

# **2021 MMBA Conference Schedule of Events**

## **(Subject to Change)**

### **Saturday, September 25**

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

11:45 PM– 12:45 PM = Lunch with Wine Merchants

1:00 PM – 2:30 PM = Succeeding in the 2020 Competitive Environment

3:00 PM – 4:30 PM = Exploring Beer Cocktails

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Dinner Served Family Style with Small Lot Wines

8:30 PM = Bottle (Beer) Share

### **Sunday, September 26**

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

1:30 PM – 4:30 PM = Bartender Training

**(Limited to 25 people – Advance Registration Required)**

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 = Management Ideas to Embrace in 2021

4:00 PM – 5:30 PM = Creating Drama Free Work and Home Environments Through Resilient Relationships and Stress Reduction Tips

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 / Music by Michael Shynes with Shiner's Beer

## Monday, September 27

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = Next Stage Leadership

10:00 AM – 11:30 AM = The Calm Before the Brainstorm

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

1:15 PM – 2:15 PM = Loss Control: How to Save Money on Your Insurance Costs

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors

& Former Minnesota Viking Player, Coach & Current Announcer Pete Bercich  
**(Garden Center Bowl – Bus Leaves @ 2:45 PM from Arrowwood Main Door)**

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates Super Hero Dinner

**(Costumes encouraged, but not required)**

8:30 PM – 9:30 PM = Awards with Mark Rosen

## Tuesday, September 28

7:00 AM – 8:30 AM = Breakfast

8:00 AM – 9:00 AM = MMBA Annual Meeting, Elections, Awards  
& Industry Discussions

11:00 AM = Home

