

THE
MUNICIPAL
LIQUOR STORE

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



50 Pet Peeves About Retail Employees
(They All Revolve Around
Customer Service)

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**The nation's premier conference on alcohol policy
is coming to the Twin Cities this fall!**

 **CENTER FOR
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Alcohol Law and Policy Conference

Oct. 9 – 11, 2018
The Saint Paul Hotel
St. Paul, Minn.
CLE Credits Pending



Exploring Issues Surrounding Alcohol Law, Regulation and Litigation

Educational Sessions

- Brave New World of Age Verification
- State of the States
- High-Risk Drinking on College Campuses
- (Happy) Hoppy Trails
- Toward Marijuana Control
- Can I (Anti)trust You?
- Another Date with the Supremes?
- Trade Practices Update

For more information, please visit: www.centerforalcoholpolicy.org

Keynote Remarks

**The Honorable
Lori Swanson,
Minnesota Attorney
General**

Minnesota Attorney General Lori Swanson will reflect on the role state attorneys general play in policy debates about alcohol; a state's role under the 21st Amendment; and her continuing efforts to promote public safety and support law enforcement.



#CenterAlcoholPolicy

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DIRECTORS

CHRIS ARNOLD
(President)
Bagley Liquor
P.O. Box 178
Bagley, MN 56621
218-694-2542
carnold@bagleymn.us

JOHN JACOBI
(Vice President)
Isanti Liquor
P.O. Box 428
Isanti, MN 55040
763-444-5063
jjacobi@cityofisanti.us

NANCY RAINES
(Sec./Treas.)
Longville Lakes Bottle Shop
P.O. Box 217
Longville, MN 56655
218-363-3249
thebottleshop@arvig.net

TOM AGNES
BC Liquor
5625A Xerxes Ave, North
Brooklyn Center, MN 55430
763-549-3710
tagnes@ecibrooklyn-center.mn.us

JOE AUDETTE
Westbound Liquer
13065 Orno Parkway
Elk River, MN 55330
763-441-1671
jaudette@elkrivernm.gov

GARY BUYSSE
Rogers Liquor
22305 South Diamond Lake Road
Rogers, MN 55374
763-28-0163
gbuyse@rogersmn.gov

NANCY DRUMSTA
Delano Wines & Spirits
P.O. Box 108
Delano, MN 55328
763-972-0578
ndrumsta@delano.mn.us



ON THE COVER

One of the premier advantages brick-and-mortar stores have over e-commerce retailers is humans who can interact with customers.

Those employees, however, must be helpful, knowledgeable, and friendly.

Above all, retail employees are there not just to sell products, but also be to be front-line ambassadors for a retailer's brand.

Bob Phibbs, the Retail Doctor asked his 12,000 Facebook fans - most from their pet peeves of retail employees - mind you these are retailers themselves.

Review list on page 7.

How are you committed to removing these obstacles to purchase?

MIKE LARSON
St. Anthony Village Wine & Spirits
2602 39th Ave. NE
St. Anthony Village, MN 55421
612-782-3455
mike.larson@savmn.com



BILL LUDWIG
Paynesville Liquor
221 Washburne Avenue
Paynesville, MN 56326
320-250-3325
liquor@paynesvillemn.com



SARAH OLSEN
Mapleton Liquor
P.O. Box 366
Mapleton, MN 56065
507-524-3492
cityofmapleton@hickorytech.net



ROSS OLSON
City of Sauk Rapids
250 Summit Avenue North
Sauk Rapids, MN 56379
320-258-5300
rolson@ci.sauk-rapids.mn.us



JOE KESSLER
The Corner Lounge
100 East Main
Spring Grove, MN 55974
507-498-3931
joeykess02@gmail.com



NANETTE SERBUS
Olivia Liquor
802 East Lincoln Avenue
Olivia, MN 56277
320-523-2730
olivialiquor@olivia.mn.us



MMBA President's Message



CHRIS ARONLD
President

A few weeks ago we had our county fair in town.

Our county fair is a pretty big thing for our community/our town.

So this year I decided to take advantage of having all the candidates in one location.

I had a very good discussion with my House Representative about all the good things happening in my community.

We also talked about the different activities I do through our operation that benefit his constituents, such as the MMBA fundraiser we just did to raise money for our Veterans Memorial.

I'm very fortunate that in the last 2 years working with him we have a good relationship.

Because of this, he has a good understanding of the municipal liquor concept and values not only for our community but for the state of Minnesota.

