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MUNICIPAL
LIQUOR STORE

Volume 70, Number 3, 2011

OFFICIAL PUBLICATION OF THE
MINNESOTA BEVERAGE ASSOCIATION
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MUNICIPAL LIQUOR STORE

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ON THE COVER

The Fergus Falls city council recently congratulated the city's liquor store operation for receiving the 2011 Minnesota Municipal Beverage Association Facility of the Year Award.

"This award, while not given out every year, when awarded is given to a member store that exhibits a high degree of professionalism and progressivism in store operations while participating in MMBA functions," said liquor store manager Brian Olson. He and his staff take part in many MMBA meetings and events, like the annual food drive and legislative day.

Since Olson became manager in 2005, he has worked to foster a good staff, maintain good relationships with vendors and come up with new ideas.

"You just can't sit around and do the same things," he said, pointing to the stores' creation of a wine club and their installation of ID card scanners.

The award comes with \$1,000 for the city to use on an MMBA-approved project. Olson said the money may go into installing a shelterbelt at the west side store to keep down the wind.

Pictured on the cover are lead liquor store clerk Kristy Love-Anderson and liquor manager Brian Olson.

Thanks to the Fergus Falls Journal for the photo and story.



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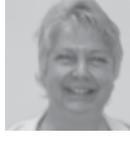
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MMBA President's Message



Tom Agnes
President

Change is constant. It's something we all experience. How we deal with change can play a huge part in whether we are successful or not. The story of "Who Moved My Cheese" was written by Dr. Spencer Johnson. We can learn a valuable lesson from how he handled difficult changes in his life. He really breaks it down and keeps it simple. He really showed how to handle changing situations without taking himself so seriously.

A little over 5 years ago, I accepted a new position with the City of Brooklyn Center. This was a major life decision for me, one I did not take lightly. When offered the position, I accepted and then I immediately requested a meeting with my new Management staff. Prior to this meeting I visited the local Barnes & Noble book store and came armed with 2 copies of the best selling book "Who Moved My Cheese." I encouraged them to read the book right away and explained that the book is well written and does a nice job of putting a person in the right mind-set for change.

Since we face change constantly due to the nature of our business with the City Council and Mayoral elections being held every 2 – 4 years, in our industry we have to be able to adapt to change readily. Many cities rarely keep the same council members, City Administrators and Managers move from city to city. Change for us is simply a way of life.

When Dr. Johnson's friends noticed how much better life had become for him, they questioned him as to the reasons why. It was at this time that he shared his "Cheese" story with them. Many later commented that after hearing the story they were able to keep their sense of humor and handle change better as well as experiencing many other benefits.

Two decades after the story was created, "Who Moved My Cheese?" was finally published. It soon became a #1 international best seller, with one million hard cover copies in print within the first sixteen months and over ten million copies within the next two years.

Some critics do not understand why so many people find the book so valuable. They say the story is simple enough for a child to understand and it insults their intelligence. Some even fear it suggests that people should mindlessly conform to unnecessary changes imposed by others, although that is not in the story.

The author suggests that both the fans and the critics are right in their own way. It is not so much what is in the story as

it is how you interpret the story and how you apply it to your own situation that gives it value.

Hopefully your interpretation helps you adapt well to change and helps you to find the "cheese" you deserve.

For those of us involved with the MMBA, we will also see change this year, new directors on the board come and go. This year we have Cathy Pletta from Kasson, Vicki Segerstrom from Milaca and Shelly Dillon from Callaway as new members. Please help make them feel welcome.

Since change happens all the time in our cities and organizations, we may find ourselves saying, "Who Moved My Cheese?"

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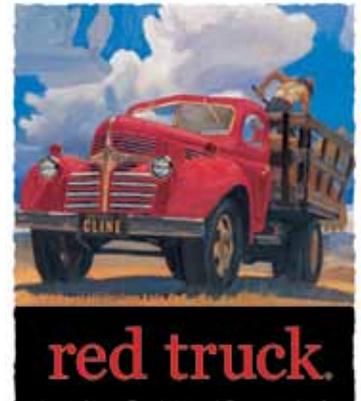
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Vanessa Agnes

Throughout my high school years I have been committed to not only focusing on good grades and determination throughout my classes, but also in other activities.

