

THE
MUNICIPAL
LIQUOR STORE

Volume 69, Number 4, 2010

OFFICIAL PUBLICATION OF THE
MINNESOTA BEVERAGE ASSOCIATION
www.municipalbev.com



MMBA is 2010
Minnesota Organization on
Fetal Alcohol Syndrome
Business Partner of the Year

CHANGE SERVICE REQUESTED

Municipal Liquor Store
Box 32966
Minneapolis MN 55432

PRST STD
U.S. POSTAGE
PAID
Permit No. 1770
Minneapolis, MN

THE CLASSIC
REINVENTED
NEW SOUTHERN COMFORT LIME



PLEASE DRINK RESPONSIBLY.

PERFECTLY MIXED SoCo® & LIME.

Liqueur, 27.5% Alc. by Vol., Southern Comfort Company, Louisville, KY ©2010

MUNICIPAL LIQUOR STORE

Volume 69, Number 4, 2010

Official publication of the Minnesota Municipal Beverage Association. Published six times annually: September/October, November/December, January/February, March/April, May/June, July/August. For advertising and editorial inquiry contact Paul Kaspszak, Editor, Box 32966, Fridley, MN 55432. Phone 763-572-0222 or 866-938-3925. Advertising rates available upon request. Change of address: List both old and new address.

DIRECTORS

TOM AGNES
(President)
Brooklyn Center Liquor
5625A Xerxes Ave. North
763-381-2349

BRIAN HACHEY
(Sec./Treas.)
Stacy Wine & Spirits
30962 Fenway Avenue
Suite 700
Stacy, MN 55079
651-972-0578

NANCY DRUMSTA
Delano Wines & Spirits
P.O. Box 108
Delano, MN 55328
763-972-0578

LARA SMETANA
(Vice President)
Voyageur Bottle Shop
205 - Main Street South
Pine City, MN 55063
320-629-2020

MICHAEL FRIESEN
Hawley Liquor
P.O. Box 69
Hawley, MN 56549
218-483-4747

VIRGENE SHELENGARGER
Liquor Hutch
245 Washington Ave. East
Hutchinson, MN 55350
320-587-2762



ON THE COVER

The Minnesota Municipal Beverage Association (MMBA) has been awarded the 2010 Minnesota Organization on Fetal Alcohol Syndrome (MOFAS) Business Partner of the Year.

The Minnesota Organization on Fetal Alcohol Syndrome (MOFAS) is the only statewide source for training, information, resources and support for Fetal Alcohol Spectrum Disorders (FASD).

Since it was incorporated in 1998, MOFAS has worked to eliminate disability caused by alcohol consumption during pregnancy and improve the quality of life for those living with FASD throughout Minnesota. Their vision is a world in which women do not drink alcohol during pregnancy and people living with Fetal Alcohol Spectrum Disorders (FASD) in Minnesota and beyond are identified, supported and valued.

MMBA has partnered with MOFAS through participation and support of their programs and activities and development of promotional materials that encourage women not to drink during their pregnancy.

Pictured on the cover are (L to R) MMBA President Tom Agnes, MOFAS Executive Director Sara Messelt and MOFAS board member Tony Chesek.

STEVE GRAUSAM
Edina Liquor
6755 York Ave. South
Edina, MN 55435
952-903-5732

GARY BUYSSE
Rogers Liquor
22350 South Diamond Lake Road
Rogers, MN 55374
763-428-0163

BRIDGITTE KONRAD
(Ex-officio)
City of North Branch
P.O. Box 910
North Branch, MN 55056
651-674-8113

MICHELLE OLSON
Sebeka Liquor
P.O. Box 305
Sebeka, MN 56477
218-837-9745

BOB LESLIE
Pelican Rapids Liquor
P.O. Box 571
Pelican Rapids, MN 56572
218-863-6670

TONI BUCHITE
Fifty Lakes Bar & Bottle Shop
P.O. Box 828
Fifty Lakes, MN 56448
218-763-2035



MMBA President's Message



Tom Agnes
President

FEAR and Change....

When we hear the word "fear" we may think of some big disaster movie or maybe walking down a dark alley at night not knowing what is lurking around that next corner. The FEAR I would like to talk about in our organizations is much more subtle but equally as important.

Subtle Fear #1

Raising Prices. Why be afraid to raise prices when it is time? The customer's reaction! You may say, "Customers are comfortable with current pricing, why rock the boat and upset them?" You may be comfortable as well with where the prices are so maybe you want to skip.

Of course this fearful thinking will ultimately hurt the organization that employs you and your staff. Maintaining healthy profit margins should be a regular part of what you do and not something that you dread doing and keep putting off.

Positive Promotion of Your Organization. Why is this a fear? This should come natural to us. If things are going well in our organization we should want to shout it from the rooftops. But sometimes apathy wins over.

We need to continually remind our fellow city staffers, our city council, our citizens and our state representatives the good we do in our cities. Whether it be the profits we supply in this time of additional funds needed by cities, of the responsible control we supply for keeping alcohol out of the hands of those it was not meant for, or the food we donate to our local food shelf when we have our food drive in October.

These are all necessary facts to put out there for people to know.

So draft a letter to your city council or state representative, hang a sign in your store with these facts, etc. Just make sure people know on a regular basis how your organization supports your community values.

Subtle Fear #2

Staffing Adjustments. Fear of changing staffing hours may be something that can hurt your organization's bottom line. If you have had the same people starting at the same time forever why not at least analyze if a change would help.

One of the biggest areas is opening too early and having too many staff there early. If you have a staff person that works an 8 hour shift, say 6 to 2:30 and you open at 8 or 9. Why not consider opening later say 10 or 11 and bringing that person in no more than a half hour before opening. In this situation, if that person were to shift their start time from 6:30 to 10:30 and the part time person relieving them at the end of their shift were cut down that could reduce hours by 4 hours per day.

One of our members recently modified their opening time from 8 AM to 9 AM and saved \$6000 in labor costs with very little impact on sales.

If this situation applies to you and not one of your employees what type of FEAR is not allowing you to change?

Subtle Fear #3

Positive Promotion of Your Organization. Why is this a fear? This should come natural to us. If things are going well in our organizations we should want to shout it from the rooftops. But sometimes apathy wins over.

We need to continually remind our fellow city staffers, our city council, our citizens and our state representatives the good we do in our cities. Whether it be the profits we

supply in this time where additional funds needed by cities, of the responsible control we supply for keeping alcohol out of the hands of those it was not meant for, or the food we donate to our local food shelf when we have our food drive in October. These are all necessary facts to put out there for people to know.

So draft a letter to your city council or state representative, hang a sign in your store with these facts. Just make sure people know on a regular basis how your organization supports your community values.

