

Official Publication of the  
Minnesota Municipal Beverage Association  
[www.municipalbev.com](http://www.municipalbev.com)

**2021 MMBA  
Annual Conference  
September 25–28  
Arrowwood Resort**



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# MUNICIPAL LIQUOR STORE

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## On the Cover

The 2021 MMBA Annual Conference will be held on Saturday, September 25 – Tuesday, September 28, at Arrowwood Resort, in Alexandria, Minnesota.

### Featured Speaker Mark Rosen

Combine homegrown talent, charisma, compassion, and boundless enthusiasm for sports in a hard-working, six-foot six-inch package and you've got Mark Rosen. Mark is an iconic Minnesota sports director, anchor and reporter who has been covering Minnesota sports for more than four decades.

Look for full conference information in this issue.



## MMBA PRESIDENT'S MESSAGE

By Chris Arnold,  
Bagley

We all work in an industry that is forever changing, and change is the only constant in life. So, we can embrace change or stay behind and not change at all. If we are not changing, we are not growing or bettering ourselves or our operations. These operations can be on or off sales, a distributorship, a wholesaler or even a manufacturer. I don't know about you, but I can say 2020 was the year of change. I never, ever had to change so much! One of my favorite sayings is, "How can I help you help me make more money?"

With all the changes that happened to our industry in 2020 some of the changes were harder for some of us than others. But those who are MMBA members had several advantages. One of the best resources I found is the connections I can make with other member municipals. Another resource is our Executive Director Paul. He did a great job leading us through all the changes of 2020. MMBA holds great educational and networking events throughout the year. And yes, we had to change the way we did things this year. Regional meetings were held through the Zoom platform this spring. But the rescheduled Annual Conference will be held this fall and in person! Oh yeah, where has the year gone! Since I have been on the board I have brought one of my staff to our annual conference every year. On the way home I always ask them what they thought of the weekend?

### Here are some of the highlights:

**Leaning opportunity:** They said it was amazing how there is such a variety of information given. Even though they are not managers, there was information to help them do their job better. It also gave them a better understanding on how a municipal operation works. They have learned how every employee plays a key part in the operation even though they all have different duties and responsibilities. This gave them a better understanding of the role of the management and what they must do in the background to make their jobs possible.

**Networking:** They said it is so nice coming to the conference and being able to sit down at a table of total strangers and leave with some new friends. They said the cool thing is it does not matter if you are a part time clerk or if you are a manager of the largest store in the association, everyone is treated as an equal and willing to help each other.

**Food/Paring:** The meals are simply amazing and there is always something new to try. Even our meals are a learning experience. With all of the different kinds of wine and beer out there we have the opportunity to taste them with various foods. This really helps the staff when a customer asks what works well with a steak or a salad.

All of the information I have collected over the years has been a great help in justifying bringing a member of my staff to MMBA events. But it also helps me as well.

A few years ago on a Monday night after all the day's activities were over, I was sitting with Paul and Gary visiting about the last few days when we had two members come up and thank us for the great opportunity we had given them. One of these individuals said they have been attending these events the last several years and realized how it has made them a better person and a better manager. The other said they have only been here one other time. They were a new member but have worked in the industry. They had attended many other seminars and conferences but the MMBA's is by far the most beneficial for them. This made me feel good about the way things are going for our association.

A good friend once told me if you surround yourself with successful people, you too will be successful. I am glad to have an opportunity to serve on the MMBA board and to be your president. Working together we are not just individually successful. We are a powerful entity in our industry. Through the MMBA we are able to better serve our communities as well. I hope to see all of you at the conference at the end of September. It will be nice to see everyone in person again!

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# **2021 MMBA Annual Conference**



The 2021 MMBA Annual Conference will be held on Saturday, September 25 – Tuesday, September 28, at Arrowwood Resort, in Alexandria, Minnesota.

## **Featured Speaker Mark Rosen**

Combine homegrown talent, charisma, compassion, and boundless enthusiasm for sports in a hard-working, six-foot six-inch package and you've got Mark Rosen. Mark is an iconic Minnesota sports director, anchor and reporter who has been covering Minnesota sports for more than four decades.

## **Exploring Beer Cocktails**

As craft beer continues its sudsy explosion, the abundance of new product has also yielded a freedom to experiment, resulting in innovations in the field of the "beer cocktail."

Beer cocktails are exactly what they sound like: some style of beer mixed with other ingredients to produce a finished, balanced drink.

