

2022 MMBA Annual Conference



The 2022 MMBA Annual Conference will be held on Saturday, April 30 – Tuesday, May 3, at Arrowwood Resort, in Alexandria, Minnesota.

Featured Speaker Mark Rosen

Combine homegrown talent, charisma, compassion, and boundless enthusiasm for sports in a hard-working, six-foot six-inch package and you've got Mark Rosen. Mark is an iconic Minnesota sports director, anchor and reporter who has been covering Minnesota sports for more than four decades.

Crisis Management

If 2021 has taught us anything, it's that having a crisis communications strategy is absolutely critical for companies and organizations of every size. Other crisis's don't take a break for COVID-19. Many businesses and communities reeling from the pandemic and social unrest still have to handle natural disasters, workplace violence, data breaches, product recalls, and leadership missteps.

Amy Koch will discuss how to prepare for the inevitable day when your facility faces an unexpected challenge.

Succeeding in the 2022 Competitive Environment

2022 MMBA Facility Award entries will be presented to inspire and educate attendees on successful initiatives from operations around the state.

Council / Staff Relationships

Building a strong partnership between staff and council is essential to effective municipal management. In many instances this lack of harmonization is caused by lack of agreement on the defined roles for both staff and council members. When council "snoopervises" staff or gets deep into operations, or when staff sets public policy and establishes community priorities, the distinction between the two is blurred. This often sets up a vicious circle of ever eroding trust and teamwork that spirals downward.

In this seminar explore ideas to improve in this critical area.

Maker's Mark Blending Selection

Maker's Mark Diplomat, Greg Buttera, will lead a dynamic and interactive tasting to help develop the next Maker's Mark Private Select barrel stave combination. This proprietary process will create a deeper understanding of how wood interacts with whisky to create a one of a kind finished product. This training will also help you be able to tell the story of Maker's Mark and how it became the iconic brand it is today.

Minnesota Alcohol Industry Data Analysis

Often, managers are so focused on their operations they don't spend enough time examining micro and macro data and customer behaviors impacting their facility.

This seminar will explore Wine, Spirit and Beer Industry Trends, the Minnesota Marketplace, E-Commerce, Shopper Solutions, and support tools that tie it all together.

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

Both sessions will examine current industry trends and issues.

Human Resource Issues

This seminar will provide a broad coverage of different topics within Human Resources Management through an employee lifecycle.

Areas of exploration include personnel recruitment and evaluation, employee relations, staff training and development, employment law, business ethics, and compensation and benefits.

Wine & Spirit Education Trust (WSET) Level 1 Wine Training & Test

For individuals new to wine study, this qualification provides a hands-on introduction to the world of wine. You'll explore the main types and styles of wine through sight, smell, and taste, while also gaining the basic skills to describe wines accurately, and make food and wine pairings. Upon successful completion you will receive a WSET certificate and lapel pin.

This OPTIONAL training requires a \$295 registration fee.

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

