

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

8:30 AM – 3:30 PM = WSET Level 2 Wine Training - Day 1

8:30 AM – 3:30 PM = Cicerone Certified Beer Server Training

11:00 AM – 12:45 PM = Putting Contest & Lunch with Anheuser-Busch

1:45 PM – 2:45 PM = Succeeding in the 2023 Competitive Environment

3:00 PM– 5:00 PM = Maker's Mark Blending Selection

6:00 PM – 7:00 PM = Cocktail Hour with Vinocopia Spirits

7:00 PM – 8:30 PM = Gourmet Wine Dinner with Palm Bay

8:30 PM = Bottle (Beer) Share – Music by Maddie Kadlec

Sunday, April 30

7:00 AM = Morning Walk with Tom Agnes

7:00 AM – 8:30 AM = Breakfast

8:00 AM – 1:00 PM = Registration

8:30 AM – 3:30 PM = WSET Level 2 Wine Training - Day 2

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

9:00 AM – 10:00 AM = The Cost of Dead Inventory

10:15 PM – 11:15 PM = Bar Success Stories

10:15 PM – 11:15 PM = Package Store Success Stories

11:30 PM – 12:30 PM = E-Commerce / City Hive Q & A

12:45 PM – 1:45 PM = Lunch

2:00 PM – 3:00 PM = Loyalty Programs: Good or Bad?

3:00 PM – 5:30 PM = Vendor Showcase

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 8:30 PM = Dinner with Trincherro

8:30 PM – 11:30 PM = Casino Night / Music with Gray Duck

Monday, May 1

7:00 AM = Morning Walk with Tom Agnes

7:00 AM – 8:30 AM = Breakfast

8:45 AM – 10:00 AM = Mark Rosen

10:15 AM – 11:45 AM = Building an Effective Multi-Generational Workplace

Noon – 1:00 PM = Lunch with Schell's

1:15 PM – 2:15 PM = The Importance of Community Value & Education

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors, & MMBA Friends Glen Mason & John Randle

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates Music Personalities Themed Dinner

8:30 PM – 9:30 PM = Awards and Storytelling

Tuesday, May 2

7:00 AM – 8:30 AM = Breakfast

8:45 AM – 10:15 AM = MMBA Annual Meeting, Elections, Awards
& Industry Discussions

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

