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**MUNICIPAL**  
**LIQUOR STORE**

OFFICIAL PUBLICATION OF THE  
MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION  
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# MUNICIPAL LIQUOR STORE

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## On The Cover

Earlier this year, thirteen sons and daughters of municipal liquor store employees were awarded MMBA scholarships.

It is now fall, and they have begun their studies and the next chapter of their lives.

Starting on page 6, read excerpts from the application materials of these very deserving students.

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# MMBA President's Message



Tom Agnes  
President

## **Triple Threat Holidays!!**

The Vikings have been awesome this season with their triple threat of Brett Favre, Adrian Peterson and Jared Allen.

We also have a triple threat for the holiday sales season Thanksgiving, Christmas and New Years. What do we know about this 2009 holiday season? We know that sales have been okay with economic situation but not great, people are buying down a bit and want more for their dollar. How can we use that information during this holiday season?

Well no matter what people do spend money during any holiday season. So I encourage you all to look at the basics of our business first and foremost.

## **Let's not forget the things that should be done at all times:**

- Clean, bright, presentable facilities.
- Always friendly greetings when a customer enters your store.
- Facing bottles constantly and keeping displays full and priced.
- Staff should always be friendly (even though busy) and always remember customer service is #1!

## **Some additional things to do during this triple threat season:**

- Display gift packages, whether prepackaged by the supplier or you create your own. Be creative!
- Display and promote upscale products, if they really want that \$3 or \$4 dollar bottle they will find it.
- Make sure staff is knowledgeable of holiday products and promotions.

- Impulse buys, make sure you have high margin items at the counter for the last minute.
- Build more margin in low end items so if after you have presented all the higher end options and they still buy down your margin is protected.

The reason I call this a triple threat is a third of my sales for the 4th quarter are done in 3 weeks Thanksgiving, Christmas and New Years. Look for 25% to 35% increases for those triple threat weeks.

One complaint I have heard is about staffing for these busy periods. We want to make sure our employees are happy and can spend quality time with their families during the holidays. However in the retail world we live in, we must staff our stores and also take care of our customers with adequately staffed facilities. One thing we in Brooklyn Center do is during the interview process we question about working the holidays. This gives the person the right thought process about staffing during busy times. Also as managers we need to act as leaders and be out with our staff helping during these busy times.

## **SPSH?**

How do you staff for busy days? Look at a formula called SPSH (sales per staffing hour). Divide your sales by your staffing hours for the day. If you typically have a \$5000 sales day and you staff 18 hours of labor for it you have at SPSH of \$277.78. Now look at what kind of sales you expect to do those busy days and try to follow the same SPSH formula you usually have. Last Saturday at 1 store we ran \$427.78 SPSH and our other store which is a little slower we ran \$306.64 SPSH. Whatever number you come up with as your plan is just that "It's your plan". Have a set plan and start tracking it over the years you will be surprised how it will help in the planning process for staffing.

We'll have a wonderful selling season, and give your customers an experience that they will not soon forget and tell all their friends about.

As usual if you have any questions about municipal liquor give me a call or e-mail me or any of our directors any time.

Tom Agnes 763-381-2349  
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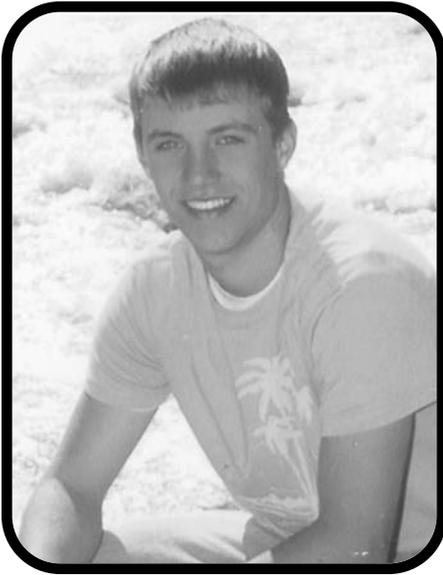
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# 2009 MMBA Scholarship Winners!



Kris Anderson

I have lived in Fergus Falls, MN my whole life. I love everything about living in this part of the United States. I love having all four seasons, hunting in the fall, snowmobiling in the winter, and baseball in the spring and summer. I have been doing all of those things since I was very little. Since I was young it has been one of my dreams to serve in some sort of military service. That's why last July I enlisted in the Minnesota National Guard. For my job in Guards, I picked Infantry. I picked this because I love adventure and the action filled things in life.