After visiting with my representative I visited with the current House Representative from the neighboring district.

He didn't really care to hear what I had to say because I was not from his district.

I then told him I was president of the Minnesota Municipal Beverage Association, and I represent municipal liquor stores located in his district.

If he wanted, I could make a few phone calls and have the managers from those cities give him a call. He decided it was easier to listen to me instead.

After we visited he told me to have the other managers give him a call.

He realized it's valuable to get the input of all the managers so he can make better voting decisions.

He is pro-municipal liquor and understands all the good we do.

Next I had a conversation with his opponent.

This is where it got really interesting.

She had no real clue what a municipal liquor store was.

So I started with the basics and gave her the time line history of our industry.

She then told me she was about "free enterprise" and didn't believe government should be in the liquor business.

So, I asked her how cities should replace their municipal liquor revenues. She then realized this would be very hard for most cities.

Because they would have to raise their tax base to her constituents she realized she would have upset constituents.

There are changes that could be coming to our industry.

No matter if we think the proposals are good or bad, they will impact all of us.

Some of you may say, "Well these changes won't affect us because we have things in place", but that's not true.

It takes one bill and the whole industry changes faster than we could ever imagine.

For example, look at Sunday Sales.

Proponents finally got new membership in the House and Senate and were able to push it through.

Because there were so many new members, they had no clue about the Pandora's Box they were opening.

Part of our job is to educate our customers not only on our products, but also on what impacts our ability to generate revenue.

This in turn affects the amount of money we can transfer to the general fund which helps lower their taxes.

We all add to the general fund and help reduce the tax burden for our citizens or, as I look at it, the owners of our operation.

There's no faster way to ruin someone's campaign than letting the taxpayers know their taxes could go up.

I guess what I'm saying is in the next few weeks please take the time to contact your house representative and their opponent and them and let him/her know how you feel and find out where they stand.

Ask them how they feel about the wine, beer and spirits in grocery.

Make sure you remind them how valuable your municipal liquor operation is to your community and also how valuable we are as a whole to the state as well.

Because of MMBA, we are united as a group which gives us the ability to be heard loudly, not softly like a church mouse in the corner.

BREWED THE HARD WAY



THIS BUD'S FOR YOU

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#CenterAlcoholPolicy

Here Are 50 Pet Peeves About Retail Employees:

From Bob Phibbs , The Retail Doctor

1. They're not knowledgeable about their product.
 2. They don't call for more help when they have a line at the register.
 3. They don't load your cart.
 4. They don't greet you.
 5. They don't double-check that they gave me all my bags/products.
 6. They don't smile. I can't stand a grumpy cashier!!
 7. They don't thank me. They just say, have a good one.
- What they do**
8. They stand in little employee groups ignoring customers
 9. They talk on the phone, never missing a beat in their conversation, leaving you to walk out without ever having spoken a word to you.
 10. They give you the once-over as if to say, "You couldn't POSSIBLY belong here..."
 11. They speak to you in a language other than English.
 12. They give you a handful of change without counting it back.
 13. They do busy work instead of taking the next person in line.
 14. They text on their cellphone on the sales floor.
 15. They complain about their wages/benefits in front of you.
 16. They fail to acknowledge the customer in a timely manner.
 17. They talk to another employee about personal stuff while ringing you up.
 18. They put a caller before the live person.
 19. They share too much about their personal life.
 20. They have no sense of urgency
21. They check their phone while waiting on me
 22. They chat with other employees and ignore me.
 23. They have personal phone calls while standing at the register/behind the counter on sale floor.
 24. They gossip.
 25. They make you find someone to wait on you.
 26. They eat on the sales floor in view of customers.
 27. They follow behind you and straighten up right after you pick something up.
 28. They expect you to get out of his/her way if they are moving down an aisle.
 29. They point to a general location of merchandise.
 30. They chew gum.
 31. They tell you how to get assistance when they could provide the assistance by at least being a liason.
 32. They can't do simple addition or subtraction to figure out correct change when they incorrectly enter amount tendered
 33. They talk to you while looking over your shoulder... clearly not interested in being present with you!
 34. They walk by as you're standing at another department counter obviously waiting on help. Instead of asking what you need and then calling another employee if needed.
 35. They don't say excuse me when they step in front of you.
 36. They watch you like you're going to steal something
 37. They look miffed when you ask for help. After they asked you, "May I help you?"
 38. They forget everything in the store is new to you, even if its been there for two weeks.
39. The first thing they do as you walk in the store is say, "Is there anything I can help you with today?"
 40. They allow other customers to butt in line.
 41. They follow you around as you try things on in the mirror....waiting.....
- What they say to you**
42. They complain about other employees, or their boss, to customers.
 43. They ask you if you found everything you were looking for - after you're in the checkout line.
 44. They talk about their breaks. "Have you had your lunch? Have you had your break?" We haven't had our break. We don't care. Hello! I'm right here - the lady with the money that helps pay for your breaks!
 45. They use the canned phrase, "Are you looking for something special?" (No, I am looking for something boring and ordinary....)
 46. "It's not my department"
 47. "There you go" is not a euphemism for "Thank You" when
 48. "If I do it for you, then I would have to do it for everyone."
 49. They ask if you have any coupons. Then you feel like you're the wind out of the purchase.
 50. Saying have a nice day without making eye contact.
 47. "There you go" is not a euphemism for "Thank You" when you are either handed your receipt or change.
 48. "If I do it for you, then I would have to do it for everyone." Um, no, that's not necessarily true.
 49. They ask if you have any coupons. Then you feel like you're getting ripped off for not having any! Takes the wind out of the purchase.
 50. Saying have a nice day without making eye contact.

