



# For Any Size Business or Organization

*"ARAMARK works closely with all of the teams and stadium authorities it serves to promote both a safe and entertaining experience for the fans. TIPS training has been a critical component of ARAMARK's beverage program for several years and provides our employees with a high quality, dependable approach to responsible service."*

-Sean Rooney  
President, Stadium & Arenas  
ARAMARK Sports & Entertainment Services

*"I just attended a TIPS training session and let me start by saying how awesome it was. After 21 years in this business, I thought I knew everything about responsible service. My TIPS instructor was engaging and informative. TIPS is an asset for our association."*

- Robyn Mortellito  
Florida Restaurant Association  
Marco Island Chapter Board Member

*"TIPS Training decreases the risk of alcohol-related tragedies in New York State."*

-Hillary Rodham Clinton  
Senator from New York



TIPS training is appropriate for anyone who sells, serves, or consumes alcohol. To ensure that training is relevant, programs are tailored for the following environments:

## On Premise

Hotels, restaurants, bars, and nightclubs

## Off Premise

grocery, convenience, and package stores

## Concessions

stadiums, arenas, amphitheaters, and festivals

## Gaming

casinos, riverboats, race tracks, and gaming halls

## Universities

residence halls, student affairs, wellness centers, and campus security

## Workplace

corporations, government agencies, and small businesses

## Seniors

retirement communities and social groups for senior citizens

*"TIPS training effectively decreases the risk of tragedies related to drunk driving and underage drinking."*

-Jeb Bush  
Governor of Florida



# Instead of Taking Chances

Get TIPS Training!



## Meet Your Customers' Needs by Offering Your Staff the Training They Need Most

When you serve or sell alcohol, you know the risks:

- ⇒ Risk lawsuits if you overserve
- ⇒ Risk lives if you serve a drunk driver
- ⇒ Risk your livelihood if you sell to a minor.

**Decide NOW to lower your risk - GET TIPS!**

## About TIPS

For more than 20 years, TIPS has been a global leader in education and training in the responsible service, sale, and consumption of alcohol. TIPS is a skills-based training program designed to prevent intoxication, underage drinking, and drunk driving. By building on individuals' fundamental "people skills," TIPS provides the knowledge and confidence they need to recognize potential alcohol-related problems and how to effectively intervene to prevent alcohol-related tragedies.

## Immediate Benefits

Using TIPS brings immediate payback through lowered risk and a safer, more responsible work environment. With TIPS, you gain valuable competitive advantages like:

- ➊ Improved customer service
- ➋ Safer communities
- ➌ Lower insurance premiums
- ➍ Reduced exposure to alcohol liability lawsuits
- ➎ Decreased penalties for alcohol violations

## Why TIPS is Your Best Choice

- ➊ TIPS is trained in all 50 states and over 30 countries.
- ➋ More than 1,500,000 TIPS trained servers, sellers, and consumers across the United States serve/sell alcohol responsibly.
- ➌ TIPS receives recognition from insurance companies, liquor boards, the alcohol beverage industry and law enforcement.
- ➍ State and federal officials cite TIPS as a valuable public safety tool.
- ➎ Local and state governments frequently include TIPS in drunk driving and underage drinking prevention programs.
- ➏ TIPS tailors training to meet the specific needs of each audience.



## What TIPS Training Includes

The focus of TIPS Training is on responsible consumption, whether it's at a bar, restaurant, ballpark concession, hotel or university. Participants leave TIPS training prepared to:

- ⇒ Recognize signs of intoxication
- ⇒ Spot underage drinkers and prevent sales to minors
- ⇒ Intervene quickly and assuredly in potential problem situations
- ⇒ Understand the difference between people enjoying themselves and those getting into trouble with alcohol
- ⇒ Handle alcohol-related situations with greater confidence
- ⇒ Use proven strategies to prevent alcohol-related problems.

## How to Get Started with TIPS

Contact me to assess your needs and/or to set-up a TIPS training session.



Training for Intervention Procedures

*"By being actively involved in TIPS training, we are a more positive, visible, involved part of our community and state."*

-Scott Forbes and Patti Parker-Forbes  
Mr. B's Restaurant, Michigan

*"The TIPS program is one of the most effective risk reduction programs I have ever seen."*

-Director John Sroka  
Insurance Education & Training Services  
VFIS