Maybe not so Subtle Fear #4

My organization is in trouble and I do not want to ask for help. THE TITANIC DID NOT HAVE TO SINK!! The Captain had pride issues and some subtle adjustments on his part with direction and speed he would have averted a disaster and Leonardo DiCaprio would not have been near as popular today.

Get up out of your office, out of your bar, out of your store and find out what others are doing to succeed. Go to an MMBA event, boot camp is coming up in February or the annual conference in May.

Ask for help. We are not going to come looking for organizations not doing well. You must need, want and ask for us to step in, then listen to and apply the advice given to succeed.

Change is hard, but many times necessary. Many of the suggestions given in this article involve looking into the fundamental practices your organizations have been operating under for many, many years.

Do not continue to straighten and organize the deck chairs on your Titanic, make the CHANGES that are necessary to avert your disaster.

If you have any questions give me a call or e-mail me at 763-549-3710 or tagnes@ci.brooklyn-center.mn.us



BECOMING AMERICA'S BEST BEER COMPANY

MillerCoors™ has a powerful portfolio of beers that will increase your business and grow your bottom line.



MillerCoors™

Growing business the right way by promoting the responsible enjoyment of beer.

What Happens if I Lower My Price?

The calculator below was created by MMBA Annual Conference presenter Tom Shay and can be found at his website, www.profitsplus.org.

The bottom line in the example below: If a product price is reduced from \$7.49 to \$6.99 will 15 additional units be sold to achieve the same gross profit dollars? If not, are customers really purchasing other products to make up the difference?

There is always a discussion with businesses about the prices that are charged for a product or service. If the price is \$12, a business owner will wonder if they can sell a lot more of the product if the price is reduced to \$10.

This calculator helps to answer that question from two perspectives. The first part of the answer is to tell you how many more you have to sell to make the same amount of gross dollars of sales. The second calculation will tell you how many you have to sell to make the same amount of gross profit dollars.

With each calculation, you are then left to make a decision. You know now how many more you do actually have to sell; you then ask yourself if you believe that is an achievable goal. Remember that in achieving the goal, you are not making any more profit or any more sales dollars, you are just selling more units to produce the same gross sales dollars or gross profit dollars.

Price Change Analysis Calculator		
1	Price Per Unit (nnn.nn) \$	7.49
2	Number of Units (nnn)	60
3	Cost Per Unit (nnn.nn) \$	5.00
<input type="button" value="Clear Fields"/>		
4	Gross Sales Amt \$	449.40
5	Gross Margin %	33.24
6	Gross Profit \$	149.40
7	How Many Units Will I Need To Sell At \$	6.99
<input type="button" value="Clear Fields"/>		
8	To Make The Same Gross Sales Of \$	449.40
9	Answer:	64.29
10	New Gross Profit \$	127.94
11	New Gross Margin %	28.47
12	How Many Units Will I Need To Sell To Make the Original Gross Profit Dollars?	75.08

B

BERINGER.
SINCE 1876

FRANCIS
COPPOLA
DIAMOND COLLECTION



FRANCISCAN
- ESTATE -



MONTES®
PREMIUM WINES

CLOS DU BOIS®



BODEGA
NORTON



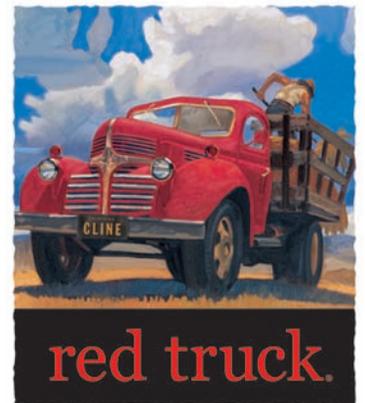
Louis Latour
En Bourgogne depuis 1797

Estancia

BERINGER.
FOUNDERS' ESTATE



Raymond



QUALITY
WINE AND SPIRITS
Serving Minnesota since 1936

Statewide: 1-800-552-8711 Twin Cities: 952-854-8600

SEASONS CHANGE. TASTES DON'T.

** The Anytime Lime **

The days are shorter and the temperatures lower, but Bud Light Lime is always refreshing. It's the superior drinkability of Bud Light with the refreshing taste of lime. One taste and you'll find the summer state of mind, any time. It's in "The Lime."



City of Tracy Passes Profit Minnesota Resolution

The City of Tracy recently passed the resolution below in support of the Profit Minnesota proposal described in the last issue.

Recognizing the different opinions of members, MMBA is not taking a formal position on the proposal.

However, we will assist any member city who wishes to support this initiative.

If your city passes a similar resolution, please send a copy to the MMBA office.

City of Tracy

RESOLUTION NO 2010-43

A RESOLUTION IN FAVOR OF ALLOWING STATE-REGULATED GAMING IN LICENSED AND MUNICIPAL BARS AND RESTAURANTS, AND ALLOWS FOR THESE GAMES TO UPGRADE TO 21ST CENTURY TECHNOLOGY AS AN ADDITIONAL OPTION TO THE PAPER FORMAT CURRENTLY USED

WHEREAS, the State of Minnesota is facing a \$6 billion budget deficit, and

WHEREAS, Minnesota Cities are facing significant budget shortfalls, and

WHEREAS, local charities such as veterans organizations, youth athletics and volunteer fire departments are facing declining revenues, and

WHEREAS, state and local officials cannot simply tax our way out of these problems or continue slashing essential social services affecting the quality of life in Minnesota we so cherish, and

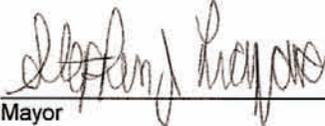
WHEREAS, state-regulated gaming in licensed and municipal bars and restaurants will produce new revenue now for the state budget, charities and local communities, and

WHEREAS, there is a state regulated gaming proposal which offers a creative, tax free solution that will:

- Provide a projected \$630 million in new state revenue every year, without raising taxes
- Support charities such as veterans organizations, youth athletics and volunteer fire departments with a potential \$230 million in annual donations
- Support services such as K-12 education, public safety and plowing our roads
- Create and save much needed jobs in our local economies

NOW THEREFORE, BE IT RESOLVED that the City of Tracy encourages the 2011 governor and legislature to approve state-regulated gaming in licensed and municipal bars and restaurants, and allows for these games to upgrade to 21st Century technology as an additional option to the paper format currently used.

PASSED AND ADOPTED by the Tracy City Council this 11th day of October, 2010.


Mayor

ATTEST:


City Clerk/Administrator

Dan Wycoff is New Worthington Liquor Manager

By Beth Rickers, *Worthington Daily Globe*

When Dan Wycoff looks around the Worthington Liquor Store, he sees possibilities — possibilities for displays, possibilities for sampling events, possibilities to expand the store's selection.

