2026 MMBA Conference Schedule of Events

(Subject to Change)

Friday, April 17

On your way to Cragun's, visit:

5Rocks Distilling Co.
25 Washington Street NE
Brainerd, Minnesota 56401

Only 12 miles from the resort.

6:30 PM – 8:30 = Dinner with Bronco Wine

Saturday, April 18

8:00 AM – 6:00 PM = Registration Hosted by Anheuser Busch & Phillips Distilling

9:00 AM – 10:00 AM = MMBA Annual Meeting & Elections

10:15 – 11:30 AM = On and Off Roundtable Discussions

11:30 AM – 12:30 PM = Lunch with Johnson Brothers and Oxford Street Merchants

12:45 PM – 1:45 PM = Anoka Cannabis Update

2:00 PM– 3:00 PM = The EH, B, C's of Canadian Whisky

3:15 PM – 4:15 PM = The Essentials of Marketing

4:30 PM – 6:00 PM = Beam Global Blending

6:30 PM – 8:30 PM = Cocktails and Dinner with Vinocopia Spirits

8:30 PM = Beer Bottle Share and Games

Sunday, April 19

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 – 10:00 AM = Alcohol Awareness Training

9:00 AM – 10:00 AM = Strengthening Public Service: Workforce Challenges

10:15 AM – 11:15 AM = Overcoming the Fear of Public Speaking

11:30 AM – 12:30 PM = Demystifying Sake

12:45 PM – 1:45 PM = Lunch with the MN Lottery

2:00 PM – 5:30 PM = Vendor Showcase

6:30 PM – 7:30 PM = Cocktails

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

9:00 PM – 11:00 PM = Music & BINGO with Anheuser- Busch

Monday, April 20

7:00 AM – 8:30 AM = Women's Leadership Breakfast (**ALL** are welcome)

8:45 AM – 10:00 AM = Featured Speaker Mike Max

10:15 AM – 11:15 AM = Real-World Employee Retention Strategies for City-Run Retail Leaders

Noon – 1:00 PM = Lunch with Schell's

1:15 PM – 2:15 PM = Making Wine FUN Again

3:00 PM – 5:00 PM = Relationship Building (Bowling & Puzzle Guzzle) with MolsonCoors,
 Minnesota Viking Legend Leo Lewis & MMBA Friend Glen Mason

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 9:00 PM = Ste. Michelle Wine Estates Speakeasy Themed Dinner & Activity Awards

Tuesday, April 21

7:00 AM – 8:30 AM = Breakfast

11:00 AM = Home