This summer, right after graduation I ship to Georgia for basic training and advanced individual training. I will be down there for four months. When I return towards the end of September I plan on doing a lot of hunting and snowmobiling. Then when second semester begins I will be going to school at NDSU. There I plan to get my degree in engineering.

Helping others has always been something that I have enjoyed doing. I help others with the thought of, if I do something for them when they need it then maybe they would come help me if I ever needed it. One of my most memorable times helping others was just this last week. I went to the

Fargo/Moorhead area twice to help with the sandbagging efforts. It was amazing how many people were there helping to save the houses of people they don't even know.

Another thing that really hit me was about seven months ago. I was on my way to drill for the National Guard so I was with a bunch of other soldiers in uniform. We stopped at a restaurant to eat and -there was a gentleman who was sitting by the door. As we all walked by he shook every one of our hands and told us thank you with tears in his eyes. I have never felt a stronger feeling of pride in my life.

*Kris' mother Kristy is Fergus (Falls) Liquor head liquor store clerk.*



Tawnya Bluhm

Describing my high school career, I would like to say is an interesting one. For the fact that it only lasted four years, there were a few changes throughout that made an impact on my future.

During my ninth grade year I was able to push myself to achieve a grade point average of 4.0 along with playing volleyball in the fall and fast-pitch softball in the spring. It was an image I wanted to show that although I was in sports, I could still keep up with my schoolwork and get good grades.

My following year as a sophomore, became a little more difficult for me since I was in more advanced classes. For this, I decided that it would be better to concentrate on my education than sports, which is why I didn't continue playing volleyball. The harder classes got the best of me and even though I wasn't able to pull off another year of a 4.0, I was still keeping it up at a 3.96.

Junior year, I felt by then, I really had the whole high school system figured out, which I'll admit I became a little too comfortable with and started not paying as much attention to my bookwork than I should have. This year I considered and enrolled in National Honors Society. It gave me an opportunity to help many people in different ways, which was awesome for me, since I like helping people out. That spring, I ended up not making the softball team, because of this I decided that my senior year would be completely dedicated to my classes and studies.

So, by senior year I took a full load of classes the first half of the year. Some classes I took consisted on College Algebra, Psychology, Advance Placement English Honors, and Economics. By doing this I was hoping to do PSEO the second half of my senior year by commuting to Century College. Since the dates that I was able to take the test happened to be after the deadline to enroll in PSEO. So to prepare my college habits for next fall, I started working hard again to keep my grades up and possibly to raise my GPA, currently it's at 3.78. With not as many classes now, I try taking up as many shifts at my job as a waitress, hoping to save enough for college.

It could be said that I'm excited for the next chapter in my life by graduating high school and attending Century College but at the same time, I'm very nervous as to how I will adjust.

*Tawnya's mother Roxie is a Lindstrom assistant liquor manager.*

*(Continued on page 9)*



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**Kelsey Booth**

As a senior in high school who is eager to pursue her further education, I am pleased to submit my application for the MMBA Scholarship. This scholarship is a platform that will allow me to explore my full potential, as well as being a definite blessing as a way to receive financial assistance that will allow me to pursue my career dream.

Throughout my time in high school, I have volunteered my time through numerous community activities such as, gardening to provide to local food shelves, refereeing, working concessions, and helping coach in my towns elementary basketball program, volunteering at my church's nursery, volunteering at R&J Horse Sales, volunteering at numerous Lion's club events, reviewing grants for Minnesota schools to help my school raise money, and helping out in whatever way I can at my school. I have participated in multiple extracurricular activities such as, basketball, volleyball, band, National Honor Society, speech, theater, SADD, and the Verndale Business Club. Through out high school I have felt very passionate towards maintaining an A honor roll status and have succeeded. I have enjoyed a successful high school career, a commitment to community involvement, and an abundance of extra-curricular activities.

I have a strong desire to help others, a sincere intellectual curiosity about medicine in particular, and a love for

learning in general; therefore, I believe that a medical profession is a perfect fit for me. I am currently working as a Certified Nursing Assistant and I also have experienced the career of a Registered Nurse through a recent internship through which I have learned my love for nursing. I comprehend that choosing the right occupation now will guide me in the direction of obtaining a rewarding future. A college education will not only be critical to my quality of life, but will allow me to someday strengthen our community by working in the local healthcare facilities.

