

2023 MMBA Annual Conference

(Open to Municipal Liquor Operations & Invitees)



The 2023 MMBA Annual Conference will be held on Saturday, April 29 – Tuesday, May 2, 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.

Loyalty Programs: Good or Bad?

Loyalty programs can, and should be a three way win; a win that your customer selects your business first; a win that your customer feels appreciated; and a win that your business is making money.

Unfortunately, most loyalty programs seem to quit after the second as few businesses have measured the results of their program. In this seminar, Tom Shay will help you determine how to create a loyalty program that addresses the third "win".

Succeeding in the 2023 Competitive Environment

2023 MMBA Facility Award entries will be presented to inspire and educate attendees on successful initiatives from operations around the state.

The Cost of Dead Inventory

Know a business with inventory sitting stagnant? How about a business with a clearance corner or worse yet, a section of the business dedicated to items marked down in the hopes of someone deciding to spend some money and give them a home?

In this session, Tom Shay will show how expensive it is to hold onto dead inventory. It will also show how more sales and profit could be made if that inventory were liquidated (liquidation ideas provided) and that money put into new areas of inventory that is selling.

Maker's Mark Blending Selection

Back by popular demand: Maker's Mark Diplomat, Greg Buttera, will lead a dynamic and interactive tasting to develop the next MMBA member Maker's Mark Private Select barrel stave combination.

Building an Effective Multi-Generational Workplace

The modern day workplace has four generations working under one roof.

Baby Boomers, Generation Xers, Millennials and soon Generation Z all work together to accomplish common organizational goals.

But with differences in each of these generation's viewpoints, upbringings, culture, ideas, beliefs and experiences, it is likely to see some tiffs or clashes within the organization.

Jeff Butler will provide specific actionable strategies to manage your cross-generational challenges and turn your multigenerational workforce into a competitive advantage.

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

Both sessions will examine current industry trends and issues.

E-Commerce / City Hive Q & A

Only 40% of shoppers shop exclusively in-person.

Meet the other 60% of shoppers where they spend most of their time: online.

Having a beautiful web presence means so much more than generating e-commerce sales: it means boosting your profits across the board. More than 70% of customers choose to shop with businesses that establish a connection with them online.

Explore the value of e-commerce with MMBA members using the economical and effective City Hive platform for their website and mobile app.

The Importance of Community Value & Education

Recently, a consistently profitable municipal liquor operation was closed.

Making money was NOT enough.

It is the liquor manager's responsibility to educate council members and the public about the important role their municipal liquor operation plays in the city.

Explore MMBA Community Value events and other successful activities conducted by MMBA members to show they are more than "just a liquor store."

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.

MMBA friends John Randle and Glen Mason will also be there!