

# Next Generation Support

## Part Two – “How?”

1. Reciprocation Agreement
  - a. To give successors a broader perspective of the industry
    - i. Contract with another business in the industry – communication between the two businesses to focus on what they need exposed to.
    - ii. That individual leaves the company and goes to work at another business.
    - iii. Talk to your wholesaler if you don't know of someone to have this agreement with.
      1. Does the wholesaler have an opportunity with them?
  - b. Example:
    - i. Coors & Gallo Families
2. Send successor to work elsewhere without an agreement.
  - a. Doesn't have to be in the industry.
  - b. Still learn new business ideas
    - i. Ex. Working with perishable foods as a grocer and being able to bring back that information to your business.
  - c. Difficult, but can be successful with communication and understanding of expectations.

\*Success dependent upon the next generation being prepared.