*Kelsey's father Tim is manager of Wadena Liquor.*



**Ariana Fischbach**

All through out my high school career I have been setting goals and doing my best to achieve them. Even in middle school I took the 'honor' classes and that carried over into high school. Last year when I had the option to take P5EO classes I took it.

I then decided to take my classes at St. Cloud State instead of through the school to gain some independence and confidence in myself. I now recommend it to anyone who asks, I loved it. I loved it so much in fact, that I enrolled myself in a summer art course. And I'm glad I did because I now plan to minor in art.

I also plan to major in marketing or business because I want to possibly own a business of my own. One of my dreams is to own an art gallery

and little coffee shop of some sort.

Another goal of mine for college is to get out in three years. When I graduate high school I should have about 32 credits through P5EO. I also can't wait to travel and study abroad, which is another goal of mine.

Another big part of my life, one thing that I have always been involved in, is sports. I have played just about every sport you can think of growing up and during high school I stuck with softball, tennis and I tried cheerleading for a year. I have lettered in tennis for three years, softball and cheerleading too. I have always known I was going to continue playing in college.

After going to Gustavus Adolphus's Tennis and Life Camps this past summer, I decided to continue playing tennis through college. It is a year round commitment so I can not play softball, but I'm still very excited.

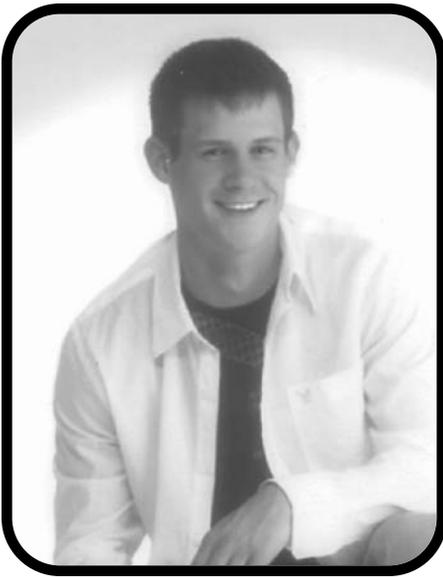
When I stayed in the dorms and got a tour of the campus during the tennis camp, it was then that I realized Gustavus was the college I needed to attend. Their tennis program was so highly recognized and everyone was extremely nice and helpful, I fit right in and I can not wait to begin college life!

*Ariana's father Mike is an assistant manager at Hi-Way Liquor in Monticello.*

*(Continued on page 10)*

## **Quick Tip**

**Signs, in and out of your facility, should be changed or moved on a regular basis**



**Brock Frolik**

My name is Brock Frolik and I am currently attending Fairmont High School. My high school career has been a very eventful one. I've been active in sports as well as the school play this past fall. I was a 4-year letter winner in football, while playing running-back and linebacker. I am currently playing baseball and am a 1-year letter winner in baseball. I never lettered in basketball, but I played all the way up to my sophomore year. However, for the past two years I played in a church league where we played every Thursday night. In high school, I always wanted to stay active and high school sports did help me with that. As I previously stated, I was a part of this year's school play, *Les Miserables*, and my job title was stage manager. I was fortunate enough to have this position since I've always been scared of stages and performing, so I got the next best thing .

I've also been very active in my church and volunteering. As a varsity football player, I was the "chain-gang" at flag football games in Fairmont for little kids. I enjoyed this and was able to represent our high school's football team. Also, this spring I volunteered at a local cemetery where I picked up sticks and other kinds of trash. Both of these are two examples of volunteer work that I have done.

As far as academics go, I have always strived to get good grades. I work hard in the classroom and try my

best to obtain good grades. As of the end of my junior year, my cumulative GPA was 3.915 and this past semester my GPA was 4.411. I haven't hit the "senior slide" this year like some people say. I've worked hard to maintain my grades and plan to do the same as I head off to college. Next fall I will be attending the University of Minnesota- Twin Cities. I plan on being a physical therapist when I enter the work force and know that I have much more schooling ahead. If physical therapy doesn't work out for me I plan on doing something in sports medicine. I feel that the medical field is the area where I should be and being able to deal with sports related injuries would be my dream. Like I said, I know that I have a lot of school ahead, but I'm ready to face the challenge and work hard like I always have.

*Brock's father Steve is Sherburn Liquor manager.*



**Shawna Itzen**

High school has been a great experience for me. I have experimented with many different opportunities throughout high school.