I have been a part of over 23 show productions in my school years and around the community. In the past three years of high school, I have been cast as 4 lead roles, 6 supporting roles and 6 chorus roles, including a minor speaking part in my first professional production last summer.

Another activity that I am dedicated to is Forensics. I have been an active member of our school's competitive speech team for three years now and in that time have earned two Varsity Letters, as well as the title of Section Champion in the category of Poetry, and a 5th place finalist at the state tournament held at Gustavus Adolphus College my junior year. My senior year I was voted to be captain of the speech team, placed in finals more times than ever before, and had a blast in the process.

I also have dedicated myself to working. I have been employed at Marketplace Foods as a cashier, Rainbow Foods as a cashier, and Country Inn & Suites as a Breakfast Attendant.

I am currently employed as a Barista at Starbucks Coffee Co. in Forest Lake. I love the atmosphere, co-workers and customer interaction involved with my job. It is a wonderful place to work and I intend on keeping my job throughout the summer and transferring to another store in the fall when I attend college.

This fall I will be attending The University of Minnesota, studying on the Duluth campus and majoring in Graphic Design. My goal with this major is to go into Advertising once I finish my BFA, hopefully get a job at an Advertising Firm in Minneapolis as a Graphic Designer and work my way up to be an Art Director or Creative Director. I am very enthusiastic about going to college and starting this next chapter in my life.

Vanessa's father Tom is manager at BC Liquors in Brooklyn Center.



Kayla Bach

My high school career has been very interesting. I help out a lot with fundraising for blood drives and cancer awareness programs. I like to do community work in school, like going to the elementary schools to read with the young kids and do math. They appreciate me coming and I like going.

My high school career has been great. I've worked hard with English classes and Math. I also have taken a Woods shop and an Ag shop, which were both very hard to learn but very easy once I learned.

High school has taught me a lot and hope college teaches more!

I'm going to school to be a Medical Administrator.

I love to work alone most of the time in my own area and I have taken a lot of keyboarding classes including Office Excel, Microsoft access, and Microsoft Publisher. I'm fairly good at all of them, which make me well suited for this career. College will be hard but that's the fun part about it.

I hope to get a job right out of college or maybe during my second year at a hospital.

Kayla's mother Dixie is a bartender at Boyd Liquor.



Kyle T. Booth

My high school career has been successful in both my academic and extracurricular activity endeavors. Academically, I have worked hard to obtain a 3.0 GPA while I have been involved in many extracurricular activities. I have taken a variety of

classes to help prepare me for classes for the education field in college.

I have played football throughout my high school career. My junior year I received All Conference Honorable Mention team made, it to the Semi-Finals. My senior year I received All Conference Honorable Mention and All Section for Defensive End. I have played basketball throughout my high school career and was voted captain for our team.

I have been involved in Theatre my Junior and Senior year. My Junior year I was in a play called "Caught in the Act" and my Senior year I was in a musical called "Nifty Fifties".

I have been in Concert Choir ninth through twelfth grade. I have had the opportunity to perform in Florida at Disney World and many other competitions.

During my high school career I have volunteered my time with our elementary "after school daycare" program to help with meeting my college objectives.

I have been accepted at Valley City State University where my objective is to obtain a B.S. in Education and a teaching license in Elementary Education or History Education.

Kyle's father Tim is manager of Wadena Liquor.



Kim Branson

I have had a great high school career. I've enjoyed growing as a person and finding myself. When I started high school, I was a very shy 9th grader. I only had a few close friends and didn't talk to other people. I just worked hard and got good grades.

