

2018 MMBA Annual Conference



The 2018 MMBA Annual Conference will be held on Saturday, April 28 – Tuesday, May 1, at Arrowwood Resort, in Alexandria, Minnesota.

WCCO's Mike Max

During his 27 years in broadcast journalism, Mike Max has met hundreds of people who have overcome incredible odds to achieve great success – from small-town teenagers to international celebrities.

A captivating storyteller, Mike inspires people to action by linking these stories to his “5 reasons people succeed,” drawn from his conversations with resilient and inspiring people from all walks of life.

Mike says, “One thing I know with certainty is that when it comes to reaching our goals, the biggest obstacle we face is a lack of belief in ourselves.”

MIKE'S PRESENTATION WILL:

Encourage you to confront the fear of failure
Underscore your own ability to succeed
Motivate you to set your goals high
Inspire you to overcome obstacles

Mike McKinley, Author *They Have the Money: A Simple Equation for Keeping Your Customers*

Mike McKinley draws on his lifetime of leading companies, working with businesses, and being a customer to help you and your business grow and succeed.

Mike will help you succeed in getting customers to:

- **Remain with your business**, preferring you to your competition, every time
- **Return to your business**, to give you more opportunities to serve them
- **Refer their friends**, creating growth through positive word-of-mouth

With clear examples and easily understood explanations, Mike will lead you through the simple formulas to help you better serve your customers—and enjoy greater customer loyalty and profits.

- **Add** value to every transaction
- **Subtract** anything that detracts from customer satisfaction
- **Divide** encounters with customers into segments that help them buy—happily
- **Multiply** customers' surprise at how well they've been treated

Shoplifting, Bar Fights, Active Shooter & Everything In-Between

Unfortunately, businesses and their staff face a variety of hazards including those from humans, including acts of violence.

Lakeville Police Lieutenant and 3D Response Systems owner Jason Polinski will discuss what a business leader can do to prepare his or her organization for the most likely situations.

ADA Compliance Issues

The American Disability Act (ADA) is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public.

Complying with ADA regulations is important for both older buildings and new facilities.

Presenter Julee Quarve-Peterson founded Julee Quarve-Peterson, Inc. (JQP, Inc) in 1985 and has been involved exclusively in accessibility since 1979.

JQP, Inc. focuses on clients requiring assistance in performing self evaluations, facilities, and transition planning related to accessibility.

By Member Request: Concurrent Sessions

Wine Basics & High End Wines offers education for those with limited and advanced knowledge.

How Customers Shop at a Liquor Store provides detailed analysis of customer purchasing patterns.

Improving Bar Operations will examine current industry trends, issues and successful ways to increase profitability.

Succeeding in the 2018 Competitive Environment

This is the place for interactive discussion on industry trends, operational best practices and more!

It's All About the Numbers

Experience has shown that understanding the financial statement is a major challenge of small business owners and managers. By member request, this seminar will explore various aspects of a liquor operation financial statement and numerous ways managers can positively impact the bottom line.

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.