2018 MMBA Scholarship Winners!!



Kayla Haugen

High school was four years of opportunities, mistakes, and learning.

My high school experience was nothing short of incredible.

I participated in many extracurricular activities including yearbook where I was a photographer and editor, Student Council as Vice President, and National Honors Society.

I was also a member of the soccer and softball teams and I participated in summer strength.

I was Captain in both soccer and softball and Iron Woman in summer strength. Through all of these activities I was able to learn what it means to be a teammate, a friend, and a student athlete.

Along with these activities I took part time college classes so I could graduate high school with 26 college credits.

Each of these things taught me more about myself and what I want to do with my life.

I want to be happy in the career I choose and I want to make other people happy.

I will use all of the things I learned in high school and use that in college to continue to grow as a person.

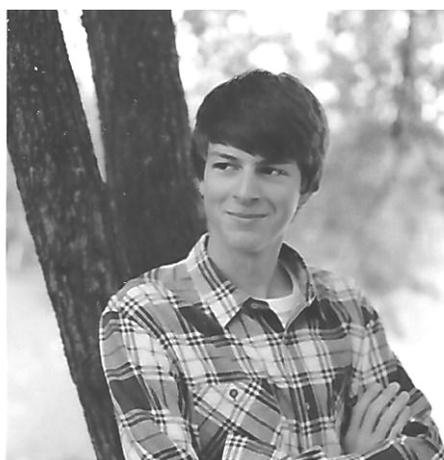
I will do this at Minnesota State University, Mankato to get my major in Sports Management.

I will continue on a path in sports to spread the joy that sports have given me throughout my entire life.

My biggest goal in my career is to put a smile on people's faces as often as possible.

I have come a long way as a person and I can't wait to see where I'm going now.

Kayla's father Bill is St. Anthony Village Wine & Spirits store manager



Nathan Jacobi

I enthusiastically put forth that Nate Jacobi is the kind of original thinker and driven leader who will make an indelible impact on his journey ahead.

For in my work as a literature teacher, professional theatre director and graduate of Yale (School of Drama), it is Nate's sparkling confidence, vital creativity and robust motivation that stands out amongst the rest.

Because of Mr. Jacobi's ability to push himself in new directions, he is continually fortifying his intellectual and personal infrastructure.

He does this by building his formidable writing abilities, expanding his social adaptability and energizing every room he walks in to with his dynamic communication skills.

He has been a real leader on our campus with his work on the boys' tennis team, and with his participation in the rock climbing club, as well as how he "gets out in front" in all of his classes, demonstrating how real intellectual exchange should be carried out.

A further testimony to Nate's gifts is the sheer passion he brings to everything he does.

This was fully on display in our New York style edgy acting classes. here, he lead with his sawy sense of comedy, a fearlessness in expanding his physical gestures and movement rhythms, and most importantly, bringing to life legendary characters that form the fabric of our modern day era.

His art was quite simply on a level that lifted the quality of all those around him.

That he did all of this with his infectious measure of joy, exemplifies how valuable it is to have someone like Nate Jacobi in the room.

