

2023 MMBA Conference Schedule of Events

(Subject to Change)

Saturday, April 29

8:00 AM – 6:00 PM = Registration Hosted by Anheuser Busch & Phillips Distilling (***Le Homme Dieu***)

8:30 AM – 3:30 PM = Cicerone Certified Beer Server Training (***Nokomis***)

11:00 AM – 12:45 PM = Putting Contest & Lunch with Anheuser-Busch (***Lower Conference Center***)

1:45 PM – 2:45 PM = Succeeding in the 2023 Competitive Environment (***Itasca / Vermillion***)

3:00 PM– 5:00 PM = Maker's Mark Blending Selection (***Itasca / Vermillion***)

6:00 PM – 7:00 PM = Cocktail Hour with Vinocopia Spirits (***Lower Conference Center***)

7:00 PM – 8:30 PM = Gourmet Wine Dinner with Palm Bay (***Lower Conference Center***)

8:30 PM = Bottle (Beer) Share (***Lower Conference Center***)

Sunday, April 30

7:00 AM = Morning Walk with Tom Agnes (***Front Lobby***)

7:00 AM – 8:30 AM = Breakfast (***Lower Conference Center***)

8:00 AM – 1:00 PM = Registration (***Le Homme Dieu***)

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

9:00 AM – 10:00 AM = The Cost of Dead Inventory (***Itasca / Vermillion***)

10:15 PM – 11:15 PM = Bar Success Stories (***Nokomis***)

10:15 PM – 11:15 PM = Package Store Success Stories (***Itasca / Vermillion***)

11:30 PM – 12:30 PM = E-Commerce / City Hive Q & A (***Itasca / Vermillion***)

12:45 PM – 1:45 PM = Lunch with Chris Benzinger, Benzinger Family Winery
(***Lower Conference Center***)

2:00 PM – 3:00 PM = Loyalty Programs: Good or Bad? (***Itasca / Vermillion***)

3:00 PM – 5:30 PM = Vendor Showcase (***Tennis Center***)

6:30 PM – 7:30 PM = Cocktails with Remy Cointreau (***Tennis Center***)

7:30 PM – 8:30 PM = Dinner with Trincherro (***Tennis Center***)

8:30 PM – 11:30 PM = Casino Night with Gray Duck / Bean Bags with Wine Merchants
& Music from Members of Kat Blue (***Tennis Center***)

Monday, May 1

7:00 AM = Morning Walk with Tom Agnes (***Front Lobby***)

7:00 AM – 8:30 AM = Breakfast (***Lower Conference Center***)

8:45 AM – 10:00 AM = Mark Rosen (***Lake Darling Ballroom***)

10:15 AM – 11:45 AM = Building an Effective Multi-Generational Workplace (***Lake Darling Ballroom***)

Noon – 1:00 PM = Lunch with Schell's (***Lower Conference Center***)

1:15 PM – 2:15 PM = The Importance of Community Value & Education (***Lake Darling Ballroom***)

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors,
& MMBA Friends Glen Mason & John Randle
(***Garden Center Bowl – Bus Leaves @ 2:45 PM from Arrowwood Main Door***)

6:00 PM – 7:00 PM = Cocktail Hour (***Lower Conference Center***)

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates Music Personalities Themed Dinner
(***Lower Conference Center***)

8:30 PM – 9:30 PM = Awards, Karaoke & WAR with John Randle (***Lower Conference Center***)

Tuesday, May 2

7:00 AM – 8:30 AM = Breakfast (***Lower Conference Center***)

8:45 AM – 10:15 AM = MMBA Annual Meeting, Elections, Awards
& Industry Discussions (***Lake Darling Ballroom***)

11:00 AM = Home (***Trains, Planes & Automobiles***)