Beginning high school is a bit overwhelming for any student however, I wasn't just emolled in school, I was also a three sport athlete. I played volleyball, basketball and softball. After a few seasons I decided that volleyball was the sport I wanted to

excel in. By quitting basketball and softball this enabled me to spend more time playing volleyball. As a freshman, I tried out for Junior Olympic Volleyball Club. This would allow me to play with people from surrounding towns and compete at a higher level in tournaments in larger cities, such as Fargo. After making the team as freshman, I never stopped playing for that organization and played continuously throughout my senior year. I was also voted captain of my regular season volleyball team two years in a row. This was a great responsibly but I enjoyed every minute of it.

I was also voted captain of the speech team and was a reporter for "Paw prints" our school newspaper.

Throughout my life I have been intrigued by science. I have also found that I love to help people in any way possible. I was introduced into the medical field when I took First Responder training as a junior. I was absolutely amazed at everything we learned in class and how it would all come so natural to me. After taking that class in the spring of 2008 I knew that nursing was my calling. Morris Area High School offers and E.M.T. course through the Stevens County Ambulance Services to anyone who is interested in the medical field. As a senior I emolled in this course and couldn't wait to learn more about the human body and how to care for people in need. In July of 2008 I was offered a job in an assisted living facility where I would help the elderly with everyday activities and assisting the nurses with certain procedures and the passing of their medications.

I plan to attend North Dakota State College of Science for practical nursing. After achieving my associate's degree, I plan to attend North Dakota State University for my bachelor's degree in nursing. I thoroughly enjoy helping people and I believe by becoming a nurse that it will open up many opportunities for me in the future.

*Shawna's mother Virginia is Herman Liquor manager.*

*(Continued on page 13)*



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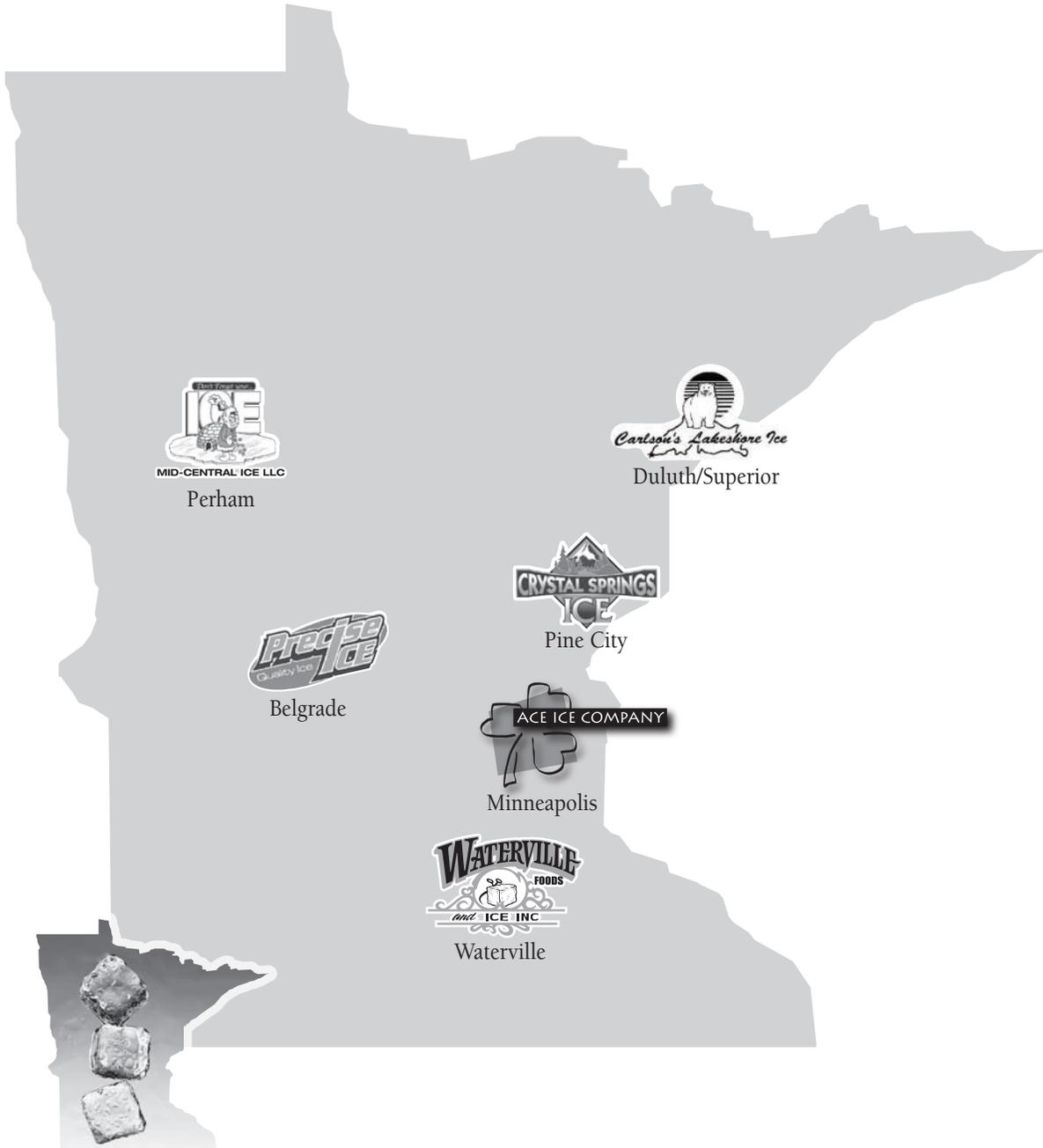
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Amber Johnson

