

2017 MMBA Conference Schedule of Events **(Subject to Change)**

Saturday, April 29

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

11:45 PM– 12:45 PM = Beer Tasting Lunch Hosted by Anheuser-Busch

1:00 PM – 2:30 PM = Succeeding in the 2017 Competitive Environment

3:00 PM – 5:00 PM = Microsoft Office Training
by Linda Muchow, Alexandria Technical and Community College

6:00 PM – 7:00 PM = Cocktail Hour featuring Jim Beam Classic Cocktails

7:00 PM – 8:30 PM = Paustis Wine Company Gourmet Wine Dinner

Sunday, April 30

8:00 AM – 1:00 PM = Registration Hosted by Anheuser Busch

8:30 AM – 10:00 AM = Beverage Alcohol Training, by Gary Buysse

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

1:15 PM – 2:15 PM = Millennials: How to Work with Them & Keep Them as
Customers, by Author Bob Filipczak

2:30 PM – 3:45 PM = You Can Hire an Employee, But You Can't Hire a Manager
By Tom Shay, Profits Plus Solutions

4:00 PM – 5:30 PM = Achieving Digital Excellence - Diageo

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 9:00 PM = Trinchero *Around the World*
Buffet Wine Pairing Dinner

9:00 PM – 11:30 PM = Casino Night hosted by Pabst

Monday, May, 1

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = Your Customer Doesn't Live Here Anymore
By Tom Shay, Profits Plus Solutions

10:00 AM – Noon = Becoming a Successful Change Leader
By Maple Lake Mayor Lynn Kissock
Training and Change Management Consultant

Noon – 1:00 PM = Schell's Beer & Sliders Lunch

1:15 PM – 2:45 PM = Improving Creativity by Brave New Workshop

3:00 PM – 5:00 PM = Relationship Building Hosted by MillerCoors
(Trivia, Corn Hole, Scavenger Hunt)

6:00 PM – 7:00 PM = Cocktails

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates 50th Anniversary Celebration

8:30 PM – 9:30 PM = Awards

Tuesday, May, 2

7:00 AM – 8:30 AM = Breakfast

9:00 AM – 11:00 AM = MMBA Annual Meeting, Elections, Awards
& Industry Discussions

11:00 AM = Home