In 9th grade I wasn't involved in any extracurricular activities or sports. I was too shy to join any. Then in 10th grade I was pretty much the same person as I was in the 9th grade.

However, in 11th grade I started to change. I made more friends and started talking to my classmates more. I also started talking to my teachers more and asking them questions. I would even answer the teacher's questions in class.

I believe I have changed the most in 12th grade. I decided to join "Students Stepping Up." In this club, every Wednesday I went to Tatanka Elementary School and helped kids with their work. This activity helped me come out of my shell to become a leader and role model.

I know these qualities will help me in college and for the rest of my life.

I am going to North Dakota State University this fall, because I really liked the campus and the people. I plan to major in pharmacy.

Besides studying hard in college I also want to get involved in the community and my college. I want to join at least one club. But above all, I just want to have a great experience

and become my one person.

Kim's mother Barb is a sales clerk at Downtown Wine and Spirits in Buffalo.



Cecile DeLong

High school started out a bit uncomfortably for me. I had just gone to a laid-back charter school in 8th grade, so the structure of high school was something that took some time getting used to.

Junior year was when everything finally came together. To start it off, I was surrounded with a new, more studious group of friends, which not only influenced me to do better at school but also made me more mature. This is the same year that I started National Honor Society, which gave me the opportunity to tutor hispanic students at my school, and volunteer in programs like Feed My Starving Children. Additionally, I started taking more advanced classes.

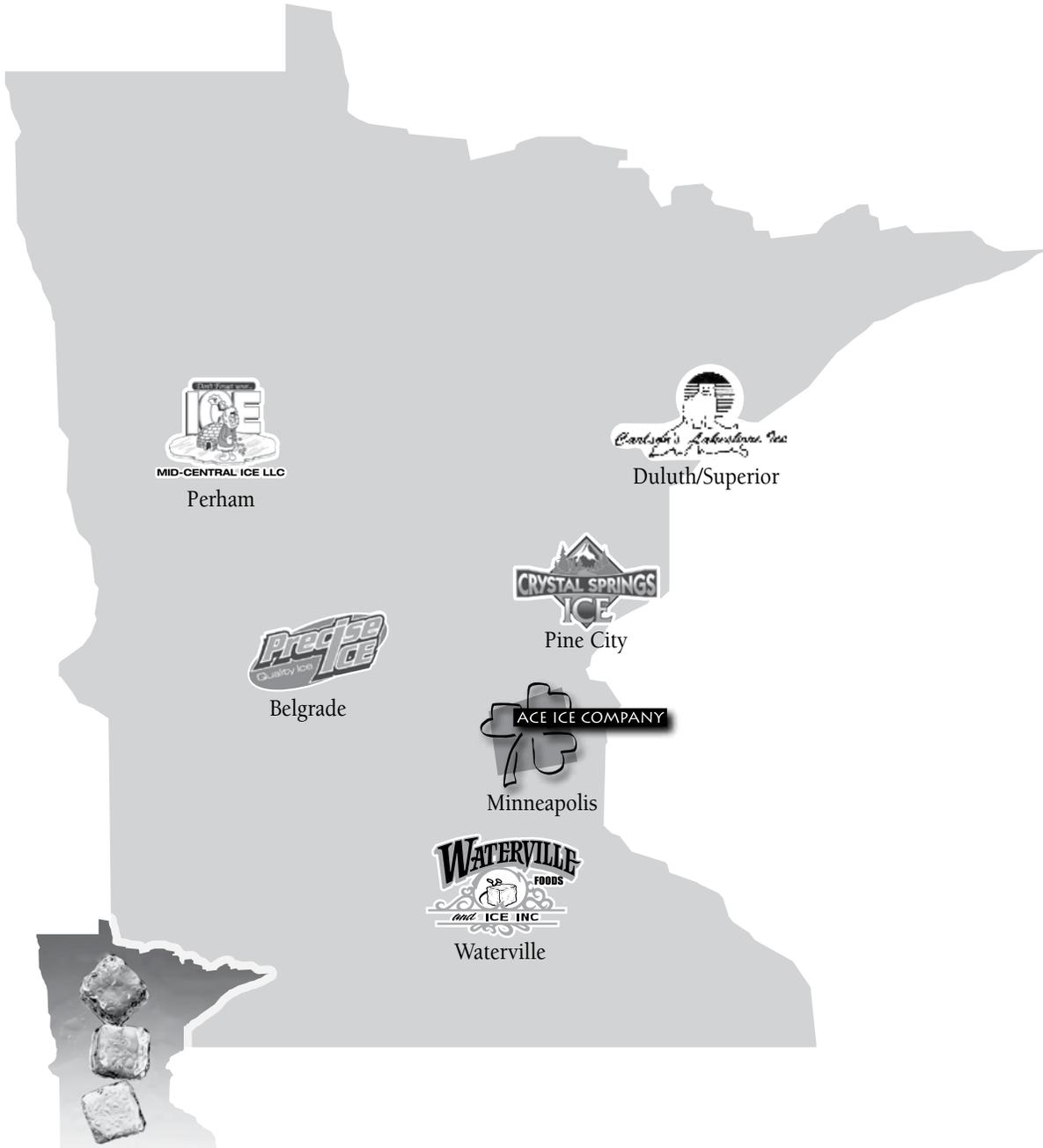
My senior year has definitely been my favorite year of high school. This is when I've been the most engaged and enthusiastic about what I learned in school, as AP Environmental Science has sparked my interest in environmental issues. Not only that, I've also been more active in what I've done outside of my classes. I was involved in tennis, National Honor Society, theater tech, One Act Plays, Gay-Straight Alliance, Ultimate Frisbee, and acting as a teaching assistant for a Spanish teacher.

