

# **2018 MMBA Conference Schedule of Events** **(Subject to Change)**

## **Saturday, April 28**

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

11:45 PM– 12:45 PM = Beer Tasting Lunch Hosted by Third Street Brewing

1:00 PM – 2:30 PM = *Succeeding in the 2018 Competitive Environment*

3:00 PM – 5:00 PM = *Wine Basics and High End Wines* by Paustis  
(Separate Sessions)

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Dinner Served Family Style with World Class Wines

## **Sunday, April 29**

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

8:30 AM – 10:00 AM = *Alcohol Awareness Training* by MLBA and Illinois Casualty

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

1:15 PM – 2:15 PM = WCCO's *Mike Max Presentation*

2:30 PM – 3:45 PM = *How Customers Shop a Liquor Store*

2:30 PM – 3:45 PM = *Improving Bar Operations*

4:00 PM – 5:30 PM = *It's All About the Numbers*

6:30 PM – 7:30 PM = Cocktails

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

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

## **Monday, April 30**

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = *Mike McKinley Presentation*

10:00 AM – Noon = *Shoplifting & Bar Fights, Active Shooter and Everything in Between*

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

1:15 PM – 2:45 PM = *ADA Compliance Issues*

3:00 PM – 5:00 PM = Relationship Building by MillerCoors

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Kentucky Derby Celebration featuring 14 Hands Wine and Beam Brands Mint Julips

8:30 PM – 9:30 PM = Awards & MMBA's Got Talent by MillerCoors

## **Tuesday, May, 1**

7:00 AM – 8:30 AM = Breakfast

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

11:00 AM = Home (***Trains, Planes & Automobiles***)