In sum, Nate is a real leader and an extraordinary young man. I anticipate that the institution that invites him aboard and the scholarships that honor him to pursue his aspirations will be richly rewarded by the intensity of his commitment and the splendor of his gifts.

Mark Milbauer
Anoka High School

Nathan's father John is Isanti Liquor manager

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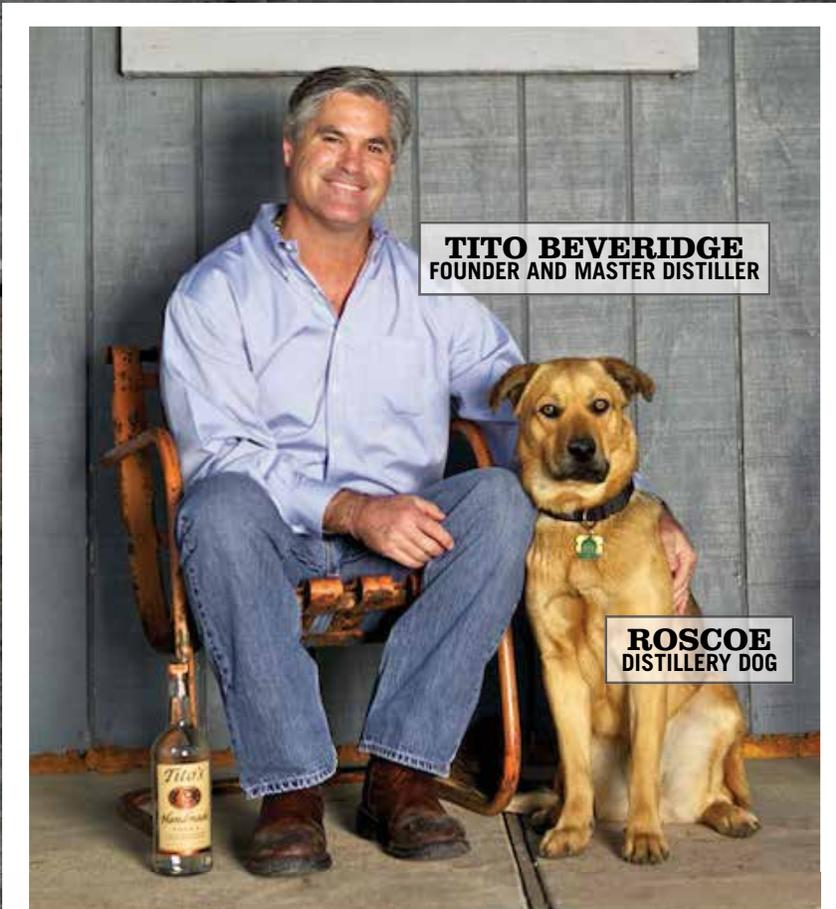
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Mercedes Lenning

I have known Mercedes Lenning for several years and a student and advisor.

When teachers refer to the status of “favorite” student, Mercedes fits that model.

Her positive nature is always exhibited in the classroom.

As a student, Mercedes is able to analyze data, formulate opinions and answers, and present them to her fellow classmates in a method that that is both thought provoking and informational.

There is absolutely no question of the fact that Mercedes is an exemplary student!

As a student leader in our school setting, Mercedes always gives her best efforts to ensure that all options are exhausted in finding solutions and activities that will give everyone an opportunity of involvement and success.

The compassion and encouragement that Mercedes shows in helping her fellow students is unparalleled.

Fellow students have very high regards for her efforts.

Mercedes is not only is a quality student and academic leader, but is a kind and considerate person for all that she encounters.

Dennis Stade Butterfield-Odin Public High School

Mercedes’ mother Bev is St. James Liquor manager



Logen Patch

In twenty-four years of coaching and twenty years of teaching, Logen Patch ranks in the top 10% of students I have ever had the pleasure of working with.

As a student, Logen is continually questioning, reaching for new heights, new goals, and new knowledge.

He is a joy to have in class because he participates wholeheartedly in all ways and responds in ways that go into much more depth than his peers.

Logen has an active school and community life and has maturity beyond many of his high school contemporaries, yet this variety of experiences doesn’t interfere with his scholastic achievement and extra-curricular obligations.

He is a leader in many activities, including the three I coach: speech, one-act play, and drama.

In Drama, he has been a star performer for three years, receiving acting awards for all of them.

In one-act play, Logen brought to life a tortured character who left audiences and judges haunted with his performance.

