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Minnesota Municipal Beverage Association
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Scenes from the 2024 MMBA Annual Conference

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MINNESOTA

MUNICIPAL LIQUOR STORE

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On the Cover

The 2024 MMBA Annual Conference was a great success. There were a record number of attendees and Vendor Showcase participants.

As you will see in this issue, there was both education and fun. As one member says, "Handshakes, Smiles & Hugs."

Mark your calendars, the 2025 Annual Conference is April 26 – 29 at Arrowwood Resort in Alexandria, MN.



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MMBA PRESIDENT'S MESSAGE

**By Chris Arnold,
Bagley**

Well, another year has come and gone, and the annual conference is behind us. We had record attendance and Vendor Showcase participation.

We did the third Maker's Mark private barrel blending and had close to 100 participants. They came up with eight different blends. It was extremely hard to narrow it down to just one. But the board with a few other judges did it.

If you did not attend the annual conference and you're working on your budgets I strongly recommend you budget it for next year. If not, you're going to miss out.

I have been attending the conference for over 10 years and every year I bring back several great ideas on how to improve my store, from layout to profitability.

This year the big one was where to place my THC section. I had it front and center, but now it is off to the side and I'm having great success.

The other idea was to get empty packages or make 5 x 6 cards showing the edible products and place them on a rack on the floor by the drinks.

Customers can look at the package information and then bring the package/card to the counter to get the real product. When I put the rack out it didn't take more than 15 minutes to sell the first pack.

Now that we are getting ready for summer there's another task at hand. The Minnesota House of Representatives is up for election this year. Many of them are not seeking reelection, be it they are retiring or just moving on.

I can't stress enough how important it is to take time and meet with the candidates. We need to start educating them now, not later. This means you need to go visit with them and tell them all the valuable benefits of municipal liquor for your community. I know this can be hard, but here are some helpful topics to start the conversation:

- Tell them about the community events you do including the MMBA Community Value events.
- Then tell them how much money you give to the general fund or special projects. When talking about what you contribute, make sure you tell them that if Alcohol Everywhere happens and your store fails, your city will have to find revenue in other places such as increased taxes or legislative requests.
- Tell them about how many people you employ and how they get good wages and benefits.
- Also tell them Alcohol Everywhere would also not be good for the private mom and pops and how MMBA works closely with their association to protect the interests of all liquor store owners.

Remember Paul, our board members, and I are always available to coach you on how to speak with the candidates.

I hope everyone has a great summer.
Take care.

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SCENES FROM THE MMBA ANNUAL CONFERENCE: APRIL 20 – 23, 2024



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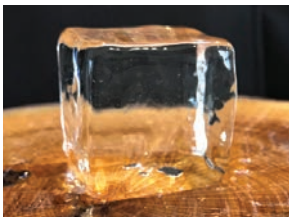
**Annual Packaged Ace Ice purchase of 30,000lbs:
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SCENES FROM THE MMBA ANNUAL CONFERENCE: APRIL 20 – 23, 2024



HOW SMALL BUSINESSES CAN PLAN FOR MASS CRIMES AND OTHER EMERGENCIES



By Nicole Norfleet
Star Tribune

It has started to feel like shootings and other dangers in business settings are becoming more common.

Just in the Twin Cities this summer, a man was shot at the Marcus Cinema in Oakdale, the Mall of America was locked down after gunfire in a store and shoppers and employees were stunned when a man shot himself at the Scheels store in Eden Prairie.

For business owners and managers, these emergencies are rare but can be deadly and traumatic to workers and customers.

While many large corporations and regional destinations already practice hazard planning for critical incidents, small businesses need to have plans in place as well, safety experts say.

Businesses can be found liable if they don't have critical incident plans to help mitigate foreseeable risks.

"It's no longer 'It couldn't happen here,'" said Randy Spivey, chief executive and founder of the Center for Personal Protection and Safety, a consulting firm in Tysons, VA.

One of the first key things for business owners should do is analyze their biggest risks. That starts with looking at the size of your business, location, the type and volume of customers you serve, number of employees and public access, said Jason Matlock, a longtime security consultant in the Twin Cities and a safety executive in the Minneapolis schools.

"Not every business is going to have the same kind of risks," Matlock said.

Businesses should put violence prevention policies in place to make clear what is acceptable behavior and when something should be considered a threat that needs intervention, Spivey said.

Employees need to be trained on indicators that show when an incident could lead to violence and ways to deescalate situations, he said.

Many times good customer service can help prevent a lot of incidents from getting out of hand, Matlock said.

Another part of forming a plan is figuring out how a business should respond to risks in the moment. Matlock suggests involving the people who are going to be part of the response such as store employees in the planning.