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Although I'll really miss high school and all the friends I have made, it's time to move on. Next year, I'm going to the University of Wisconsin - Madison, specifically the College of Letters and Science. I intend to double-major in International Studies-with a concentration in environmental issues-and Political Science, with a minor in Spanish.

After Madison I plan to join the Peace Corps, where I'll participate in services relating to the environment and communication. This is when I'll be able to take what I've learned throughout college and use it to help those in need in other parts of the world.

This is why I'm very excited to graduate high school and move on to start a better and even more active life.

Cecile's father Steve is manager of Northfield Liquor



Ariana Forsman

I am currently a senior at Forest Lake High School. I have enjoyed the time I have spent receiving my education there immensely, I do however eagerly look forward to my future as an ambitious college student.

I have worked extremely hard to get where I am today and have achieved all that I have due to much hard work and determination. I am a motivated individual who delights in being challenged and am ready for any obstacles I will have to face in college.

I have been quite involved in Forest Lake High School and the surrounding community and hope that with all of my efforts I have made a positive impact. Through such organizations as the National Honor Society, Student Council, and Rotary Club I have collected food shelf donations, helped out at community events, raised money for the Forest Lake Activity Fund, walked in the Walk to End Hunger, made blankets for Gillette Children's Hospital, helped out at Red Cross Blood Drives, caroled for residents of Birchwood Senior Living Center, volunteered with Youth Frontiers at a seventh grade retreat, and a great many more. All of these experiences have caused me to become a more humble, grateful individual who has a deeper appreciation for everything and everyone around her.

I plan to bring the same level of passion and commitment to my college

experience and will enroll at the University of St. Thomas for the fall 2011 term to pursue a Pre-Med major. I hope to one day become a cardio-thoracic surgeon and I believe St. Thomas to be the school that would help me to be successful.

My passion for medicine was ignited after taking the AP Biology course offered at the high school and was only furthered by the research I did on this intriguing field.

Ariana's mother Jennifer is an assistant manager at Stacy Wine & Spirits



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Samantha Frolik

My name is Samantha Frolik but all my friends call me Sam. Throughout high school I have been a busy girl with volleyball, my jobs, and school work. I have been very hard working through the years in and out of school.