Led by Tattersall Distillery, explore the world of cocktails using beer as a main ingredient, including various cocktail concepts with different style beers.

## **Loss Control: How to Save Money on Your Insurance Costs**

Insurance is a transfer of a portion of risk and should be viewed that way. You can reduce your upfront costs by assuming more of the back end risk and vice versa. Howard Beck from Illinois Casualty Insurance will present real life claims stories to illustrate the importance of this topic.

## **Succeeding in the 2021 Competitive Environment**

2021 MMBA Facility Award entries will be presented to inspire and educate attendees on successful initiatives from operations around the state.

## **Stevie Ray**

Stevie Ray has traveled the world helping people sharpen professional skills to take them to the next stage of their development.

The Calm Before the Brainstorm: If your organization doesn't continually develop groundbreaking ideas, you risk falling behind. Learn the process for creating creative, market-disruptive, profitable ideas.

Next Stage Leadership: Learn what really makes your employees or co-workers tick so you can inspire them to be their best.

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## **Creating Drama Free Work and Home Environments Through Resilient Relationships and Stress Reduction Tips**

Imagine what it would be like to live and work without all the relationship stress that we have going on around us. Imagine what it would be like if we learned some ways to be proactive in approaching stressful circumstances versus being reactive.

In this humorous and engaging session we will focus on how to improve connection / interpersonal relationships, how to develop effective communication skills and learn ways to develop relationship resilience and personal resilience.

In her roles as a motivational storyteller and engaging Amazon Top 100 author, Jen McDonough (aka The Iron Jen) works with high-stress and service-oriented organizations and associations to cultivate resilient team members who can walk through any fire.

## **Bar Success Stories and Package Store Success Stories (Concurrent Sessions)**

Both sessions will examine current industry trends and issues.

## **Management Ideas to Embrace in 2021**

Today, more than ever, shaping how an organization ticks and how employees function within are top priorities for a manager.

In this seminar, MMBA Conference favorite Jim Langemo will explore:

- Leadership issues all managers face and how to overcome them
- How to find and develop your personal leadership style
- Your role in team performance and how to maximize it
- The basics of hiring, discipline and firing

## **Special Bartender Training (Limited to the first 25 participants)**

This session is designed for front-line bartending staff.

Presented by Diageo, the focus will be on Speed & Efficiency; including workstation setup and prioritizing tasks, transitioning to perfectly served drinks and upselling, including hands on training in making cocktails.

Following the focus on spirits, there will be exploration of beer styles from ingredients to production to taste.

**This special half-day afternoon training does not require a registration fee.**

**There will also be great educational tasting dinners, an alcohol awareness training, Vendor Showcase and time to have fun and develop relationships with other attendees & industry representatives**

## 2021 MMBA Conference Schedule of Events (Subject to Change)

### Saturday, September 25

Noon – 6:00 PM = Registration Hosted by Anheuser Busch

11:45 PM– 12:45 PM = Lunch with Wine Merchants

1:00 PM – 2:30 PM = Succeeding in the 2020 Competitive Environment

3:00 PM – 4:30 PM = Exploring Beer Cocktails

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Dinner Served Family Style with Small Lot Wines

8:30 PM = Bottle (Beer) Share

### Sunday, September 26

8:00 AM – 1:00 PM = Registration

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

10:00 AM – 1:00 PM = Brunch & Vendor Showcase

1:30 PM – 4:30 PM = Bartender Training **(Limited to 25 people – Advance Registration Required)**

1:15 PM – 2:15 PM = Bar Success Stories

1:15 PM – 2:15 PM = Package Store Success Stories

2:30 PM – 3:45 PM = Management Ideas to Embrace in 2021

4:00 PM – 5:30 PM = Creating Drama Free Work & Home Environments Through Resilient Relationships & Stress Reduction Tips

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 9:00 PM = Around the World Dinner with Trinchero

9:00 PM – 11:30 PM = Casino Night / Music by Michael Shynes with Shiner's Beer

### Monday, September 27

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = Next Stage Leadership

10:00 AM – 11:30 AM = The Calm Before the Brainstorm

Noon – 1:00 PM = Lunch hosted by Schell's

1:15 PM – 2:15 PM = Loss Control: How to Save Money on Your Insurance Costs

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors & Former MN Viking Player, Coach & Current Announcer Pete Bercich  
**(Garden Center Bowl – Bus Leaves @ 2:45 PM from Arrowwood Main Door)**

