

New April Conference Dates, by Member Request



The 2016 MMBA Annual Conference will be held on Saturday, April 16 – Tuesday, April 19, at Arrowwood Resort, in Alexandria, Minnesota.

This Year's Conference Features:

No Price Increase!!

Good for your budget!!

Back by popular demand, Tom Shay will address two topics:

Product Pricing Methods

The pricing method you select provides direction on how to set your product price. The way you set prices in your business will change over time, for many reasons. As you learn more about your customers and competition, you may decide to change your pricing method.

For example, if you are doing a 2 for 1, do you charge more if a customer only purchases 1 or do you split the offer in two?

Tom will explore the advantage and disadvantages of various options.

Are You Promoting or Just Spending Advertising Dollars?

Advertising is talking to the public. *Promoting* is talking to your customers.

Advertising is trying to get rid of what you've got left over. *Promoting* is having what you can sell.

Tom will show how to create a budget for advertising, marketing, promoting, as well as how to create effective promotions that do not solely focus on item and price advertising.

After this session, you will likely look at what you do in a different light.

Women & Whiskey

What do Lady Gaga and Rihanna have in common with Founding Father George Washington?

Whiskey.

Our first commander in chief distilled the popular spirit and these pop icons are helping to fuel a new female-driven whiskey renaissance.

Back in the 1990s, only about 15 percent of whiskey drinkers were female. Now women represent 37 percent of whiskey imbibers in the U.S.

Learn how you can capitalize on this trend.

Finding & Hiring New Employees

A popular topic at the 2015 MMBA Regional Meetings was staffing and specifically, finding help.

It was explained the alcohol industry is not unique in this situation and recruiting employees must be an active, not passive, process.

It is not good enough to only place a newspaper ad.

Learn ways to attract new employees and then how to determine a good fit for your organization.

Creating a Signature Drink for Added Profits

Signature drinks are an excellent way to create a name for your bar and draw in more customers.

For signature drinks to be worth your while, they need to be popular with customers and also profitable for your bar.

Learn how to meet both criteria and taste some examples.

Don't Forget Your Change!

We encounter change every day. How we prepare ourselves for and react to the change will help determine our success with adapting to it.

The way you set up yourself and your staff to react to, or better yet get ahead of these changes, makes all the difference.

Join us for a conversation about the tools needed to be successful...and make sure you don't leave without your change.

Microsoft Office Training on Outlook & Publisher

By popular request, Alexandria Technical and Community College Technology Specialist Linda Muchow returns to conduct a Microsoft Office Training. There will be 16 laptops available for use or you can bring your own.

Is Your House in Order?

For new managers, assistant managers, city officials and seasoned personnel who want to brush up on their knowledge

- Mission, Vision, Values & Strategy
- Overall Image
- Interior and Exterior Appearance
- Product Merchandising
- Financial Statements / Pricing / Inventory Control
- Product Knowledge
- Employee Training
- Community Value

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