I have been in volleyball since 7th grade all the way up to my senior year of high school. I did both school volleyball league and the Junior Olympics with Southern Stars.

I have been working for my entire high school career. I work as a lifeguard and swimming teacher over the summer at the Aquatic Park in Fairmont. Lifeguarding has taught me the need to watch out and care for others.

I also work at Sterling Drug as a cashier/customer service. I work in the gift department, but sometimes help out in the pharmacy part when they get busy. Working at Sterling Drug has gotten me to a more mature level by working with older ladies. It is much different then working with younger people at the pool.

High school for me had its ups and downs. I had good grades for the most part and can say I have done my best with it and it has been good for me.

I plan to go to St. Cloud State University this fall and major in psychology and minor in social work. I want to go into those fields so I can help people that have it rough. I want to help people that may be in a bad place

or people going in the wrong direction with their life. I just really want to help people as much as I possibly can.

After I am done with college I hope to get a job in either a treatment/rehab place or even in human services. Wherever I go, all I want to do is help someone, because if you can save one person in your life to me you are saving that person's world -- and that would be pretty amazing if I could do that in the future.

Sam's father Steve is manager of Sherburn Liquor



Ashlie Hess

My high school career has been full and exciting. From extra-curricular activities, community events, and my business internship I was always busy with something.

All throughout high school I have participated in sports. I would run cross country in the fall, play basketball in the winter. In 9th grade I played softball but then changed my mind and ran track and field my remaining years in high school.

Even though I loved sports, school always came first for me. I would always push myself to be on the A honor roll. In my senior year I took advanced classes in Biology, Anatomy, and Speech.

All of these classes are going to help me in the medical career path I plan to take in these next few years.

I also took a business internship at the Sanford Hospital where I was able to view all the different areas.

Along with all the sports and school work I was able to find time to help out at my church. I was a Bible School leader and helped out whenever I was needed. During this time I was a part of our churches NCYC group and was able to attend a National Youth Conference in Kansas City.

I plan to attend South Dakota State University next year for general studies then enroll into a medical school where I will finish out my schooling. I love the medical field and helping people in any way I can.

Ashlie's mother Christy is assistant manager of Blue Mound Liquor in Luverne



Samantha Heyne

I confess I struggled in coming up with a unique and non-cliche way to describe my public school experience and future plans, and I resolved that it is best explained in the context of a personal experience I had just under a year ago.

I spent June of 2010 in Tanzania. It was an experience that is difficult for me to write about in few words, but in this case I will share a small snapshot that sums up my past twelve plus years of school.

I was in a remote village called Usokami sitting with some children on a fallen tree. I had taken the



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opportunity the beautiful weather had offered to write in my journal, but my efforts proved futile as I was swarmed by ten or so curious little sets of eyes and hands. They mostly spoke Swahili, so it was difficult for us to communicate. I had a small book of Swahili phrases that guided me in my clumsy attempts at the language, and they erupted in a fit of giggles as I stumbled over the simple “Unogage,” a kihehe word meaning “how are you.” The children were young, their ages ranging from two to twelve, and most of them could not read or write. They gazed up at me, examining my strange light skin, eyes, and hair. I slipped carefully off the tree and knelt in the dust, pushing my long skirt to the side. They circled around me and using my index finger I drew two dots above a long curved line. I looked into their bright eyes and smiled, mimicking the picture on the ground between my wrists. They erupted in giant grins and a young girl in a blue dress drew a similar face next to mine in the sand.

At this point, a group of young men walked by and saw me with the children. A man called Ayubu watched for a moment and then asked curiously, “Are you teaching them?”

At the time, I did not fully understand the depth of my own response. I did not think the words that I spoke. In fact, it seemed as if they had come from a place deep within me entirely by their own accord.

“No, they are teaching me.” Almost a year later, I find myself continually reflecting upon that scene. I have recently been accepted at Carthage College, majoring in psychology. In the more distant future I plan to obtain a master’s degree in international relations and follow a career path with the United Nations.