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates Super Hero Dinner **(Costumes encouraged, but not required)**

8:30 PM – 9:30 PM = Awards with Mark Rosen

### Tuesday, September 28

7:00 AM – 8:30 AM = Breakfast

8:00 AM – 9:00 AM = MMBA Annual Meeting, Elections, Awards & Industry Discussions

11:00 AM = Home

*Thank you for all your help getting us where we are today!*

*Tito*

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# Minnesota Municipal Beverage Association Annual Conference

## September 25 – September 28, 2021

### Arrowwood Resort – Alexandria, Minnesota

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 \_\_\_\_\_

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\_\_\_\_\_ \$125 MMBA / MLBA Member  
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\_\_\_\_\_ \$350 Non-Member

\_\_\_\_\_ \$0 Bartender Training Only

**Standard Room \$120 per night:**

(Cost is per night, not per person)

\_\_\_\_\_ Saturday, Sept. 25 \_\_\_\_\_ Sunday, Sept. 26

\_\_\_\_\_ Monday, Sept. 27

**Meals:**

\_\_\_\_\_ Saturday Lunch (\$20.00)

\_\_\_\_\_ Saturday Gourmet Wine Dinner (\$50.00)

\_\_\_\_\_ Sunday Brunch (\$20.00)

\_\_\_\_\_ Sunday Dinner (\$45.00)

\_\_\_\_\_ Monday Breakfast (\$15.00)

\_\_\_\_\_ Monday Lunch (\$20.00)

\_\_\_\_\_ Monday Dinner (\$45.00)

\_\_\_\_\_ Tuesday Breakfast (\$15.00)

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## **2021 MMBA FACILITY AWARDS**

### **Purpose**

Provide industry / community recognition and an example for others to emulate.

### **Judging**

All member facilities are eligible to participate. An independent panel will determine the winners.

### **2021 Nomination Timeframe**

Entry deadline is August 16, 2021 for activities in 2020. Awards will be presented at the 2021 annual meeting.

### **Best Themed Promotion**

Awarded to the facility demonstrating the most innovative themed promotion to reach and appeal to its customers. Entrants must describe how the campaign or promotion was conceived, executed and evaluated for success, giving necessary data to support their claims. Each entrant must submit photographic evidence and relevant items of promotional material to support their entry.

### **Best Innovation**

Awarded to the facility that challenges the status quo and develops innovative solutions that successfully enables positive change. Provide a description of the challenge, the innovative solution and the outcome.

The judges will pay particular attention to:

\* Challenging the status quo \* Innovative solutions \* Execution \* Outcome or result

### **Best Business Development: New Build, Refit or Launch**

Awarded to the best facility development within the qualifying period. This may be a new building, concept, extension, rebuild, refit or relaunch. It should show best practice in design, innovation and environmental standards. Entrants should describe how the initiative was a) conceived, b) executed and c) quantified in terms of commercial success.

### **Commitment to Staff Development**

Awarded to the facility with the best attitude and commitment to developing staff. Entrants will submit written evidence, with supporting printed material if available. Entrants should demonstrate how they are a) committed to training of the highest standard, and b) how they have enabled staff to better their knowledge for improved performance and possible career development.

### **Community Involvement Award**

Awarded to the facility showing the most commitment to getting involved in activities within its local community. Entrants will provide written and photographic evidence, including media coverage, of how being committed to the community benefited business and added to the facility's appeal. The Awards winner will show how a municipal liquor operation is more than just a retailer that sells alcohol.



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## **2021 MMBA FACILITY AWARD NOMINATION FORM**

### **Nominee Details**

Facility Name \_\_\_\_\_

Facility Address \_\_\_\_\_

Facility Phone Number \_\_\_\_\_

Primary Contact Name & Position \_\_\_\_\_

Primary Contact Email \_\_\_\_\_

### **Award Category (Check One)**

- Best Themed Promotion
- Best Innovation
- Best Business Development: New Build, Refit or Launch
- Commitment to Staff Development
- Community Involvement Award

***Submissions must be received in the MMBA office by August 16, 2021***

MMBA, PO Box 32966, Minneapolis, MN 55432

[kaspszak@outlook.com](mailto:kaspszak@outlook.com)

**Nominate Yourself or Others!!!!**

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## Supporting Member

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### Treasury Wine Estate

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