"My main goal is to get people to come into the store," he said.

Wycoff is the new manager at the Worthington Liquor Store, succeeding longtime manager Shaun Johnson, who died in February following a battle with cancer. He comes to Worthington with a substantial history in the beverage industry.

"I come here from Carroll, Iowa," said Wycoff, a native of Merville, Iowa, just outside of Sioux City. "After I graduated from Morningside College in Sioux City, I started my career with Hy-Vee Food Stores."

After a stint as a manager in the grocery department, Wycoff moved to the liquor department when the state of Iowa got out of the retail liquor business.

"So Hy-Vee acquired all the locations they could," he said of the formerly state-owned stores, including ones in Carroll and Spirit Lake, Iowa. "There weren't a lot of them. They were called Regal Liquor."

Learning the trade as the wine and spirits manager for Hy-Vee, Wycoff eventually decided to strike out on his own, opening a store called Cork & Bottle in 1993 in Carroll. Due to increased competition and personal factors, Wycoff had to seek other career avenues and saw the posting for the Worthington job online.

While the communities of Carroll and

Worthington are about the same size, Wycoff is making the adjustment from operating a privately owned business to a city-owned one.

"First, I've got to learn the municipal concept of a liquor store," he explained. "I'm so used to owning my own store and competing against the Hy-Vees, the Fareways, the WalMarts, the Costcos. In Carroll, it was all about cash flow and customer service, 24-7, seven days a week.

"I've been hired here because of my experience," he continued. "What I plan on bringing to the store is my experience and that emphasis on customer service that I've always had."

Wycoff also wants to capitalize on trends in the industry, perhaps starting a monthly wine and/or specialty beer club and expanding the selections in specific liquor categories. He's already selected Nov. 18 as the date for a holiday open house.

"We're going to have more tastings in the store," he said, specifically mentioning wines and craft beers. "Every Friday afternoon we're going to be doing tastings in the store."

In the months to come, Wycoff also promises the store will have a "new look," including the addition of a walk-in beer vault, and he wants to offer more specials.

"I'm looking forward to people's comments on what they want to see," he added.

With seasonal hires, the Worthington Municipal Liquor Store employs eight people, four full-time including Wycoff. The store is open from 9 a.m. to 10 p.m. Monday through Saturday.

"I'm excited about it," said Wycoff about his position. "With my years of experience and positive image, for starting over in the retail world, this is a good fit."

One call.

If it has anything to do with beverages, ice or refrigeration, call the Shamrock Group. With our expert attention to detail, starting with us will set you up for business success.

- Over 100 beverages
- Shamrock Beer Systems
- Walk-in Freezers/Coolers
- Shamrock Water Filtration
- Bulk CO₂, other gasses
- Service, repair, installation
- Ice machine rentals
- 'Purefect' Ace Ice



The Beverage & Ice Experts
Unrivaled product quality, value & service since 1945

612.824.0745 • 800.862.9273



BEAM
GLOBAL SPIRITS & WINE

Building Brands People *Want* to Talk About



Take A Shot!!

By 2010 & 2011 MMBA Conference
Presenter Darryl Rosen

One of my favorite pastimes is teaching retail wine associates the intricacies of suggestion selling. I always start with the following premise. If a customer wants to spend \$10, with the right amount of knowledge and training, any wine associate should be able to sell a \$12 bottle.

That measly \$2 difference is a greater benefit than meets the eye. After all, that's 2 extra dollars right to the bottom line. Even to low volume retailers, those extra dollars can add up in a hurry.

Not long ago I was teaching a group of wine professionals and a young lady shared the following:

"The bottom-liners may not like this, but if the customer asks for a \$10 bottle, I have to give a \$10 bottle to keep my credibility!"

The bottom-liners?

Oh, the finance people! You mean the people with the responsibility of keeping the ship afloat! The bean counters, if you will?

You could cut the ideology with a knife.

To be sure, you never steer a customer from what he or she has asked for. Never. If the customer comes in asking for the Chateau Purple Forest, then that's what you give the customer. Further, you always sell quality. Dumping bad wine on unsuspecting and/or naïve people is a unwise practice – at best. Talk about losing credibility!

But if the customer asks for a recommendation, your job is to steer the customer towards the best bottle of wine in that price range. That's your job as the expert. Sure, some customers have a firm budget and will balk at anything over their stated limit but others will jump a few dollars if given a few good reasons.

I would say the following:

"I have some great selections in the \$10 range and I have this excellent selection at \$12. The Green Apple Chardonnay is wonderful for these reasons. It's delicious and versatile. The wine has anti-oxidants and is one of our best organic selections. How many bottles would you like?"

Conversely, you could say, "Would you like to try a bottle?"

Take a shot! You're not suggesting Mouton for crying out loud.

The key is to have a sense of the price ranges and the styles customers routinely ask for. This way you'll be ready. I suggest keeping a log for a few weeks of exactly the kinds of requests you get. If \$10 reds are asked for most of the time, than you have no reason to not be prepared.

One caveat, though, speaking of credibility. If the customer is adamant about their preferred price range, then you owe it to the customer to back off. Becoming a pushy sales person is not the goal!

Actually, the "bottom-liners" comment took me back several years to my inde-

pendent retail days. Many years ago, I think it was more acceptable to find the perfect bottle of wine for your customers. If the customer was preparing her favorite duck a l'orange recipe, you gave her a wine that bought out the flavors perfectly. Price and margin were important, but not as much as today. Nowadays, if your customer is preparing her favorite duck recipe, your goal is to select a wine that brings out the flavors perfectly, but it's imperative to do it with a selection that's important to the company. A wine that helps the *bottom-liners* feel better about the *bottom line*!

Ideology has been replaced by other words that end in y. Like solvency and liquidity.

And if you're out there selling wine to consumers, given the prolonged economic slump, you really have no choice but to try to dig as deep as you can into your customers' pockets.

That's just how it works. You know it and I know it.

Got to keep the bottom-liners happy.



Get 100% Minnesota grown wine for your shelves with help to merchandise it!

Fieldstone Vineyards is ready to deliver to you quality wine that is 100% Minnesota grown & made.

.....
Join the dozens of other municipal liquor stores that are successfully selling Fieldstone Vineyards wines by calling 507-627-WINE (9463) or e-mailing us at info@fieldstonevineyards.com today!

