

2019 MMBA Conference Schedule of Events **(Subject to Change)**

Saturday, April 27

Noon – 6:00 PM = Registration Hosted by Anheuser Busch

11:45 PM– 12:45 PM = Beer Tasting Lunch Hosted by Kona Beer

1:00 PM – 2:30 PM = *Succeeding in the 2019 Competitive Environment*

3:00 PM – 4:30 PM = *Bitters are Back!*

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Dinner Served Family Style with Palm Bay Wines

Sunday, April 28

8:00 AM – 1:00 PM = Registration

8:30 AM – 10:00 AM = *Alcohol Awareness Training*

10:00 AM – 1:00 PM = Brunch & Vendor Showcase

1:15 PM – 2:15 PM = *Bar Success Stories*

1:15 PM – 2:15 PM = *Package Store Success Stories*

2:30 PM – 3:45 PM = *Bad Signage Leads to Big Customer Frustrations*

4:00 PM – 5:30 PM = *The Business of Bars: Perfectly Served Drinks*

4:00 PM – 5:30 PM = *Effectively & Safely Merchandising Small Sizes*

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 9:00 PM = Around the World Dinner with Trincherro

9:00 PM – 11:30 PM = Casino Night with Shiner's Beer

Monday, April 29

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = Super Bowl Champion *Ben Utech: The Champion's Way*

10:00 AM – 11:30 AM = *Reaching Your BIG Goals Every Day*

Noon – 1:00 PM = Lunch hosted by Schell's

1:15 PM – 2:15 PM = *Defining Great Customer Service*

3:00 PM – 5:00 PM = Relationship Building with MillerCoors
& Former Minnesota Viking Chad Greenway

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Torres Spanish Themed Dinner
with Ste. Michelle Wine Estates

8:30 PM – 9:30 PM = Awards

Tuesday, April 30

7:00 AM – 8:30 AM = Breakfast

9:00 AM – 11:00 AM = *MMBA Annual Meeting, Elections, Awards
& Industry Discussions*

11:00 AM = Home

