



— Kevin Spafford, CFP® —

*Speaking, Writing, Workshops ~ Agribusiness, Family Business
Succession Planning, Business Philosophy
Legacy-by-Design.com*



FOR IMMEDIATE RELEASE

Spafford joins *Farm Journal* Team

CHICO, CA, October 13, 2006 — *Farm Journal*, the nation's premier agricultural magazine since 1878, has selected Kevin Spafford as a regular columnist to address succession planning issues for its readers, according to editor Charlene Finck.

Farm Journal, with a circulation of over 1 million, was recently named as one of the top 25 business publications of all time. The parent group, Farm Journal Media, includes *Top Producer* and other ag-based periodicals; operates a national broadcast division (presenting *AgDay* and *U.S. Farm Report*); offers live events and conferences such as the notable *Top Producer Seminars*; and sponsors AgWeb.com, "The Homepage of Agriculture".

Succession planning is a front-burner issue for America's business owners as an estimated \$40 trillion is expected to transition over the next decade. Researchers estimate that 70% of that wealth consists of equity in our nation's farms and family owned businesses - equity which may constitute the lion's share of a family's financial security, retirement nest egg, and potential legacy. Post World War II entrepreneurs - the creators of that wealth - must decide how best to safeguard what they have built. The succession planning process can provide an opportunity for owners to achieve an improved quality of life for themselves and for future generations.

Beginning in the November issue of *Farm Journal*, Spafford will address questions presented by owners as they juggle the objective needs, emotional demands, and social expectations involved in transferring a farm or agribusiness. Whether the business will be handed over to the next generation, shifted to a loyal employee, or positioned for sale to a third party, every family business has decisions to make and actions to take.

Kevin Spafford is also the author of [Legacy by Design: Succession Planning for Agribusiness Owners](#) (Marketplace Books, February 2006), and is the succession planning endorsed provider for the Far West Equipment Dealers Association and the Northeast Equipment Dealers Association – representing tractor dealers in a combined 16 states. More information is available at Legacy-by-Design.com.

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- Research inquiries from the media are welcomed.
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