On the speech team, Logen has been a superb competitor and he immediately

distinguished himself as a strong competitor and consistent winner.

Logen advanced to the MSHSL State Tournament in his senior year and placed 6th in the state.

He competes in the category of Serious Interpretation of Drama, which means he has become an expert at presenting strong, masculine, and emotional pieces of literature in a way that has earned him the respect of all who hear him.

Logen is also a section leader in band and a standout athlete on the track team.

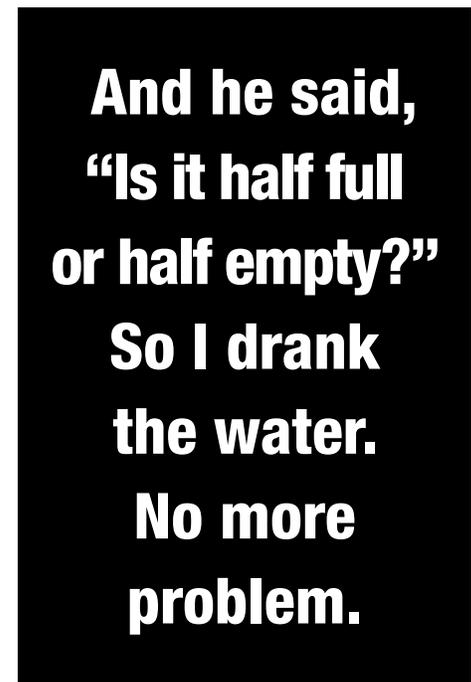
As a member of the community, Logen holds down a job with a of hours and is a willing volunteer through many organizations.

Throughout all of these endeavors, Logen remains a solid and compassionate mentor to younger students in classes and activities.

He is a young man often sought out for his advice and assistance.

Jennifer Parker
Blackduck High School

Logen’s mother Shawnda is The Pond (Blackduck) manager





Gabrielle Ratcliff

I didn't have the traditional educational career.

Growing up my older brother, Sam, had very bad respiratory issues, so in order to protect him from becoming even more ill, my parents decided to enroll us in online school.

Since kindergarten I have been a part of Minnesota Virtual Academy, which has been a very big part in shaping who I am today.

It taught me how to be independent, responsible, and it was truly an amazing environment to grow a love of learning.

Being enrolled in online school also gave me one of the biggest gifts in my life; my relationship with my grandmother.

Going into my freshman year of high school my grandfather and cousin passed away suddenly within 2 months of each other.

This was obviously a very difficult time for my family, but because I had the flexibility that comes with online school I was able to temporarily move in with my grandmother to help her transition into this new phase of life.

In the past 4 years I've been able to grow a very special and strong bond with my grandma, which really helped solidify my aspirations in becoming a registered nurse and helping others.

I've always been very passionate about helping others and doing as much as I can to fix or make an issue or make it better.

I will be attending North Dakota State University this fall and plan on majoring in Nursing and hopefully minoring in Sign Language.

I want to become an OB nurse to help parent's during one of the most stressful and chaotic times in their lives.

I've always been fascinated with pregnancies and women's health and want to do as much as possible to help.

I took a class during high school that explored health science careers and during that class we found out the serious lack of sign language translators in health facilities-- which is the reason

for wanting to minor in sign language.

My biggest career goal is to eventually open up a shelter / half-way home for high risk pregnant women.

This would include women with a criminal record, who may struggle with substance abuse, are in a abusive relationship, etc.

I want to be able to help them clear up their life, not only for themselves, but for their children as well.

I would help them rid their addictions, abusive relationships, other issues, and help them get a job and/or further their educational career.

Gabrielle's father Todd is Fridley Liquor lead clerk

Platinum Member

Anheuser-Busch, Inc.

Contact: Kevin Karel
Cell: (651) 336-6449
E-mail: Kevin.Karel@anheuser-busch.com

Beam Suntory

Contact: Jesse Pedersen
Phone: (612) 594-6208
E-mail: Jesse.Pedersen@beamsuntory.com

MillerCoors Brewing Company

Contact: Jon Chance
Phone: (612) 718-6862
E-mail: jon.chance@millercoops.com

Shamrock Group

Contact: Steve Kelly
Phone: (612) 824-9600
E-mail: steven@shamrockgroup.net

National Alcohol Beverage Control Association

Contact: Jim Sgueo
Phone: 703-578-4200
E-mail: jim.sgueo@nabca.org

Ste. Michelle Wine Estates

Contact: Randy Dobratz
Phone: (952) 250-9837
E-mail: randy.dobratz@smwe.com

Sutter Home Winery

Contact: Bryan Pearson
Phone: (763) 443-9664
E-mail: bpearson@tfwines.com

Shiner Beer

Contact: Michael Maxwell
Phone: (816) 806-2305
E-mail: michael.maxwell@gambrinus.com

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Jack Trowbridge

I have been an active member of my high school in various activities and extra-curricular activities throughout my high school career.