During my entire high school career, I have been a member of the A Honor Roll, with a few B Honor Rolls tossed in. I have always had good grades, and I have taken three college classes while still attending high school.

In my junior year, I took Composition 1. In my senior year, I took both Composition 2 and Psychology. These classes proved to be challenging, but taught me what life will be like when I attend college and how hard I have to work to achieve high grades.

I have also been a member of the Rams Swim Team for my four years of high school, and have participated on the golf team for one year. In my junior year, I was inducted into National Honor Society, and I still participate as a senior in high school.

This fall, I plan to attend North Dakota State University in Fargo, North Dakota.

Although I am unsure of my major, I plan to explore my options to find the career that suits me. My plan, as of right now, is to take as many psychology and sociology classes and I can. That is the field of study that most interests me. I am willing to do whatever it takes and put in an enormous amount of work to find the career that fits me.

*Amber's mother Pamela is Roseau Liquor assistant manager.*



Crystal Klukken

To be truthful, I am not sure how long I have known Crystal Klukken. Her mother is one of my former students, and I can recall talking with her while Crystal shyly peeped at me. Formally I have been Crystal's English teacher for three years. I have also been her basketball coach for five years, and last year I also coached her in track.

In all the classes Crystal has taken with me, she has given her best effort. Her assignments have always been

thoroughly done and timely in their return. I see in all her work sincere effort and quality of thought. I have found that Crystal studies and works for the education itself as an end, not just for the grade she desires. She is a naturally curious person who will work strenuously to understand different concepts and ideas. Her level of motivation will serve her well in a college atmosphere.

Outside the classroom, I would characterize Crystal as a likable person with a good sense of humor. She is very coachable and gets along well with her teammates. Crystal is well liked, and has an integrity about her that I have come to appreciate over the years I have known her.

When I think of scholarships, I view them as investments in the future. The question that rises from this viewpoint is, "Is investing in this person a wise choice?" From my perspective investing in Crystal Klukken both as a student and a person would be a wise choice.

John Klaessy  
Parkers Prairie High School  
Language Arts Dept.

*Crystal's mother Audrey is Parkers Prairie Liquor bar manager.*

*(Continued on page 15)*



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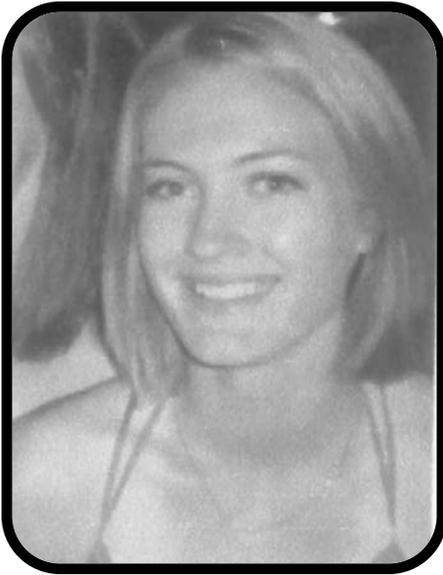
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Sierra Koethe

I have had the pleasure of instructing Sierra Koethe in my German classes for the past two years at Spring Lake Park High School. Sierra possesses many qualities that will allow her to excel and become a valuable member of the campus community while attending a university of her choice.