Samantha’s father Richard is a manager at Apple Valley Liquor



Ben Olson

My high school years have been very busy and full of learning experiences.

Although the courses I’ve taken could be described as typical high school classes, I’ve also taken some college level courses. It was a challenge to add these college classes but worth it.

Sports were an important part of high school. I was a three sport athlete all four years of high school. Football, basketball, and tennis are important parts of my experience. During my senior year, I was captain of the football team and the basketball team. It was not only an honor to be chosen but this role taught me the importance of leadership.

Music is a big part of my life. I played the trombone in the high school band for four years. We recently traveled to Florida and performed at Disney World. Along with band, I have played the piano since 4th grade.

Friendships and relationships with teachers/coaches have been a valuable part of my years at Lincoln High School. These relationships have shaped me and are an important part of my life. I have learned so much through these relationships and will always value and appreciate the impact they have made on me.

My future plans are to attend college

and pursue a career in physical therapy. I am in the process of finalizing my college decision. I am unsure about my undergraduate major but am thinking about exercise science. After I receive my 4-year degree I plan to apply for the physical therapy program.

Ben’s father Steve is manager of Falls Liquor in Thief River Falls



Jordan Schilling

During my four years of high school I have been an active scholar. I participated in choir, student council, and yearbook. Also, I was the yearbook editor for the 2011 annual which entailed a lot of dedication.

I was involved in volleyball, basketball and track and field my entire career of high school.

Being involved with extra-curricular activities I learned time management, perseverance and work ethic. My busy schedule has instilled perseverance in me and has molded me to be the person I am today.

I am enrolled at Minnesota State University, Mankato and plan on majoring in business and minor in psychology.

The business world is an amazing work place that is always evolving. My college education is the first step in accomplishing my goals.

Jordan’s mother Kristy is assistant manager at Litchfield Liquor



Nick Tillmann

My high school career started out really tough. When I entered 9th grade I worked hard to get used to all my classes, tried not to be late to any classes and get good grades. As the weeks passed, it all seemed to make sense and become easier. I guess I was adjusting okay.

Eventually, winter sports sign-up came and I wasn't quite sure what I wanted to do. I decided that I might try basketball but to see if I really liked it, I went to the Monticello Community Center and played basketball for a while with a group of my buddies. After a couple of weeks my mom asked me if I wanted to join, I said no, laughing, because I could barely make a basket. I decided I would just keep to my studies for the winter, which proved to be a good idea because at the end of the first semester I found out I was on the honor roll.

Finally, spring sports sign up came and I joined golf. Golf is my favorite sport. It was a little hard to golf and keep my grades up; but I did. At the end of the golf season I got an award for my good grades and made the honor roll again.

In 10th grade getting to my classes and knowing where they were was much easier. The first semester went really well and again I made the honor roll.

In January I joined the Ski & Snowboard club to snowboard, which I really

like to do. After Ski & Snowboard Club ended I couldn't wait for the snow to melt so I could golf again. I golfed a lot but worked hard on academics. In fact, I was given another award for my high grades and even achieved honor roll status.

I was still on the honor roll in my junior year. At the end of the golf season I was voted captain of the team for the next year's season (2011), my senior year. As well, I received an award for my grades.

The fall of my senior year I applied to St. Cloud State University and got accepted for fall of 2011. I have decided to major in Mathematics.

My senior year I started taking college classes in math and chemistry in

preparation for my first year at SCSU. At first it was very hard. But I knew if I did well that when I passed these classes they were worth college credits that would be applied to my first year at SCSU.

I have always wanted to be a doctor, specifically a Doctor of Anesthesiology. I want to be able to help people. I know I have 12 years of school to go and I am very good at math and science which will help a lot.

If I am going to set my goals high I might as well set them really high. If I don't try to become a doctor I might regret it later.

Nick's father Steve is assistant manager at Northbound & Westbound Liquor in Elk River.