In sports, I have been in Football beginning in the 7th grade year, lettering in the sport for 3 years.

I was a part of the Offensive Line as a Right Tackle on the State Play—off teams my Junior and Senior Years.

I have been also been a member of the Baseball program throughout my entire school career, starting

First Base and Pitcher, earning Conference Champions my Junior Year and the first time in Barnesville High School History.

I was also part of the Basketball program until my Sophomore year. In School, I played percussion in band until my Senior Year, I was part of the

Renaissance committee until my Senior Year and an active part of the Knowledge Bowl and Economics Challenge Team.

I currently am employed at Subway as a Sandwich Artist.

I usually work 10-12 hrs a week on top of my school requirements. In previous years, I have worked as a Summer Recreation Baseball Coach, instructing kids K-6 on the fundamentals of baseball and coaching them at their games.

I also was able to help kids who were struggling with ADHD and behavioral issues while coaching.

I plan to pursue a teaching degree from Mayville State University in Mayville, ND.

I am unsure if it will be in Elementary Education or in Social Studies Education.

I believe I can be an influential teacher to any age of student I teach, as I have been a student who has struggled academically.

I was diagnosed ADHD in the 4th grade, and developed Anxiety Disorder in the 6th grade.

Because of the difficulties I faced, I had to work harder to complete my assignments, and I had many amazing teachers who believed in me and helped me understand how to work with my ADHD.

My anxiety and ADHD have impacted my grades, but they have taught me to understand how others may struggle with their own obstacles.

Because of that, I believe I can be an amazing teacher.

Jack's mother Randi is Firehall Liquor (Barnesville) manager

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RESOLUTION NO. 6168

A RESOLUTION OPPOSING THE SALE OF STRONG BEER, SPIRITS AND WINE IN GROCERY AND CONVENIENCE STORES

WHEREAS, the sale of strong beer, spirits, and wine has long been regulated to preserve public health and minimize public safety concerns; and

WHEREAS, to promote public safety and public health, cities have an interest in preventing youth from obtaining alcohol; and

WHEREAS, increased alcohol availability is associated with increased alcohol related problems in both youth and the general public; and

WHEREAS, the public supports existing regulations controlling the sale of alcohol to minimize the risks associated with youth access to alcohol; and

WHEREAS, allowing the sale of beer, spirits, and wine in grocery and convenience stores would increase the public health risk of youth access to alcohol (*see Potential Health Effects of Expanding Liquor Licenses to Grocery and Convenience Stores, Kansas Health Impact Assessment Project, Kansas Health Institute KHI.ORG May, 2014*); and

WHEREAS, allowing the sale of beer, spirits, and wine in grocery and convenience stores would increase the public health risk of alcohol-related motor vehicle accidents among youth (*see Potential Health Effects of Expanding Liquor Licenses to Grocery and Convenience Stores, Kansas Health Impact Assessment Project, Kansas Health Institute KHI.ORG May, 2014*); and

WHEREAS, the public health risks of increasing youth access to alcohol and increased alcohol-related motor vehicle accidents among youth caused by the sale of strong beer, spirits, and wine in grocery and convenience stores are preventable; and

WHEREAS, the public health risks created by increasing youth access to alcohol and increased alcohol-related motor vehicle accidents among youth outweigh any convenience to the public of relaxing present regulations and allowing sale of strong beer, spirits, and wine in grocery and convenience stores.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Bemidji, Minnesota, hereby opposes the sale of strong beer, spirits, and wine in grocery and convenience stores.

