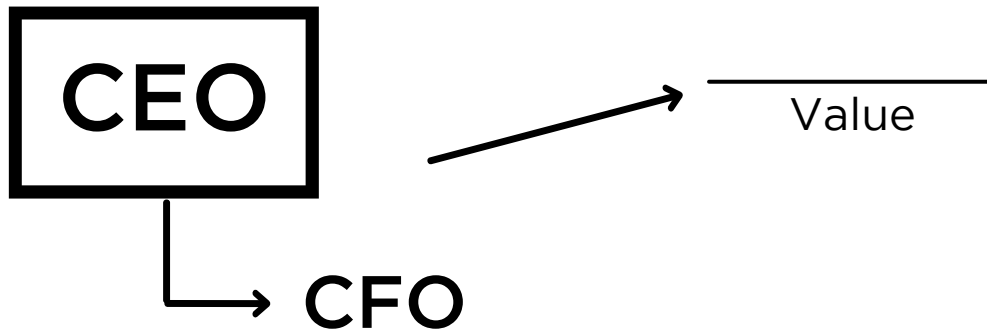


The CEO Conversation



_____ • Protect

_____ • Grow

_____ • Reduce Taxes

_____ • Tax-Favored Income

_____ • Mitigating Risk
(Long Term Care/Lawsuit)

_____ • Legacy Planning

_____ • Charitable Giving

✓ = great planning

— = no planning

X = insufficient planning