The Fish are the Last to Discover the Ocean

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Eliminating Dead Inventory

I want My Money Back

By MMBA Conference Presenter
Tom Shay

The title of this article; isn't about what people say when they want to return something to your business?

They have a product they do not want and they want to have their money instead of the item.

In our business, it works a little different. When there is an item that does not sell as you had anticipated, most vendors are not going to take it back. Of course, if it is a food item that spoils, you wind up throwing it in the trash can. Unless you are sitting with a lot of cash in your business checking account, the only way you can get money to buy new inventory is by getting rid of the dead inventory in your business.

Just as the customer is insistent to get their money back when they return a product to your business, you need to be saying the same thing to yourself and then taking action to get rid of the dead merchandise. Then with the cash you receive, you can purchase new inventory from which you can make a profit.

So, instead of just looking up the cost of the item and determining a sale price for it, what can you do to get the item off of your shelf and the most money back into your checking account? Here are seven suggestions for solving this problem.

Create a dutch auction - Collect all of the dead items, clean and repackage them if necessary. Put a new price tag on them with the new price being the "full list price." Place these items on a table on a Monday morning and use a sign which announces any item on the table is now 10% off. The sign also announces that next Monday any item left on the table will then be 20% off, the following Monday everything will be 30% off, and for the fourth week everything remaining on the table will be 40% off.

Couple a dead item with a hot selling item as a bonus - Again, clean up the packaging, but now offer the dead item as a "free bonus" when the hot selling item, at full markup, is purchased.

Create an end cap with all items being one price - Customers are often looking for a gift with a price category already in mind. If customers can look at a table, end cap, or display and see that every item is "\$20 or less", they are more likely to stay in one place and make their selection.

Use a spotlight table - A spotlight table is placed at the front of the store so that it is the first thing a customer sees when they walk in the door. Think about how many times you have gone shopping, looked at several items, and then decided to purchase what you first looked at. The same strategy works in this situation. Signage promoting the benefits of the product, and the fact that the item is now in a new and prominent position will often change something from undesirable into very desirable.

Grab box - Wrap the item in seasonal gift wrap, and create a grab box display. Grouping the items according to their usage, peaks the curiosity of your customers.

Create your own sales flyer - With an item you want to get rid of, you may not have enough of the item for a newspaper ad. But even with one or two on hand, you can create flyers that are given to customers visiting your store as well as being placed in the bag of each customer making a purchase.

Door prizes - While using an item for a door prize does not get any cash into the register, it does eliminate your giving away a more valuable item that you could sell at your regular price.

As no buyer is ever going to completely eliminate the need to utilize one of these methods of selling old merchandise, there are several suggestions we can provide you with that can cut down on their frequency.

Create a min-max system - Sometimes we develop old inventory because we simply have excessive inventory. Have enough on hand to sell, but don't buy so much that you are always prepared for the customer that will take all you have.

Think in "onesie's" - When you decide to create a new department or niche, do so by ordering the inventory in quantities of one or two. When items are available only case pack, minimize your exposure by only ordering some of these initially.

Know when to say "when" - If you have found a new product category that is very popular, remember that these categories will become cold just as fast as they became hot. When you are about to order more, think about how much of the overall profit you will have to sacrifice if you have to dump this inventory when no one wants it.

Departmental assignment - Have every person in your store be responsible to watch over a part of the sales and warehouse areas. Alert them to the signs of merchandise that is showing age, yellowing, or ragged edges. Have a plan of action they can implement immediately after pointing out to you such merchandise.

This writer's Dad used to tell a story about the merchant who said he had no problem with marking down merchandise to get rid of it. To cover the deep discount he gave to move the merchandise off of his shelf, he simply marked another item up by a like amount. The idea worked until the day he found the \$1,000 gift basket that contained only \$75 worth of merchandise.

No one wants to wind up with that problem. The key to preventing it is to be as forceful with yourself and your inventory as that first customer was; I want my money back!

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