



*Pass It On, Inc.*

*This is Misty!*



*She's the most recent associate hired at Pass It On, Inc. and has taken on the challenge of expanding the value and resources we offer to the San Diego business and professional community. She's a bright, energetic, creative young woman with a degree in International Business & Economics from Westmont College and nearly 10 years of sales & management experience under her belt. Our plan is for her to learn the business, work with me when I'm in San Diego and to spend time in Colorado getting to know our clients. Eventually, she will allow Wendy and me to spend more beach, island and grandchild time while she oversees the business.*

*For the two or three of you reading this who don't know -- Misty is my daughter! Since the summer she spent working for me when she was in high school, she's threatened to come into the business, take over, and send me to a pasture somewhere. God willing the pasture is many years away, but it's always good for a business owner to have a backup plan, right?*

*We started this transition last March when I was in San Diego for our winter snow-plowing sabbatical. It became clear to me that she had less to learn than I originally thought -- apparently she'd been eavesdropping for 29 years. As I listened to her explain the purpose and process of Pass It On, I realized that she'd caught on to the fundamental truth of our business. Whether we're helping people to think through their business succession plan, their wills, trusts or their insurance decisions - - it's not primarily about the money -- it's about the people. Only with advance planning and thought are we able to transfer our businesses, our assets and our values to the proper people . . . at the appropriate time . . . in the best possible way.*

*We focus our attention on business owners because each of them represents many other families who are directly affected by the presence or absence of a plan. I just talked with a business owner who said, "I can't retire because I've got 36 employees who depend on me and no one else knows how to do what I do." That's a company without a succession plan, and little in the way of options to develop one. The most important feature of a company that can outlive its owner is a prospective leader or leaders who can take over and run the company successfully. Those people can come from within the company, from a customer or provider, or even from a competitor who values what the company has to offer. We can design a strategy to create a safety net under the company in case of the death or disability of the owner, and help them to get out when they're ready to quit. I was relating the story to Misty of a company where our plan had recently worked as planned and the other shareholders were able to buy out the widow and she was able to move on with financial security and no worries or liabilities connected to the company. I said to her, "The most basic service we provide is to save companies and save families -- financially."*

*With Misty on board, even I can work as long as I choose or am able; then I'll Pass It On.*