a concerted effort to address the succession planning needs of America’s farm families. Kevin is instrumental in every aspect of the Legacy Project – from writing, to working with case study families for a televised documentary series, to serving as a resource for farm families from coast to coast.

Speaking opportunities have taken Kevin to major agricultural events, including Farm Journal Media’s Top Producer Seminars, Texas A&M’s Association of Agricultural Production Executives (AAPEX), and the Top Farmer Crop Workshop at Purdue University.

Kevin is the **author** of Legacy by Design: Succession Planning for Agribusiness Owners, and has been featured in many industry publications and televised segments.

*Succession planning workshops utilize hands-on exercises and open discussion to maximize benefit to the participants and ensure involvement.*

**Outline:**

- I. Roll Up Your Sleeves**  
*Designing a Lasting Legacy*
- II. Bringing Your Vision to Life**  
*Dynamic Business Model*
- III. Who’s on Deck?**  
*Leadership Development and Ownership Transition*
- IV. Money Management**  
*Wealth Creation and Capital Management*
- V. Maintaining Momentum**  
*Retirement Option Design*
- VI. Addressing the ‘What Ifs’**  
*Efficient Estate Distribution*
- VII. Plan Success. Enjoy Life!**  
*A year from now, you’ll be glad you got started today.*