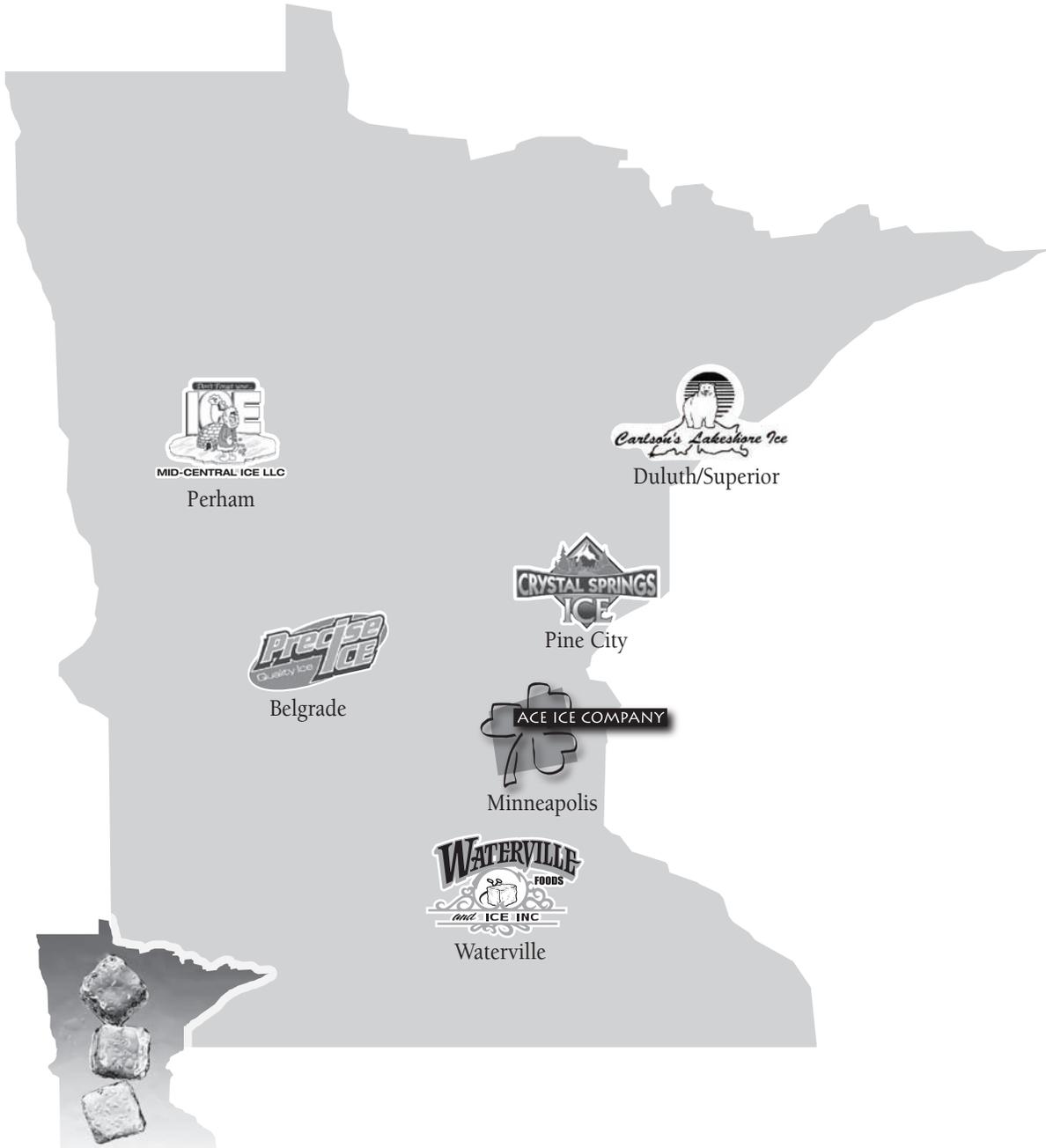
Low minimum orders, free delivery and available award winning inventory!

Fieldstone Vineyards
P.O. Box 133 / 252 Second St. E.
Redwood Falls, MN 56283
www.fieldstonevineyards.com

Regardless where you are, we've got you covered.

Rely on the MIIMA members for 'bottled water' quality ice,
first-rate service and fast, dependable delivery.

Minnesota Independent Ice Manufacturers Association



MIIMA Members:

Ace Ice Company

2900 Fifth Avenue South
Minneapolis, MN 55408
612.824.9600
800.862.9273
Contact: Matt King

Carlson's Lakeshore Ice Company

602 Ogden Avenue
Superior, WI 54880
888.943.2665
Contact: Chuck Wessberg

Crystal Springs Ice Company

25503 Russell Road
Pine City, MN 55063
866.629.6267
Contact: Tom Valvoda

Mid Central Ice

39072 County Hwy. 49
Perham, MN 56573
218.346.4423
877.346.4423
Contact: Dave Chase

Precise Ice Company

608 Parkway Drive
Belgrade, MN 56312
320.254.8018
320.293.0010 (cell)
Contact: Mike Buckentine

Waterville Ice Company

14853 E. Benton, Suite 1
Waterville, MN 56096
507.362.8177
888.362.8177
Contact: Bernie Akemann

MIIMA
minnesota independent ice manufacturers
association

*Minnesota ice for
Minnesota businesses.*



WIRTZ BEVERAGE MINNESOTA

127 Years of Continuous Service

Connect with Wirtz Beverage online:



Place Your Order: www.ordering.wirtzbev.com



- Industry News
- Tips and trends on brands
- Product information and images
- Job opportunities

www.wirtzbeveragegroup.com

ILLINOIS • IOWA • MINNESOTA • NEVADA • WISCONSIN

Statewide Wine & Spirits: 651-646-7821 or 1-800-672-0970
Metro Area Beer: 651-646-6063

Flensburg Liquor Again Open For Business

By Terry Lehrke, News Editor

More than 1 1/2 years ago, April 13, 2009, an electrical fire destroyed the Flensburg Municipal Liquor Store. The city made the commitment to rebuild.

And rebuild it has, replacing the destroyed building with a brand new, bigger “muni” in the same location. Groundbreaking took place in May, and the muni opened for business Thursday, although admittedly, there is a bit more work to be done. “Little odds and ends,” said Flensburg Mayor Gary Fafara.

The new restaurant/bar/liquor store will offer the same food it was known for in the small city of just more than 250 people. But now, its menu has expanded, its kitchen is state of the art and there is about 10 more square feet of area for the community to enjoy.

Fafara said that was one of the reasons the city wanted to rebuild. The Flensburg Municipal Liquor Store, with its restaurant and gaming area, was the hub of the community and a place for residents to gather and have good food and a good time. “Otherwise, there’s almost nothing in town,” said Fafara, although a feed store, post office and Catholic church are also located in the city.

In addition to the traditional pool table, and electronic games, charitable gambling is available, run by American Legion Post 136. Fafara said the money generated by charitable gambling will be used to benefit the community.

