

The Key to Ensuring Responsible Alcohol Consumption

When you sell or serve alcohol, your goal is to maintain an atmosphere that is fun and social - but under control. The potential for problems is always there, but you can avoid problems by training all employees on how to ensure responsible alcohol consumption. That's where TIPS training comes in.

TIPS to Prevent Alcohol-Related Tragedies

Having your own TIPS Trainer on staff helps your organization:

- ▶ Stay safe. Having an on-staff TIPS Trainer gives you a full-time expert to facilitate and support good customer service practices.
- ▶ Foster a culture of professionalism and career development.
- ▶ Customize TIPS advice to your situation by integrating your own policies with the TIPS message.
- ▶ Build teamwork among staff members by having a co-worker and peer deliver the TIPS training.
- ▶ Train new employees as turnovers occur to ensure a consistent focus on responsible consumption.
- ▶ Maintain compliance with state and local regulations through our compliance databases.
- ▶ Keep employees current through the easy-to-use TIPS certification tracking.

Why Choose TIPS Training

TIPS training from HCI is the foremost solution to preventing problems that can accompany the sale and service of alcohol. Our workshops are supported by state liquor boards, insurance companies, the alcohol beverage industry, hospitality organizations, law enforcement agencies, restaurant associations, and corporate hotel chains. There are more than 1,500,000 TIPS-trained servers and trainers around the world.

How TIPS Training Works

TIPS training is the fastest, most effective way to provide your employees with the information and skills they need to make better decisions about alcohol sales and service. The training messages and materials from TIPS give everyone in your organization proven strategies for dealing with alcohol-related problems.

Who Needs TIPS

TIPS is for any size business, organization, or community effort. Our practical solutions apply to all areas of the alcohol sales and service industry including on premise, off premise, concessions, and casinos. Many civic organizations and police departments also find training effective in their responsibility efforts.

What TIPS Training Includes

The focus of TIPS training is on responsible consumption, whether it's a bar or restaurant, ballpark concession, or hotel. Using video presentations, discussion, simulations, and role-playing exercises, TIPS training provides better information about the effects of alcohol and empowers employees with the knowledge and skills they need to

- ▶ Recognize signs of intoxication.
- ▶ Intervene more quickly and confidently in potential problem situations.
- ▶ Spot underage drinkers and prevent sales to minors.
- ▶ Handle alcohol-related situations with greater competence.
- ▶ Understand the difference between people enjoying themselves and those who are getting into trouble with alcohol.

How to Get Started with TIPS

Large organizations - 20 or more employees - will probably want to have a TIPS trainer on staff. An on-staff TIPS trainer is always available to train your staff, and can handle employee turnover as it occurs. To learn about upcoming trainer workshops in your area visit www.gettips.com or call 1-800-438-8477.

For smaller establishments, working with an independent TIPS trainer may be more cost effective. After 20 years, there is an extensive network of independent TIPS trainers across the country. To find a local trainer, visit our web site at www.gettips.com and register your establishment for TIPS training. Certified TIPS Trainers will contact you to discuss training your staff. Choose the trainer that represents the best fit for your establishment and reap the benefits of TIPS training.

- ▶ Reduce exposure to alcohol liability lawsuits.
- ▶ Lower insurance premiums.
- ▶ Decrease penalties for alcohol violations.
- ▶ Improve customer service and satisfaction.
- ▶ Promote community safety.