Many skills and qualities are needed to display the exceptional achievement that Sierra has shown over the past four years. In addition to her discipline and motivation, Sierra also possesses a high level of integrity, creativity and self-confidence not found in many of our students. Using and working with a foreign language can be very intimidating for many learners, especially in front of a peer group. Sierra has had success presenting projects in German to the entire class, accepting the fact that her language is unpolished, but also understanding that she must do the best she can with the skills she has. Sierra has exhibited leadership skills at school in many ways. She has been a member of both the Tennis and Track teams for the past four years and earned an Academic All-Conference Award for Tennis. Sierra is also an active member in other clubs at school, including the Family, Career and Community Leaders of America (FCCLA) and American Field Services (AFS). Sierra has consistently challenged herself academically by enrolling in Honors

and AP courses throughout all four years of high school and has also studied both German and Spanish. She has shown further evidence of her desire to go above and beyond by completing two Independent Study courses - Marine Biology and Renaissance Art Studio. Sierra has been able to maintain a high level of academic achievement in these rigorous courses while at the same time being very active outside of school. Many of Sierra's talents and qualities have also had an impact on others outside of the school community. She has worked as a volunteer on several occasions, including work through Feed My Starving Children, the American Legion and Lake Elmo Regional Art Center. Sierra is also an active member of the youth group at

her church and is a student of the martial art form Bujinkan Taijutsu Ninjutsu.

Sierra always accepts tasks and challenges presented to her with an open mind and a positive attitude. Her thoughts and ideas are original and often display a level of caring and creativity that those of other students lack. I believe the aforementioned qualities, along with her maturity, confidence and concern for others will allow Sierra Koethe to become a valuable member of any university community.

Dan Buck

German Teacher

*Sierra's father Charles is a supervisor at Central Park Liquor in Spring Lake Park.*

*(Continued on next page)*

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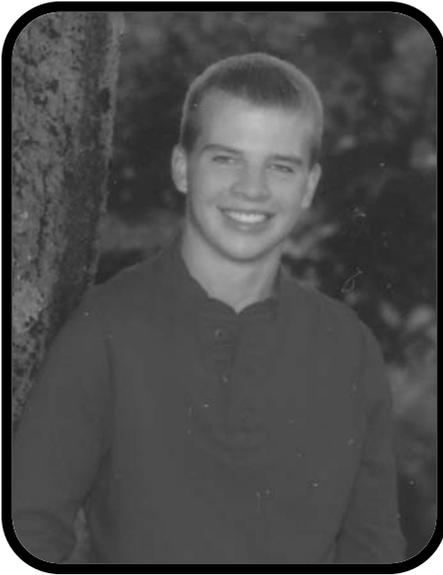
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Zach Lunder

During my high school years, I have been active in many extra curricular activities. I participated in football, basketball, FF A, Student Council, school musicals and have been a member of band and choir events, participating in jazz band and show choir. I have shown dedication to all of these activities enabling me to successfully develop and demonstrate leadership, social and organizational skills.

I believe I have shown constant growth, both personally and academically. I understand my limitations and am open to suggestions in order to improve in these areas. I have many strengths; my main strengths being leadership, motivation and dedication. I believe these strengths will enable me to be successful in my post secondary career.

My intentions for post secondary education are to enroll at Northland College, pursuing studies in farm operations and management. After successfully completing my education at Northland, I would like to further my studies in agricultural sales at a four-year institution.

Ultimately, I would like to have a career in Agricultural Sales. I have worked part time for the same farmer for the past five years, which has given me a good foundation and knowledge base of this industry.

*Zach's mother Shelley is a bartender at the Nordic Lounge in Ulen.*



Katelyn Potvin

Throughout my career at Champlin Park High School, I have been both motivated and determined to reach my goals and achieve personal and academic success. Above all else, I believe that I have gained many valuable learning experiences that I hope will continue into my college years.

I have been involved in orchestra during all four years at Champlin Park, and music has become a true passion for me. I participated in Varsity, Concert, and Chamber Orchestra, and was the concert master of the Concert Orchestra my senior year. I was also privileged enough to be chosen for the NWSC All-Conference Orchestra in 2008 and 2009. Participating in orchestra has been one of the most beneficial activities for me, and gave me not only an outlet to express myself everyday, but also the opportunity to make friends with other students who share my interest in music.