Contegrity Group Inc. (CGI) of Little Falls was the main contractor for the work. John Gessell, a member of the Flensburg City Council, said CGI kept the work flowing. “When one contractor was done, another started the next day,”

he said, explaining how the facility came together quickly.

Oak woodwork graces the new facility, all harvested locally and handcrafted by Dean Lange of Upsala. “One lady told me it looks like a real old fashioned bar,” said Fafara of the light-colored bar, inlaid with darker stained oak, with a sheen that literally reflects the light.

Also new to the establishment that will seat nearly 100 people, are three televisions sets: one 155-inch, and two 46-inch sets. Eventually, music will be provided by a deejay some evenings.

The Flensburg Municipal Liquor Store

will be open Monday – Thursday, from 10 a.m. – midnight; 10 a.m. – 1 a.m. Friday – Saturday and 10 a.m. – 10 p.m. Sunday. Besides Cheryl Johnson, there will be one other full-time employee and 14 part-time employees.

Fafara said many volunteer hours were put into getting the project under way and completed, especially from the City Council. Members of the Council include Fafara, Councilmen Melvin Piekarski, Matt Harakel and John Gessell, Treasurer Kari Zupko and City Clerk Michelle Caron.

“I hope it’s going to do well and people support it,” said Fafara.

Total Register Systems

4215 Louisiana Avenue New Hope, MN 55428

(763) 537-1906 • www.trs-pos.com

Point-of Sale & Inventory Solutions
for the On-Sale / Off-Sale
Municipal Beverage Industry

Systems Include

- ID Verification
- Credit Card Interfacing
- Sign Painting
- Gift Cards
- Wireless Scanning
- Touch Screen
- Report Wizard
- Video Camera Interfacing

Total Register Systems has 20 years of Experience in Retail Partnerships

2010 Election Review

By MMBA Lobbyists Joe Bagnoli & Sara Psick

To: MMBA Membership

From: Joseph T. Bagnoli & Sarah J. Psick

Date: November 3, 2010

Re: 2010 Election Results

Once again, the citizens of Minnesota have provided us all with an interesting election night and a lot to digest in the coming days and weeks. The following is a look at the results of the general election. All results are compiled by the Secretary of State, but are "unofficial" until certified by the state canvassing board, which is schedule to meet on November 23, 2010.

Governor

Governor Pawlenty did not seeking reelection. With all precincts reporting, the unofficial results of the election are:

Mark Dayton (DFL) 919,234 votes 43.63%
Tom Emmer (GOP) 910,380 votes 43.21%
Tom Horner (IND) 251,503 votes 11.94%

Thus, Mark Dayton unofficially leads Tom Emmer by 8,854 votes. A statewide re-count is automatically triggered if the difference between the top two vote getters is less than one percent. Thus, there will be a recount before a winner is ultimately declared. Due to changes made after the Franken/Coleman recount, it is anticipated that this recount will go more quickly than the Franken/Coleman recount did. If the recount is not finished prior to the January 4, commencement of the 2011 legislative session, Governor Pawlenty will remain in office. The Minnesota Constitution, Article V, Section 1 provides that the term of office for the Governor is "four years and until a successor is chosen and qualified."

Constitutional Offices

The other Constitutional offices were also up for reelection. In each case, the incumbent sought, and won, reelection.

Secretary of State

Mark Ritchie, incumbent (DFL)
997,646 votes 49.12%
Dan Severson (GOP) 926,871 votes 45.63%

State Auditor

Rebecca Otto, incumbent (DFL)
980,354 votes 48.41%
Pat Anderson (GOP) 954,046 votes 47.11%

Attorney General

Lori Swanson, incumbent (DFL)
1,073,743 votes 52.91%
Chris Barden (GOP) 837,265 votes 41.26%

Minnesota Legislature

Minnesota Senate

	<u>Pre-election</u>	<u>Post election</u>
DFL:	46	30
Republican:	21	37

The Minnesota Senate swung Republican for the first time since 1974. There are 25 newly elected Senators – 21 Republican and 3 DFLers. All of these new office holders will have to be educated regarding issues that are important to MMBA.

The Republican caucus will elect a President of the Senate and Majority Leader later this week. The DFL caucus will also elect a Minority Leader later this week. The committee structure and committee chairs will likely not be named until sometime in December.

Minnesota House of Representatives

The Minnesota House of Representatives' makeup for the 2009/2010 legislative session was:

	<u>Pre-election</u>	<u>Post election</u>
DFL:	87	62
Republican:	47	72

There are 36 new representatives: 33 Republicans and three DFLers. Republicans last held a majority in the Minnesota House of Representatives from 2000 – 2008. At least three House races will likely go to an automatic recount due to a low vote margin.

Minnesota Congressional Representation

In the most stunning development of all, the Dean of the Minnesota congressional delegation, Jim Oberstar, who was first elected in 1974, was defeated by newcomer Chip Cravaack in the Eighth Congressional district which encompasses northeast Minnesota. All other of the other Minnesota congress-

sional delegation was re-elected. Neither of Minnesota's senators were on the ballot.

Commentary

Although a Republican wave seemed to be spreading across the nation in the days leading up to the election, few thought that such major changes would happen in the Minnesota Legislature. This year, however, it appears that the national trend did affect the Minnesota legislative seats.

Among the most surprising races in the Minnesota Legislature are the following:

House District 1B – DFL Representative Bernie Lieder was defeated by Republican Deb Kiel. Rep. Lieder has served in the Minnesota House since 1984 and was a respected leader on transportation issues and served as Chair of the House Transportation Finance Division.

House District 3B – DFL Representative Loren Solberg was defeated by Republican Carolyn McElPatrick. Rep. Solberg has served in the Minnesota House since 1982 and was Chair of the House Ways and Means Committee.

House District 13B – DFL Representative Al Juhnke was defeated by Republican Bruce Vogel. Rep. Juhnke was Chair of the House Agriculture and Veterans Affairs Finance Division and had served in the House since 1996.

Senate District 51 – DFL Senator Don Betzold was defeated by Republican Pam Wolf. Sen. Betzold was Chair of the Senate State Government Budget Division and was first elected in 1992.

Senate District 47 – DFL Senator Leo Foley was defeated by Republican Benjamin Kruse. Sen. Foley was first elected to the Senate in 1996 and served as Chair of the Judiciary Budget Division.

There are sure to be many changes as the House and Senate begin the process of organizing and preparing for the 2011 Legislative Session which will begin on January 4, 2011.

We will continue to provide updates as leadership positions are determined and committee chairs are appointed. If you have any questions, please do not hesitate to contact us.