Owners should "table talk" with their staff to walk through different emergency scenarios so everyone understands how they are supposed to respond, Matlock said. Use similar frameworks for different hazards so that it is easy to remember who is calling for help and other roles.

Emergency planning not only helps organizations become more resilient in a crisis, but it also helps individuals, Spivey said. If people are trained on how to respond at work, then they would have more situational awareness during emergencies in their personal lives as well, he said.

While each scenario is different, generally if people can remove themselves from a potentially violent event, they should. If not, they should barricade themselves somewhere until it is safe. There are also situations in which they could fight back, if they're in a group, Spivey said.

Business owners have to figure out what they can afford and also what they would be willing to mitigate. A business could hire an armed guard, but an owner needs to assess if the benefits of that outweigh the possible negatives of some customers feeling uncomfortable with armed personnel, Matlock said.

As part of the response planning, businesses need to understand what sort of resources are available to them, like who they should call if someone is having a mental health crisis.

After responding to an event, there needs to be a recovery plan to communicate what happened within an organization and outside to the public. Other services like trauma counseling and family support should also be considered, Spivey said.

While businesses should be prepared, owners shouldn't just focus on worst-case-scenario violent incidents, Matlock said.

"It's not the thing that is most likely going to happen to you," he said. "It's much better to bring yourself into the world of being ready and dealing with things that are more frequent and more likely and also probably less traumatic."

Plans should be reviewed regularly. Organizations like the Federal Emergency Management Agency, Cybersecurity and Infrastructure Security Agency and the Better Business Bureau offer free resources for businesses on how to create emergency preparedness plans and training.

Police departments can also be good resources for critical incident training, said Bloomington police officer Andy Risdall. Some larger police departments like Bloomington's reach out regularly to businesses on crime prevention topics such as emergency preparedness. Sometimes local law enforcement will do walkthroughs of businesses on request to provide feedback on safety risks.

Businesses in smaller communities could turn to their building owners or business organizations like the local chamber of commerce to help organize trainings, Risdall said. Risdall said he often sees more interest for active shooter training after a high-profile mass shooting has been reported in the news.

An emergency assessment done by a professional could cost between \$1,500 to \$5,000. Online training for workplace violence prevention at the Center for Personal Protection and Safety (CPPS) can range from \$70 for a basic course to \$1,500 for more intensive training and exercises. Several insurance companies provide discounts for organizations that achieve the CPPS Safe Workplace Certification, Spivey said.



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AN EDUCATION IN 3.2 BEER AND WHY IT'S NOT GOING AWAY

MN STATE STATUTE

Mn State Statute 340A.101 Subd. 19- 3.2 percent malt liquor.

“3.2 percent malt liquor” is malt liquor containing not less than one-half of one percent alcohol by volume, nor more than 3.2 percent alcohol by weight.



Alcohol by volume can be converted to Alcohol by weight by dividing it by 0.795. Meaning a beer that is 4.0 percent ABV is 3.2 percent ABW and able to be sold anywhere, including grocery and convenience stores.

ABV VS ABW

MINDFUL DRINKING ON THE RISE

According to Forbes Magazine, the rise in mindful drinking, along with health and wellness is a trend that is here to stay. With that mindset, there will be an increase in low alcohol and no alcohol alternatives in the market.



LARGE BEER PRODUCERS

Nearly every large beer producer in the United States including Miller/Coors, Budweiser, Corona, Heineken and others produce low-alcohol alternatives.

A COMPLETE LIST OF 3.2 BEERS

Below is a list of all 3.2 beers carried in Minnesota liquor stores that can be sold anywhere in the State of Minnesota.



Amstel Light, Ballast Point Even Keel IPA, Blue Moon LightSky, Budweiser Select 55, Corona Premier, Deschutes Da Shootz Pilsner, Deschutes Wowza, Dogfish Head Slightly Mighty IPA, Fair State Dry January IPA, Golden Road Mango Cart Wheat, Goose Island So-Lo IPA, Hamm's Light, Heineken Light, Labatt Blue Light, Lagunitas Daytime IPA, Lambic, Lindemans Framboise, Lindemans Kriek Lambic, Lindemans Peche, Lindemans Pomegranate Lambic, Michelob Ultra Infusions, Miller 64, Murphy's Irish Stout, New Belgium Mural Agua Fresca Cerveza, Odell Good Behavior IPA, Redbridge Gluten Free, Schofferhofer Hefeweizen Grapefruit, Southern Tier Swipe Light Lager, Stiegl Radler, Stone Neverending Haze IPA, Sufferfest Repeat Kolsch, Ultra Pure Gold, White Claw 70

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