The foregoing resolution was offered by Councilmember Erickson, who moved its adoption, and on due second by Councilmember Larson, was passed by the following vote:

Ayes: Albrecht, Meehlhause, Hellquist, Johnson, Lehmann, Erickson, Larson
Nays: None
Absent: None

Passed: July 16, 2018

ATTEST:


Michelle R. Miller, City Clerk

APPROVED:


Rita C. Albrecht, Mayor

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RESOLUTION 2018-13

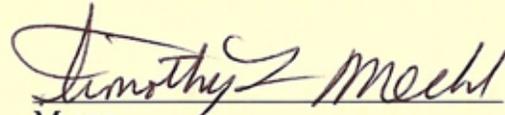
Resolution Opposing The Concept Of Allowing Strong Beer, Spirits & Wine To Be Sold, For Off Premise Consumption, At Any Outlet Other Than The Municipal Liquor Store

WHEREAS, the sale of strong beer, spirits, and wine for off premise consumption, in any City of Perham business outlet, other than the municipal liquor store, could cause problems in our youth and at risk adults of uncontrolled and excessive drinking and subsequent increases in police protection and public health costs; and

WHEREAS, the sale of strong beer, spirits and wine in any City of Perham business outlet, for off premise consumption, other than the municipal liquor store would be damaging, injurious and otherwise detrimental to the financial status of the Perham Municipal Liquor Store and the City of Perham itself

NOW, THEREFORE, BE IT RESOLVED that the City Council of Perham, State of Minnesota, hereby express our opposition to the sale of strong beer, spirits and wine, for off premise consumption, in the City of Perham other than at the Perham Municipal Liquor Store

Adopted by the City Council on this 13th day of August, 2018.


Mayor

Attest:


City Manager

MMBA Commercial Members Are Available to You! Contact Them!

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Phone: (763) 283-8034
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Contact: Jeff Pohl (Pohlicat),
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E-mail: jpohl@schellsbrewery.com

ATM Source

Contact: Chad Woolson
Phone: (612) 961-9854
E-mail: chad@atmevents.net

Bacardi USA

Contact: Greg Aamodt
Phone: (952)484-8860
E-mail: gfaamodt@bacardi.com

Brown-Forman

Contact: Aaron Vreeland
Phone: (320) 290-2766
E-mail: avreeland@thehiveinc.com

Crow River Winery

Contact: Chelsey Schrupp and
Janessa Markgraf
Phone: 320-587-2922
E-mail: crowriverwinery.com

Dahlheimer Beverage

Contact: Nick Dahlheimer
Phone: (763) 295-3347
E-mail: nick@dahlh.com

Bellboy Corporation

Contact: Steve Farver
Phone: (952) 544-8178
E-mail: stevef@bellboycorp.com

BreakThru Beverage Minnesota

Contact: Brad Redenius
Phone: (651) 646-7821
E-mail: Bredenius@breakthrubev.com

Crystal Springs Ice

Contact: Tom Valvoda
Phone: (866) 629-6267
E-mail: crystalsprings@live.com

Dailey Data & Associates

Contact: Mary Dailey
Mobile: (612) 275-9900
Web: http://daileydata.com/

Delaney Consulting

Contact: Flora Delaney
Phone (612) 730-7941

Diageo Guinness USA

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E-mail: tjshindeldecker@diageo.com

Diageo Spirits and Wine

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E-mail: Chris.Gotziaman@diageo.com

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E-mail: corey.herzog@fishbowlspirits.com

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E-mail: Bruce@futurepoint.us

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Contact: Robert Burke
E-mail: rburke@infinitycorsystems
Contact: Kyle Dilley
E-mail: kyledilley@infinitycorsystems
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Contact: Chris Morton
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E-mail: christopher_morton@
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Phone: (651) 649-5800
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Contact: Kim Brown
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Phone: (218) 760-8199
E-mail: SLindman@paustiswine.
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Pernod Ricard USA

Contact: Jeff Jara
Phone: (612) 860-5190 Mobile
E-mail: jeff.jara@pernod-ricard-usa.
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Polar Beverage

Contact: Mike Wurst
Phone: (612) 310-8109
E-mail: mwurst@polarbev.com

Retail Information Technology Enterprises

Contact: Rick Feuling
Phone: (320) 230-2282
E-mail: rick@rite.us

Scenic Sign Corporation

Contact: Daryl Kirt
Phone: (612) 239-6624
E-mail: daryl@scenicsign.com

Southern Glazer's

Contact: John Acott
Phone: (612) 271-5197
E-mail: jacotte@southernwine.com

Stan Morgan & Associates

Contact: Skip Troyak
Phone: (952) 474-5451
E-mail: sales@stanmorganasso.com

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Contact: Jodi Peterson
Phone: (320) 685-8686
E-mail: jpeterson@coldspring
brewingco.com

Total Register Systems, Inc

Contact: Brian Anderson
Phone: (763) 537-1906
E-mail: bkanderson@trs-pos.com

U.S. Bank Government Banking

Contact: Jennifer Vucinovich
Phone: (651) 466-8750
E-mail: jennifer.vucinovich@
usbank.com

Vinocopia

Contact: Marion Dauner
Phone: (612) 455-4000
E-mail: marion@vinocopia.com

WRS Imports

Contact: Reven Stevens
Cell: (612) 325-9938
E-mail: reven@wrsimports.com

Zabinski Business Services, Inc.