Generate Extra Revenue By Up-Selling

Up-selling is a marketing method used to persuade your customers to spend more money than they had originally intended.

So, instead of chasing new customers, you can always generate extra income from up selling your products.

It's a fact that 46 percent of all people can be up sold at the time of purchase.

Below is a list of strategies from Beam Global you can use to up sell your clients, and then put them into action.

46% of Consumers can be Up-Sold

Up selling is a marketing method used to persuade your customers to spend more money than they had originally intended.

So, instead of chasing new customers, you can always generate extra income from up selling your products. It's a fact that 46 percent of all people can be up sold at the time of purchase. Below is a list of Beam Global's strategies you can use to up sell your clients, and then put them into action.

Product Knowledge

Approach Consumers with Questions

Listen

Educate the Consumer

Solution

Close the Deal

Product Knowledge

- Become versed in all varieties in each category
- Know popular trends in the industry and popular movers within your market
- Know your SKU's

Approach Consumers

- Talking to the customer will allow you to learn what things the customer is interested in. This will help you turn a little sale into a bigger one
- Ask open ended questions
- Be patient and be friendly

Listen

- Take into account Consumers needs
- Find out what they are really looking for
- Determine their knowledge base and build upon this

Educate the Consumer

- Features and benefits of each of your brands
- Show Passion and use personal testimonials
- Be Self Assured

Solution

- Find an answer to their product needs
- Accessorize
- Maximize

Close the Deal

- Assure your customer that s/he has made good choices.
- Thank the customer

MMBA Commercial Members Are Available to You! Contact Them!

Platinum Member

Arctic Glacier Ice

Contact: Bob Nikolai
Address: 1654 Marthaler Lane
W. St. Paul, MN 55118
Phone: (651) 455-0410
Fax: (651) 455-7799
E-mail: mikolai@arcticglacierinc.com
Web: www.arcticglacierinc.com

Beam Global Spirits & Wine

Contact: Leslie Defries
Address: 3601 W. 76th Street Suite 20
Edina, MN 55435
Phone: (952) 830-1131
Fax: (952) 830-0123
Cell: (612) 850-7342
E-mail: leslie.defries@beamglobal.com
Web: www.beamglobal.com

MillerCoors Brewing Company

Contact: Jon Chance
Address: 5805 Zenith Avenue South
Edina, MN 55410
Phone: (952) 920-6862
Fax: (952) 285-6862
E-mail: jon.chance@millercoors.com
Web: www.millercoors.com

Minnesota Independent Ice

Contact: Steve Kelly
Address: 2900 5th Ave. So.
Minneapolis, MN 55408
Phone: (612) 824-9600
Fax: (612) 824-1974
E-mail: steven@shamrockgroup.net
Web: www.aceice.com

Ste. Michelle Wine Estates

Contact: Randy Dobratz
Address: 16540 Hyland Court
Lakeville, MN 55044
Phone: (952) 891-1560
Fax: (952) 891-1560
E-mail: randy.dobratz@smwe.com
Voicemail: 1-800-423-8396 Ext. 3813
Web: www.smwe.com

Trinchero Family Estates

Contact: Terri Uitermarkt
Address: Minnesota District Manager
1454 Heywood Ave.
Apple Valley, MN 55124
Phone: (952) 432-2661
Fax: (952) 432-2661
Cell: (612) 281-4271
E-mail: tuiitermarkt@tfwines.com
Web: www.tfwines.com

Silver Plus

American Beverage Marketers

Contact: Warren Westcoat
Address: 6900 College Blvd. Suite 440
Overland Park, KS 66211
Phone: (913) 451-8311
Fax: (913) 451-8655
Cell: (816) 665-5521
E-mail: Wwestcoat@abmcocktails.com
Web: www.abmcocktails.com

Anheuser-Busch, Inc.

Contact: Marques Simmons
Address: 10252 Grand Isle Place
Woodbury MN 55129
(443) 797-5868
Cell: marques.simmons
E-mail: @anheuserbusch.com
Web: www.budweiser.com

Bacardi USA

Contact: Jeff Lange
Address: 22546 128th Avenue North
Rogers, MN 55374
Phone: (763) 428-1048
Fax: (763) 428-1048
E-mail: jlange@bacardi.com
Web: www.bacardi.com

Brown-Forman

Contact: Donald Friedrick
Address: 850 Dixie Highway
Louisville, KY 40210
Phone: (612) 2219-7985
E-mail: Donald_friedrick@b-f.com
Web: www.www.brown-forman.com

Cold Spring Brewing

Contact: Mick Detviler
Address: 962 W. Nebraska Avenue
St. Paul, MN 55117
Phone: (651) 489-2376
Fax: (651) 489-3127
E-mail: mdetviler@aol.com
Web: www.gluek.com

Crown Imports

Contact: Noah Mason
Address: 14709 Hillshire Lane
Burnsville, MN 55306
Phone: (952) 898-5576
Fax: (952) 898-4083
Cell: (612) 850-4988
E-mail: noah.mason@crownimportslc.com
Web: www.crownimportslc.com

Don Sebastiani and Sons

Contact: Bryant Pascoe
Address: 316 Willow Pointe Drive
St. Charles, MO 63304
Phone: (636) 300-3524
E-mail: bpascoe@donandsons.com
Web: www.planeteria.com/sandsons/

E&J Gallo Winery

Contact: Jessie Robertson
Address: (733) 227-4214
Cell: (217) 521-9297
Web: www.ejgallo.com

Heck Estates

Contact: Kathy Bilick Jones
Address: 10135 Parrish Ave NE
Ostego, MN 55330
Phone: (763) 277-4214
Fax: (763) 355-9585
E-mail: kjones@heckestates.com
Web: heckestates.com

J.J. Taylor Distributing Company of Minnesota, Inc.

Contact: Mike Bamonti
Address: 701 Industrial Blvd. NE
Minneapolis, MN 55413
Phone: (651) 482-1133
Fax: (651) 482-9810
E-mail: mike_bamonti@jttaylor.com
Web: www.jttaylorco.com

Life Media, Inc.

