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ABOUT LEGACY BY DESIGN

Legacy by Design is solely dedicated to succession planning in the agricultural community. Our Legacy Certified Advisors™ are committed to guiding farm families through the succession planning process. These experienced professionals provide hometown service from coast to coast.

Legacy by Design simplifies the complex facets of succession planning with no-nonsense planning strategies. We integrate the disciplines of finance, legal, and accounting into a Comprehensive Succession Solution™ comprised of four planning components:

- **Ownership Transition** - The plan should detail the process for transferring ownership. In evaluating alternatives for ownership transition, maintaining a continuity of management strength should be a primary goal.
- **Financial Security** - A well-crafted succession plan provides financial security. Each affected family must measure the proposed succession plan and determine the ramifications on their financial security. Off-farm investment may help the family manage the economic cycles of ownership.
- **Leadership Development** - A plan for Leadership Development, including people management, team development, project coordination, business design and professional growth, is critical to continuity growth and lasting success.
- **Estate Tax Provisions** - The estate tax provisions should reflect farming's unique financial conditions and be designed to maintain the family's financial security, plan for equitable distributions and mitigate tax liability.

We truly care about the endurance of the American family farm, and carefully design effective solutions that encourage each client to *Plan Success*. For more, please visit www.Legacy-by-Design.com.

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' approximately 750,000 readers. He's also the host of "Leave a Legacy" – a monthly national 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. For more, please visit www.FarmJournalLegacyProject.com.