Contact: Paul D. Zabinski
Phone: (320) 286-1494
E-mail: zbsonsite@yahoo.com

Bronze Member

Bernick's

Contact: Gary Barby
Phone: (320) 252-6441
E-mail: gbarby@bernicks.com

Summit Brewing

Contact: Mark Stutrud
Phone: (651) 265-7800
E-mail: mstutrud@summitbrewing.
com

The Wine Company

Phone: (651) 487-1212
Web: www.thewinecompany.net

Waterville Food & Ice

Contact: Bernie Akemann
Phone: (507) 362-8177

Supporting Member

Absolute Ice

Contact: Randy Gravelle
Phone: (218) 847-9132
E-mail: randy@absoluteicemn.com

Bourget Imports

Contact: Christie Farrell
Phone: (651) 224-2620
E-mail: christie@bourgetimports.com

C. Mondavi and Family

Contact: David Buchanan
Phone: (815) 762-0643
E-mail: dbuchanan@cmondavi.com

C & L Distributing

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Phone: (320) 235-7375
E-mail: jdick@budtime.com

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Contact: Tamara Bredeson
Phone: (320) 846-5443
E-mail: tami@carloscreek winery.com

Chankaska Creek Winery

Contact: Jane Schwickert
Phone: (507) 931-0089
E-mail: janesh@chankaskawines.com

Chopin

Contact: Jeff Dechiro
Phone: (303) 799-4016
E-mail: jdechiro@chipinvodka.com

Delicato Family Vineyards

Contact: Kimberly VanHeusden
Phone: (612) 200-7952
E-mail: kimberly.vanheusden@
dfywines.com

Edrington Americas

Contact: Todd Wooters.
Phone: (651) 302-0438
E-mail: Toddwooters@edrington.com

Heartland Wine Sales of Minnesota

Contact: Steve Holman
Phone: (320) 250-6888
E-mail: steve@heartlandwinesales.com

Francis Ford Coppola Winery

Contact: Lindsay Pierce
Phone: (312) 282-5003
E-mail: lindsay.pierce@ffcpresents.com

Heaven Hill

Contact: Scott Bjerva
Phone: (612) 839-6332
E-mail: sbjerva@heavenhill.com

Locher Brothers, Inc.

Contact: Tim "Jonesy" Hukriede
Phone: (507) 326-5471
E-mail: jonesy@locherbros.com

Luxco

Contact: Erik Hage
Phone: (852) 270-7051
E-mail: e.hage@luxco.co

Madison Bottling Co.

Contact: Dave Bergerson
Phone: (320) 598-7573
E-mail: dbergerson@madisonbottling.com

Minnesota State Lottery

Contact: Amy Jaeger
Phone: (651) 635-8233
E-mail: amyj@mnlottery.com

Molecule Marketing

Contact: Molly Nicholson
Phone: (612) 242-1887
E-mail: molly@molecule.marketing

Monetto USA

Contact: Matt Marani
Phone: (708) 528-136

Naylor Heating & Refrigeration

Contact: Bill Haugse
Phone: (218) 444-4328
E-mail: bill@naylorhvac.com

Northern Hollow Winery

Contact: Jim Truehart
Phone: (320) 266-8691
E-mail: jmt@northernhollowwinery.com

Paulet Slater Insurance

Contact: Jeff Stanley
Phone: (651) 644-0311
E-mail: jstanley@pauletslater.com

Ringdahl Architects

Contact: Dustin Tomoson
Phone: (320) 763-9368

Round Lake Vineyards & Winery

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E-mail: jenny@ellcom.us

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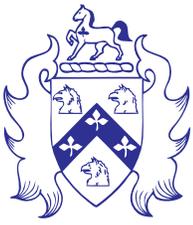
Contact: Mike Baron
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Treasury Wine Estate

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