Contact: Mike Juszczak
Address: 2928 Dean Parkway, Suite 51
Minneapolis, MN 55416
Phone: (612) 920-5433
Fax: (952) 881-7797
E-mail: mike@lifemediacnc.com
Web: www.lifemediacnc.com

Pabst Brewing Company

Contact: Mike Brattensborg
Address: 7117 Emerald Lane
Eden Prairie, MN 55346
Phone: (651) 334-8284
Fax: (952) 937-2609
E-mail: mjbbratte@pabst.com
Web: www.pabst.com
Additional Contacts:
Bob Ourada, Area Manager,
Metro, Southern (612) 251-1228
Jeff Van Schoick, Area Manager,
Metro, Northern (612) 281-1859

Pernod Ricard

Contact: Will Arend
Address: 16280 Grinnell Avenue
Lakeville MN 55044
(612) 802-6774
Phone: will.arend@pernod-ricard-usa.com
E-mail: www.pernod-ricard-usa.com
Web:

Retail Information Technology Enterprises

Contact: Rick Feuling
Address: 1001 2nd Street South, Suite 100
Sartell MN 56377
Phone: (320) 230-2282
Cell: (320) 761-6423
Fax: (320) 230-1796
E-mail: rick@rite.us
Web: www.rite.us

Tervis Tumbler

Contact: Rainer Kuhn
Address: 201 Triple Diamond Blvd.
Venice, PA 134275
Phone: (866) 680-6932 Toll Free Direct
Fax: (888) 876-6887
Cell: (941) 483-6820
E-mail: rkuhn@tervis.com
Web: www.tervis.com

Total Register Systems

Contact: Brian Anderson
Address: 4215 Louisiana Avenue
New Hope, MN 55428
Phone: (763) 537-1906
Fax: (763) 537-1504
E-mail: banderson@trs-pos.com
Web: www.trs-pos.com

U.S. Bank Government Banking

Contact: Jennifer Vucinovich
Address: 101 East Fifth Street
St. Paul, MN 55101
Phone: (651) 466-8750
Fax: (651) 466-8910
E-mail: jennifer.vucinovich@usbank.com
Web: www.usbank.com

Vinocopia

Contact: Marion Dauner
Address: 6636 Cedar Avenue South #300
Minneapolis, MN 55423
Phone: (612) 455-4000
Fax: (612) 455-4001
Cell: (612) 532-0406
E-mail: marion@vinocopia.com
Web: www.vinocopia.com

Wells Fargo Insurance Services

Contact: Tony Baldwin
Address: 4300 MarketPointe Drive, Suite 600
Bloomington MN 55435
Phone: (952) 830-7353
Fax: (952) 830-3048
E-mail: tony_baldwin@acordia.com
Web: www.acordia.com

William Grant & Sons

Contact: Chris Morton
Address: (612) 822-2408
Office: (612) 822-2415
Fax: (612) 242-6813
Mobile: cmorton@wgrantusa.com
E-mail: www.grantusa.com
Web:

Wirtz Beverage Group

Contact: Kevin Ryan
Address: 489 N. Prior Avenue
St. Paul, MN 55104
Phone: (651) 646-7821
Fax: (651) 646-1497
Web: www.wirtzbeveragegroup.com/
minnesota.asp

W.J. Deutsch & Sons Wine Merchants

Contact: Joe Mayne
Address: 18998 Baldwin St. NW
Elk River, MN 55330
Phone: 763-241-7675
Fax: 763-241-8842
E-mail: joe.mayne@wjdeutsch.com
Web: wjdeutsch.com

Silver Member

Arctic Ice, Inc.

Contact: Chad Friedrichs
Address: 1090 South Victory Drive
Mankato, MN 56001
Phone: (507) 345-8078 • (507) 327-4389
Fax: (507) 388-4387
E-mail: f.chadw@gmail.com

Bronze Member

Bellboy Corporation

Contact: Dave Gewolb
Address: 2200 Florida Avenue South
Minneapolis, MN 55426
Phone: (612) 544-8178

Dahlheimer Beverage

Contact: Nick Dahlheimer
Address: 3360 Chelsea Road West
PO Box 336
Monticello, MN 55362
Phone: (763) 295-3347
Fax: (763) 295-4947
E-mail: nick@dahlh.com

Dakota Worldwide

Contact: Len Sage
Address: 8200 So. Humbolt Ave., Suite 302
Minneapolis, MN 55431
Phone: (952) 835-4505
Fax: (952) 835-4461
E-mail: l.sage@dakotaww.com
Web: www.dakotaww.com

Johnson Brothers Liquor Company

Contact: Michael Johnson
Address: 1999 Shepard Rd
St. Paul, MN 55116
Phone: (651) 649-5800 / (800) 723-2424
Fax: (651) 649-5894
E-mail: mjohanson@johnsonbrothers.com
Web: www.johnsonbrothers.com

Quality Wine & Spirits

Contact: Tom Morgal
Address: 7900 Chicago Avenue South
Bloomington, MN 55420
Phone: (952) 854-8600
Fax: (952) 851-0501
E-mail: tmorgal@qwsco.com
Web: qwsco.com

Summit Brewing

Contact: Mark Stutrud
Address: 910 Montreal Circle
St. Paul, MN 55102
Phone: (651) 265-7800
Fax: (651) 265-7801
E-mail: mstutrud@summitbrewing.com

The Wine Company

Contact: Chris McDonnell
Address: 425 Minnehaha Avenue West
St. Paul, MN 55103
Phone: (651) 487-1212
E-mail: chris@thewinecompany.net
Web: www.thewinecompany.net

Crystal Springs Ice

Contact: Tom Valvoda
Address: 25503 Russell Road
Ine City, MN 55063
Phone: (866) 629-6267

Supporting Member

C & L Distributing

Contact: Tim Koltjes
Address: 1020 Industrial Drive So.
Sauk Rapids, MN 56379
Phone: (320) 251-7375
Fax: (320) 259-7981
E-mail: tkoltjes@budtime.com

Cannon River Winery

Contact: John Maloney
Address: 421 Mill Street West
Cannon Falls, MN 55009
Phone: (507) 263-7400
Fax: (507) 263-8400
E-mail: john@cannonriverwinery.com
Web: www.cannonriverwinery.com

Carlos Creek Winery

Contact: Tamara Bredeson
Address: 6693 County Road 34 NW
Alexandria, MN 56308
Phone: (320) 846-5443
Fax: (320) 846-7191
E-mail: tami@carloscreekwinery.com
Web: www.carloscreekwinery.com

CNH

Contact: Wayne Hilbert
Address: 21 West Superior Street #500
Duluth, MN 55802
Phone: (952) 431-4433
E-mail: whilbert@cnharch.com
Web: www.cnharch.com

Fieldstone Vineyards

Contact: Charlie Quast
Address: P.O. Box 133
Redwood Falls, MN 56283
Phone: (507) 249-9463
E-mail: info@fieldstonevineyards.com
Web: www.fieldstonevineyards.com

Forest Edge Winery Trinchero Family Estate

Contact: Terri Uitermarkt
Address: Minnesota District Manager
1454 Heywood Ave.
Apple Valley, MN 55124
Phone: (952) 432-2661
Fax: (952) 432-2661
Cell: (612) 281-4271
E-mail: tuiitermarkt@tfwines.com
Web: www.tfwines.com

Grand Pere Wines Inc.

