

2019 MMBA Annual Conference



The 2019 MMBA Annual Conference will be held on Saturday, April 27 – Tuesday, April 30, at Arrowwood Resort, in Alexandria, Minnesota.

Super Bowl Champion Ben Utecht: The Champion's Way

From Ben: On February 7th 2007, I stepped onto the Super Bowl field and into a Hall of Fame huddle with my teammates, including Peyton Manning and our head coach Tony Dungy. We became a world-class offense by creating a culture of champion leadership and dynamic communication. This culture was fueled by four foundational principles that together allowed each player to reach his greatest potential for the benefit of the team in a highly stressful and competitive environment.

After football, I began to realize these championship principles were the backbone for off-the-field success as well. "The 4 Ls" are foundational in both life and business. The culture our team created around these principles earned us the greatest reward in the game of football, a Super Bowl championship. Like the 2006-2007 Colts, you too can realize your greatest success potential, in life and business, through the perfect practice of "The 4 Ls."

Reaching Your BIG Goals Every Day

As a retail leader, it's easy to spend your time putting out fires and lose sight of big goals that will truly change your store's performance. Gain hands-on advice for tackling big challenges everyday with the store team you have in place.

Achievable goal setting, effective delegation and tracking progress will come alive in this session. Come prepared with your annual commitments and leave with a real plan to achieve them.

PLUS, all attendees will receive a copy of the new book *RETAIL The Second-Oldest Profession; 7 Timeless Principles to WIN in Retail Today*.

Defining Great Customer Service

Ask any retailer about their competitive advantage and you will often hear, "We have great customer service." Ask what that means and many will have a hard time with details.

This seminar will focus on specific customer service elements currently utilized in the industry.

Succeeding in the 2019 Competitive Environment

2019 MMBA Facility Award entries will be presented to inspire and educate attendees on successful initiatives from operations around the state.

Bad Signage Leads to Big Customer Frustrations

It is well established on-premise signage plays a major role in driving customer traffic to brick and mortar businesses and informing customers and prospective customers about commercial offerings. Moreover, it is widely understood signage does so by attracting attention, identifying businesses, conveying general impressions and specific information.

But signs that are too small or unclear can cause businesses to lose immediate sales and potential customers,

Learn how to determine the best type of signage for your business and ways to utilize these valuable assets.

The Business of Bars: Perfectly Served Drinks (Concurrent Session)

Getting the serve right is paramount to maximizing sales, generating profit and customer satisfaction.

Learn the steps of building a perfectly served drink to build trust, ensure your consumers will be back for more and will get you positive recommendations. Learn how to determine which serves are driving the most profit in your bar and how over pouring and spillages not only affects your bar's profits but can also result in poor quality drinks and customer dissatisfaction.

Bar Success Stories and Package Store Success Stories (Concurrent Sessions)

Examine current industry trends, issues and successful ways to increase profitability.

Effectively & Safely Merchandising Small Sizes (Concurrent Session)

Small sizes are traditionally positioned behind the counter for perceived security and priced for impulse purchasing.

However, since small sizes are a growing category this session will explore considerations for taking a new approach to these items.

Bitters are Back!

Bitters have been called *the defining ingredient that makes a cocktail a cocktail, and not just another alcohol beverage*. Others call bitters *the spice rack of the cocktail world*.

The boom in cocktail culture has seen resurgence in the use of bitters, from the old standbys to new creations.

Learn more about this mysterious elixir and the wonderful effect it can have on customer experiences.

There will also be great educational tasting dinners, an alcohol awareness training, Vendor Showcase and time to have fun and develop relationships with other attendees & industry representatives.