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## ABOUT LEGACY BY DESIGN

Legacy by Design is singularly dedicated to succession planning in the agricultural community. Established in rural Northern California, we have client families, affiliations and advocates from coast to coast.

Legacy by Design simplifies the complex facets of succession planning with no-nonsense planning strategies. A good succession plan is far more than a financial or business arrangement. It's a roadmap for ensuring the continued support, security and growth for you, your family and your operation. Our Comprehensive Succession Solution addresses:

1. **Financial Security** – *Each affected family member must measure the proposed succession plan and determine the ramifications on their financial security.*
2. **Management Continuity / Ownership Transition** – *This may be as simple as identifying tomorrow's leaders, establishing a time frame for transition and defining the method of transfer. Maintaining a continuity of management strength should be a primary goal.*
3. **Leadership Development** – *A plan including people and team management, project coordination, business design and professional growth is critical to continuing growth and lasting success.*
4. **Estate Planning** – *A plan should reflect farming's unique financial conditions and be designed to maintain the family's financial security, plan for equitable distributions and mitigate the estate tax liability.*

At Legacy by Design, succession planning is our purpose. Our client families appreciate the personal touch and hometown service. **We truly care about the endurance of the American family farm, and carefully design effective solutions that encourage each client to *Plan Success*.**

## ABOUT KEVIN SPAFFORD

"Leave a Legacy", Kevin Spafford's monthly succession planning columns in *Farm Journal* and *Implement & Tractor*, address questions posed by the magazines' 1.1 million readers. He's also the host of "Leave a Legacy" – a monthly TV show premiering in January 2010. Kevin is the author of Legacy by Design: Succession Planning for Agribusiness Owners and has appeared in many other industry publications. Speaking opportunities have allowed Kevin to present Legacy by Design's principles at top agricultural events, including AgConnect, the Top Producer Seminar, and Texas A&M's AAPEX Conference.

## ABOUT THE FARM JOURNAL LEGACY PROJECT



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. Utilizing all 13 media properties of the 133 year old legend, **in collaboration with Legacy by Design, the Legacy Project provides succession planning information, personal services and relevant experiences in the agricultural community.** In January 2010, Pioneer Hi-Bred International announced their long-term dedication to the Legacy Project. With Pioneer's generous support, the Legacy Project encourages action and celebrates success.