Contact: Brian Dauhheimer
Address: 2222 Elm Street NE
Minneapolis, MN 55414
Phone: (612) 929-3163 x 40
Fax: (612) 605-7132
E-mail: brian@grandperewines.com
Web: www.grandperewines.com

Hagen Beverage Distributing

Contact: Mark Hagen
Address: 500 Industrial Lane
Worthington, MN 56187
Phone: (507) 376-5903
Fax: (507) 376-5951
E-mail: hagenm@frontiernet.net

Madison Bottling Co.

Contact: Dave Bergerson
Address: RR2 Hwy 40 East
Madison, Minn. 56256
Phone: (320) 598-7573
Fax: (320) 598-3738
E-mail: dbergerson@madisonbottling.com
Web: www.madisonbottling.com

The R & D Agency

Contact: Don Dunn
Address: 14480 Ewing Avenue S.,
Suite 101
Minneapolis, MN 55306
Phone: (952) 882-8000 • 800-944-8004
Fax: (952) 882-8004
E-mail: ddunn@rdagency.com
Web: rdagency.com

The McComb Group

Contact: Bill Gorton
Address: 222 South Ninth Street, Suite 380
Minneapolis, MN 55402
Phone: (612) 339-7000
Fax: (612) 338-5572
E-mail: bill@mccombgroup.com

Stan Morgan & Associates

Contact: Skip Troyak
Address: 35 Water Street
Excelsior, MN 55331
Phone: (952) 474-5451
Cell: (952) 474-8253
E-mail: sales@stanmorganassoc.com
Web: www.stanmorganassoc.com

Sunny Hill Distributing

Contact: Mike Baron
Address: East Highway 169
P.O. Box 333
Hibbing, MN 55746
Phone: (218) 263-6886
Fax: (218) 263-6111

Thorpe Distributing Company

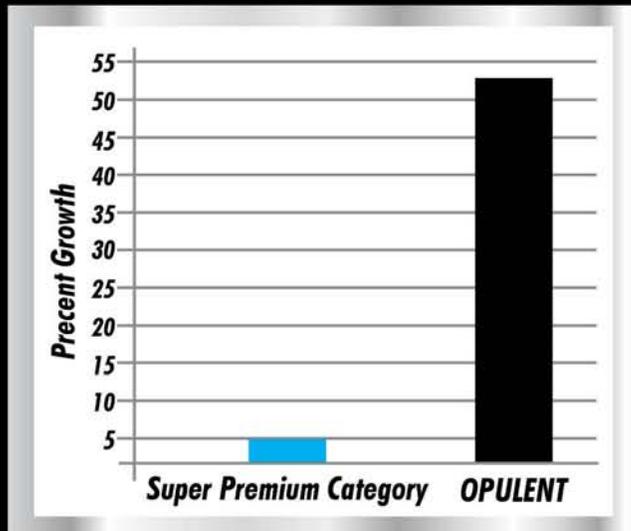
Contact: Jack Stevenson
Address: P.O. Box 120
Rogers, MN 55374
Phone: 763-463-2000
Fax: 763-463-2001
E-mail: jackstevenson@thorpedistributing.com
Web: www.thorpedistributing.com

Tushie Montgomery Architects

Contact: Gary Tushie
Address: 7645 Lyndale Ave. So., Suite 100
Minneapolis, MN 55423
Phone: (612) 861-9636
Cell: (612) 861-9632
E-mail: garyt@tmarchitects.com
Web: www.tmiarchitects.com

OPULENT

**OPULENT IS ON FIRE IN
MINNESOTA!**



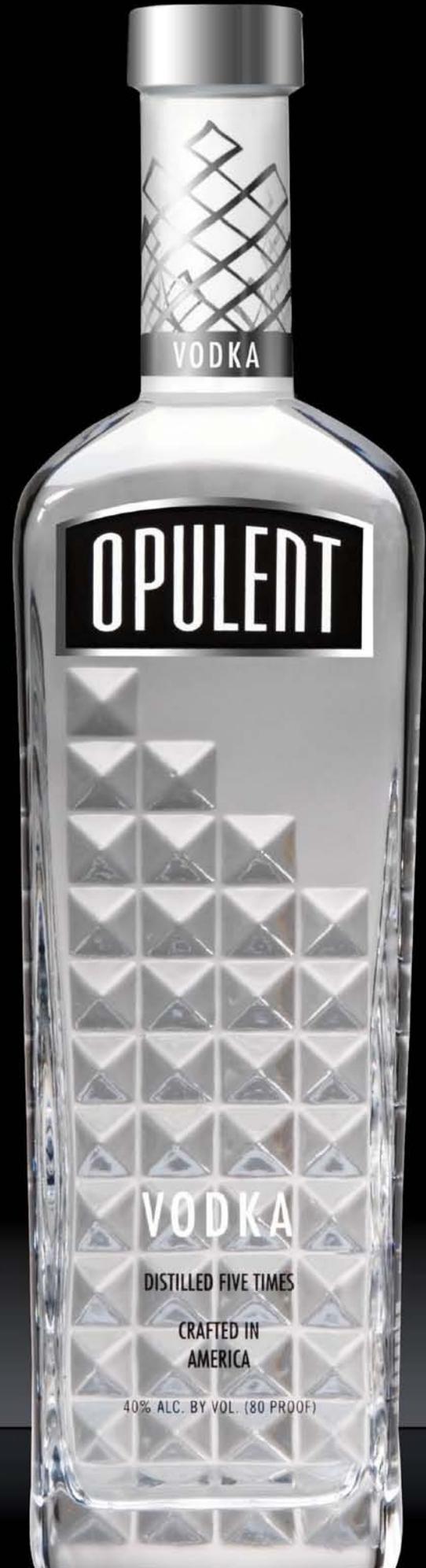
**Thank you, MMBA,
for your support!**

Available locally through Phillips Wine & Spirits
1-800-462-5303

Please drink responsibly.

Bottled by the Opulent Vodka Company in Princeton, MN.

opulentvodka.com



UV Flavored Vodkas, 30% alc.vol. (60 proof) and UV Vodka, 40% alc./vol. (80 proof). Produced and bottled by Phillips Products Company, Princeton, MN, USA



CELEBRATE

COLORFUL, FUN AND DELICIOUS - UV Vodka combines luxury quality, progressive design and extraordinary value. UV Flavored Vodkas are distilled four times and naturally flavored with some of the finest ingredients sourced from around the world.



DOUBLE GOLD MEDAL WINNER
San Francisco World Spirits Competition



HOT BRAND
2005 - 2006 - 2007 - 2008