

3/11/2025

MMBA Annual Conference

Phillip Taggart

I would like to attend the annual conference for the Minnesota Municipal Beverage Association.

There will be a ton of information to help me better understand various components of our industry. Beyond the seminars, this will also serve as a great opportunity to build and grow relationships with a variety of vendors, and fellow municipalities. Along with the networking potential and the learning opportunities provided, I also will be able to re-certify myself in alcohol training, provided free of charge for attendees.

Many of the seminars are conducted by experts in the field along with conference directors and industry representatives. I look forward to the Exploring Japanese Spirits with Suntory Distilling. We will get an in depth look at some of the growing Japanese spirits. Here at Firehouse, there has been a growing interest in Japanese whiskey in specific. Another great seminar I will be attending will be the Category Insights & Analytics. I enjoy working with numbers and data quite a bit, and I am hopeful this will help me refine my skills and how I work with data and foresight with said data. Lastly, in addition to the many more seminars, I also am excited about the How to Maximize City Hive Features. This will explore how we can expand our customer base by using a delivery/online ordering platform. I recently spoke with Isanti's Liquor Store manager, and we discussed the possibility of implementing City Hive, and so this will help me better understand and hopefully move forward with a potentially large revenue stream.

At the Conference, I will be able to meet and discuss how our industry is growing and changing. I know many managers that have seen a lot more than I have, and I look forward to learning from them and what they are experiencing and how they are reacting to these challenges. This will help me have a deeper base of knowledge going forward. They also have several relationship building events with various vendors. One of our biggest vendors, Bernicks, will be hosting an event at the conference.

Alcohol Awareness Training will be provided as well, enabling me to re-certify at the conference. An opportunity I would be remised to pass up on.

In addition to the many beneficial seminars, networking events, and certification opportunities, there will also be a THC/Cannabis conference. This is something I also am eager to see where this new industry will be heading, as well as understanding how other municipalities plan to implement strategies going forward. Legislation will also be discussed, something I would like to stay as up to date as possible on.

I have not been able to attend this incredible conference since my first year here with the city, back when I was the assistant manager. I would love to be able to attend again, and help to grow my professional toolbox to further benefit the Firehouse.

Thank you.

Phillip Taggart



Liquor Operation Manager

(For Municipal Liquor Operations & Invitees Only)

**Minnesota Municipal Beverage Association Annual Conference  
April 26 – April 29, 2025  
Arrowwood Resort – Alexandria, Minnesota**

Please Complete and Send to MMBA

Business Name Hinckley Firehouse Liquors  
City of Hinckley  
Conference \_\_\_\_\_  
Attendee(s): Phillip Taggart

Guest (Meals only participant):  
\_\_\_\_\_

Street \_\_\_\_\_

City Hinckley St MN Zip 55037

Day Phone ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_ hinckley.com

Arrive/Depart Dates: \_\_\_ / \_\_\_ to \_\_\_ / \_\_\_ #Nights \_\_\_

Special Requests: (i.e. Room accessibility, dietary, etc.)

Explain: \_\_\_\_\_

MAKE CHECK PAYABLE, AND SEND TO:

Minnesota Municipal Beverage Association  
PO Box 32966  
Minneapolis, MN 55432  
763-572-0222 \* 866-938-3925  
kaspszak@outlook.com

PAY BY CREDIT CARD

Please use separate form  
or request an electronic credit card invoice



ALL INCLUSIVE PACKAGE:

Includes three nights of lodging April 26 through April 29,  
registration and all meals

\$769 Best Deal!

Check Here if Attending Saturday Boot Camp

(No Additional Charge)  
\_\_\_\_\_

ALA CARTE MENU:

Registration: (Does Not Include Meals)

\_\_\_ \$180 Member

\_\_\_ \$135 Member

(Early Bird if received by April 15)

\_\_\_ \$350 Non-Member

Standard Room \$140 per night:

(Cost is per night, not per person)

\_\_\_ Friday, April 25

\_\_\_ Saturday, April 26

\_\_\_ Sunday, April 27

\_\_\_ Monday, April 28

Meals:

\_\_\_ Friday Dinner (\$50.00)

\_\_\_ Saturday Lunch (\$26.00)

\_\_\_ Saturday Dinner (\$55.00)

\_\_\_ Sunday Breakfast (\$20.00)

\_\_\_ Sunday Lunch (\$26.00)

\_\_\_ Sunday Dinner (\$50.00)

\_\_\_ Monday Breakfast (\$20.00)

\_\_\_ Monday Lunch (\$26.00)

\_\_\_ Monday Dinner (\$50.00)

\_\_\_ Tuesday Breakfast (\$20.00)

Total Payment: 769