About *Structured Financial Partners*

With extensive backgrounds in advising entrepreneurs and financial executives, the principals of *Structured Financial Partners* are uniquely qualified to assist business owners to develop exit planning strategies that reflect their own unique objectives relating to their family and business concerns. The strategies employed emphasize setting clear goals for exiting the business, promoting value in the pre-transfer stage and utilizing tax-efficient transfer methods.

Steven R. Craig began his career in financial services in 1983 and founded his first company, Craig and Associates, in 1991. After growing the firm to 19 employees with locations in Los Angeles and San Diego, Steve sold it in 1999. He then accepted an opportunity to be groomed as the next president of a major eastern life insurance company. As Managing Director of independent distribution, he was in charge of growing sales in new markets. When that company merged with another, Steve returned to Los Angeles and working in the entrepreneurial world.

Steve's long history of work with owners of closely held business has included executive compensation, retirement planning and estate planning. He has developed a reputation for working collaboratively with attorneys and CPAs on behalf of clients on complex matters.

His professional education includes a Master of Science in Financial Services degree from the American College in Bryn Mawr, PA. He also holds the professional designation, Chartered Financial Consultant.

Steve has lectured to groups of attorneys, CPAs and financial planners on a variety of topics and has published numerous articles.

Susan Laine spent more than 20 years as an investment banker with once prestigious firms including Citicorp Investment Bank, AIG Trading and AIG Risk Finance, advising CFOs, Treasurers and other senior finance executives in Fortune 500 companies on managing financial risk. She has written a number of articles and spoken to many groups ranging from the *CFO Conference* to the *Treasury Management Association* on risk management analysis and techniques.

Susan was instrumental in creating various new hedging solutions such as combining traditional insurance lines with other financial products to create a macro risk management program. These solutions conformed with existing accounting pronouncements and limited total annual losses to a percentage of revenue.

After retiring from that field, she took over the reins of a family-owned business and prepared her parents for their own exit plan.

Susan earned her B.A. with academic honors from Pomona College and her M.B.A. in Finance from the UCLA Anderson School of Management.

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