



October 7, 2016

Dear Grower,

I am pleased to announce that starting in November the Sonoma County Winegrape Commission will be offering a groundbreaking, eight-month succession planning series called *"Protecting Family Farms for the Next 100 Years Through Succession Planning"* to all grape growers in Sonoma & Marin County. In order to protect agriculture and the many family farms for the next 100 years it is imperative that our growers invest time to plan for their business' future and prepare the next generation. This will ensure the financial and operational stability of vineyard operations throughout the county. We are proud to partner with several nationally recognized industry leaders to bring content of the upmost value to you, your family and your business. This one of a kind series will commence in November 2016 and end in June 2017. Enclosed with this letter you will find a brochure explaining the details of the program.

There will be a total of 6 workshops, each building upon the previous to form a cohesive program. These workshops will provide your business with tangible tools, best management practices and a comprehensive guide on how you can effectively pass your business along to the next generation; ensuring the long term future of agriculture. A program of this caliber has never been offered to agricultural leaders in Sonoma County at this scale. Traditionally growers have paid thousands of dollars out of pocket to secure high quality partners and advisors who provide succession planning support. The services you will receive by participating in this program are unparalleled and we are proud to offer this program free of charge to all grape growers who own or manage a vineyard in Sonoma and/or Marin County.

Each workshop and expert presenter will provide pieces of the planning puzzle ranging from navigating family dynamics to selecting and molding a qualified management team who can successfully run the daily operations.

- **Workshop 1: Protecting Your Farm with Insurance to Manage Risk and Financial Loss and the Transfer of Institutional Knowledge Through Record Keeping Practices** with presentations by: Fred Carvajal of American AgCredit; Lisa Velasquez of USDA Farm Service Agency; Coop Gabelman of George Petersen Insurance; Marissa Peterson of Zenith Insurance; Lisa Chapman and Mark Azzouni of the Sonoma County District Attorney's Office.
- **Workshop 2: Successfully Transitioning the Family Company to the Next Generation: build family harmony, navigate common pitfalls and develop a governance structure** by Lois Lang Psy.D of Evolve Partner Group, LLC
- **Workshop 3: Strategic Planning for Farm Operations** by Dr. David Kohl, Professor Emeritus Virginia Tech Department of Agriculture and Applied Economics and President of AgriVisions, LLC
- **Workshop 4: Essential CORE Principals and Best Practices in Succession Planning: Management Techniques for Key Manager and Employee Retention** by Michael C. Saqui, The Saqui Law Group, and Raul Calvo, Employer Services

- **Workshop 5: Essential CORE Principals and Best Practices in Succession Planning: Management Techniques for Operational Compliance** by Michael C. Saqui, The Saqui Law Group, and Raul Calvo, Employer Services
- **Workshop 6: Making Sure it all Works: Achieving Success and Succession in a Multi-Generation Family Farm** by Donald J. Jonovic Ph.D., President, Family Business Management Services
 - A tradeshow of local vendors offering legal, financial and accounting services will follow Dr. Jonovic's seminar

For the long term success of your farming business and for your family, I highly encourage that you, your family members and key managers attend each workshop. I am confident you'll find the entire experience to be rewarding and thought-provoking—and something that will protect your family and business for generations to come.

Please don't hesitate to call me with any questions.

Best regards,



Karissa Kruse
President