I have also been very involved in my school's yearbook, newspaper, Link Crew, and National Honor Society. I was selected as a yearbook editor and as co-editor-in-chief of the newspaper my senior year, and these positions gave me a large amount of responsibilities that helped me grow as a leader. Similarly, my academic endeavors have always been a top priority for me. I have taken many advanced placement and honors courses, and have worked hard to

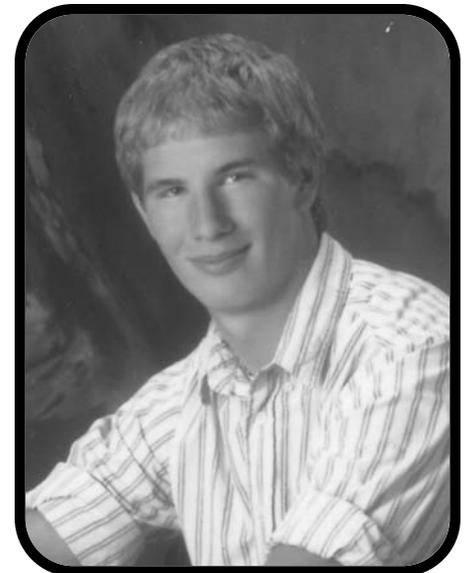
achieve a GP A that I am proud of.

Aside from my involvement in school activities and academics, I have also worked at the Bauer Berry Farm in Champlin during the summer months throughout high school and taught piano lessons to beginner students during the school year. Both of these jobs have been excellent learning experiences for me, and have allowed me to become a true leader.

I will be attending St. Cloud State University with plans to major in school counseling. I hope to one day be a high school career counselor, and help students make the many decisions that I have had to make in high school about colleges and careers. I will also be participating in the St. Cloud State Orchestra, and hope to minor in violin performance.

I thoroughly hope that all of the successes I have experienced in my high school years will carry on through college, and I will work hard to make sure this happens.

*Katelyn's father Dave is Elk River's liquor manager.*



Marc Seabrook

I have had the opportunity to get to know Marc Seabrook over the past six years through my work as the principal at Battle Lake High School. He has great potential and I will be following his accomplishments with interest in the coming years.

Academically, Marc has taken a rigorous college preparatory curriculum.

I believe that Marc is more than capable of making the Dean's list in college on a regular basis.

Marc has been involved in co-curricular activities while attending Battle Lake High School. He played varsity football for three years and contributed to the team's success. I would say, however, that vocal music is far and away Marc's greatest passion.

Marc has been involved in our one-act plays for several years now. This year, he held one of the lead roles and did a very nice job with it. He has also stepped up as a vocal musician in our concert choir as one of the strongest tenors in the group. At this time, Marc plans to pursue a career related to music.

Based on his academic potential and his demonstrated passion for his chosen discipline, I would find Marc well-suited as a scholarship recipient.

Jeffrey Drake  
Principal  
Battle Lake High School  
*Marc's mother Rebecca is Underwood Liquor manager.*



Gina Vetch

It is my pleasure to write this letter on behalf of Gina Vetsch. I have known Gina for the past two years. She has been a student in my World History class as a junior and Psychology as a senior. I was so impressed with her, that I had also chosen to have her as my classroom aide. Gina has a strong academic background, displays a great deal of maturity and responsibility, and is involved with the school and her community.

Gina is an excellent student. Any assignment that I give her is completed in a manner that goes above and beyond expectations. She is very concerned with the quality of her work, and will do whatever it takes to get it right. Her commitment to academic success is evident through her membership in the National Honor Society.

Gina is an ideal student, and is engaged in whatever the lesson may be. She excelled in Psychology class, and shows great potential in this area. Gina also has a wonderful personality, and it is easy to converse with her due to her mature personality. She is also a very responsible person. This is evidenced by the fact that she holds down two jobs, and is very involved with the care of her four younger siblings.

Gina serves her school and community by being involved in many activities and groups. She has been a Girl Scout and is in choir. Gina is

also involved in her church, all while maintaining a very high GP A, working two jobs, attending school and several other activities.

I would highly recommend Gina to be the recipient of the scholarship. She demonstrates a great deal of maturity and responsibility. Gina shows so much potential, and I know she will be a great success.

Dawn Klabunde  
Maple Lake High School  
*Gina's father Marv is Dassel Liquor Manager*

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