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OCTOBER 27, 2003

CENTRAL IOWA'S INDEPENDENT, LOCALLY OWNED BUSINESS WEEKLY

PRICE: \$1.50

FOR THE RECORD

Perea leads Legacy

Photo submitted

Business name: Legacy Leadership Solutions

Address: 2503 W. First St., Suite 1, Ankeny, Iowa 50021

E-mail: LeadershipSolutions@mchsi.com

Web site:
www.LegacyLeadershipSolutions.com

Telephone number: (515) 964-8004 or toll-free at (866) 964-8004

Principal: Rita Perea, educational specialist, president

Date you opened for business: December 2002

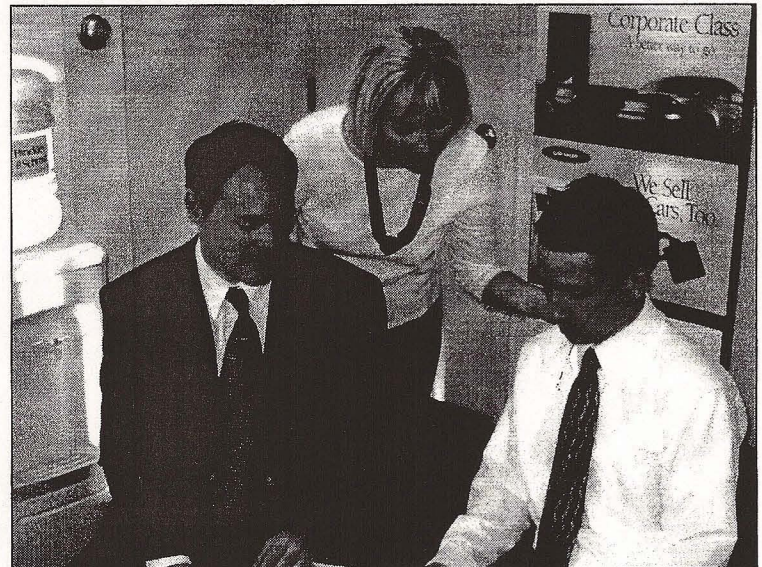
A few words about our organization: We develop customized consulting, coaching and training programs for individuals, teams and organizations across industry lines. Some services we offer deal with building winning teams, coaching leaders to achieve high performance, planning for change and holding crucial conversations about high-stakes topics.

Long-term plans: My mission is to help leaders and leadership teams grow to achieve their potential.

What makes our company unique: I think our clients find that Legacy Leadership Solutions helps them integrate all aspects of their lives and plan for - and achieve - the success they want. My background in education, leadership and personal development lets me offer a pretty unique set of solutions to clients. I serve as Iowa's only certified trainer in "Crucial Conversations," an approach that helps individuals and organizations improve their ability to talk through tough, high-stakes topics.

The biggest assistance I received in my start-up: A team of area marketing and communications professionals is working with me to help spread the word about what Legacy Leadership Solutions has to offer. This assistance has been invaluable to me and has made the process fun.

A little bit about my background: I have nearly 25 years of experience as an educator, speaker and leadership strategist. Whether I'm working with individuals, teams or organizations, my goal is to be a coach — some-



Rita Perea, president of Legacy Leadership Solutions, trains executives.

one who can help them get to the next level in their careers and in their lives. I'm currently serving on the Leadership Iowa Board of Governors, through the Iowa Association of Business and Industry. I'm also a doctoral candidate in organizational and personal psychology.

Why we're located in the Des Moines area: I love Des Moines. I'm originally from Ohio, but I feel very at home here. And since we're centrally located, we have easy access to clients around the state.

LAUNCHES

A few words about why Legacy Leadership Solutions will succeed: This is my business, but it's really more than that. It's who I am. I'm lucky to be able to live out my mission statement. I want to help other people reach success in all areas. Having been in leadership roles myself, I understand the daily stress my clients encounter. I know the strength they need to draw upon to win.

Something I want people to know about our company: Legacy Leadership Solutions' approach is to help people excel and reach the place they want to be in all areas of their lives. To see individuals, teams and organizations flourish is very exciting and fulfilling. □