

# TIPS<sup>®</sup>

## Newsletter

### Spotlight on TIPS Trainer, Jared Kovach

It is hard to believe that spring is already upon us with the trees already budding, the bulbs prematurely poking through the soil and the lush green grass already being mowed! However, if you are a Michigander like me, it feels like winter was just a blink of an eye (7 weeks!). I don't think any of us are complaining; we would much rather take the money we've set aside for snow plowing and salt, and trade it a month and a half early for landscapers and seasonal flowers! As I sit at my desk writing this article, I begin to reflect on my four years as a TIPS trainer.

I have worked in the Hospitality and Service industry for ten years. Training has always been a passion for me. My parents raised us kids (I am one of four) with the idea that knowledge is power and that with hard work, determination, and respect for people, we could accomplish anything!

I started when I was twenty years old waiting tables and bartending for Ruby Tuesday while I was in college studying Theater and Communications. Nearly immediately, I began to fall in love with the industry and easily climbed the corporate ladder. After only a year and a half I became a corporate trainer, traveling the country opening new stores as a server trainer. A mere two years later, I was offered a position as Training Coordinator for the state of Michigan. I helped open new stores as the front-of-the-house trainer. I was also part of a legion of trainers sent from various stores to assist in openings and serve as liaison between the management team and the franchise owner about training issues and the condition of the openings. My responsibilities included writing weekly training articles for one of the

Michigan franchises and assisting at locations that fell short of service, training or operation standards. As the economy began to decline, the company stopped opening new stores and budgeting constraints caused a freeze on training.

When I was offered a job with Hilton Hotels as a Food and Beverage Manager, I jumped at the opportunity to learn a new industry. When the existing TIPS trainer resigned two years later, I became the on-site TIPS trainer. I was thrilled to be back into training and quickly conducted TIPS training sessions for the entire banquet, restaurant and management team.

Currently, I am the Event and Banquet Manager for Royal Park Hotel, a private upscale luxury hotel in downtown Rochester. Once again, I have had the opportunity to train the staff and management team in TIPS.

Alcohol awareness is a very important part of my industry and I am avid about protecting our guests, employees and assets from irresponsible serving. I pride myself in leading fun, entertaining yet informative TIPS classes.

My goal is that all attendees walk away with a sense of pride and confidence, knowing that they have the proper tools to responsibly serve alcohol and make it profitable for all.

*By Jared Kovach, Event and Banquet Manager at the Royal Park Hotel in Rochester, Michigan, and 4-year TIPS Trainer.*





## April is Alcohol Awareness Month

By Trevor Estelle, HCL's V.P. of Marketing & Sales

Since April is Alcohol Awareness Month, there is no better time to look at ways in which we can work within the community to prevent the misuse of alcohol. Across our society we see more and more an emphasis on collaboration as the best means of solving problems. When it comes to preventing the misuse of alcohol, things are no different – getting people to work together is the key. Whether you are a hospitality worker in a restaurant, bar or hotel, or a police officer, regulator or lawyer, you can help bring about the change we all want for our communities. The first step toward making lasting, widespread change and creating responsible communities is joining with other motivated persons with whom we might not otherwise normally interact.

One important ingredient for such partnerships is training and education. Communities are realizing the value of alcohol server, seller and consumer education to achieve their goals. Programs like TIPS (Training for Intervention ProcedureS) offer a variety of training tools to reach a wide range of people. One consistent message throughout the community ensures that all the stakeholders “speak the same language” when it comes to preventing underage sales and consumption, drunk driving and intoxication.

Another key ingredient is communication. A dynamic training and education program brings together people within a framework that facilitates real communication. People who may not typically see eye-to-eye can come together and find common ground in an informal and impartial setting. Recognition of shared goals often leads to the understanding that “we’re all in this together” and the emergence of strategies and tactics for tackling the problem.

Any effective initiative involving key stakeholders will require a community action plan. A good action plan will:

1. Identify goals.
2. Identify point person/committee/task force members.
3. Gain commitment from potential partners.
4. Identify programs to be trained.
5. Identify who needs to be trained.
6. Identify trainers.
7. Certify trainers.
8. Schedule training classes.
9. Notify the media.

Community stakeholders who commit to the plan can enhance their standing in the community by reaching out to others. For example, a restaurant with a certified trainer on staff can not only provide alcohol server training to its employees, but may also be able to offer education services to the local university, other establishments and consumers. The same approach can be applied with law enforcement, community coalitions and other commercial establishments that serve or sell alcohol.

Successful communities recognize the need to include diverse groups in their efforts and are realizing that coalition (or community) building is an effective strategy. Working together, they are able to address the problems associated with alcohol misuse in their communities from a number of different angles, thereby increasing the success of their efforts.

## Recognition from the State of Wisconsin



Al Bliss is the Health Educator for the La Crosse (Wisconsin) County Health Department and is a 3-yr TIPS Trainer. Al has trained 166 people in TIPS to date and recently received recognition from Wisconsin Governor, Scott Walker, for his contributions. According to Mr. Bliss, "We currently work with our taverns on a program called Partners for a Safer La Crosse, which is a model of guidelines drafted by the La Crosse Tavern League and other tavern owners within La Crosse County, and of course using practices from TIPS! The official kick off is April 17th and we have over 25 taverns already on board."

The major components of the program include:

1. Having at least half of their staff trained in TIPS
2. They agree to not promote or serve all you can drink specials
3. Promote Safe Ride and taxis services

The guidelines for this agreement are at [web.gettips.com/PDF/SAFER\\_LAX2012.pdf](http://web.gettips.com/PDF/SAFER_LAX2012.pdf).

Thanks for contributing to a safe and enjoyable community, and congratulations, Al!



SCOTT WALKER  
OFFICE OF THE GOVERNOR  
STATE OF WISCONSIN

P.O. Box 7863  
MADISON, WI 53707

March 19, 2012

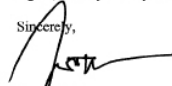
Mr. Al Bliss  
Health Educator  
La Crosse County Health Department  
300 4<sup>th</sup> Street N  
La Crosse, WI 54601-3228

Dear Mr. Bliss,

You are making an important contribution to the welfare of our state by coordinating TIPS (Training for Intervention Procedures) alcohol education training which helps to prevent alcohol-related incidents on our highways. Thank you for your determination to make Wisconsin safer and for all of your hard work to lower the risk of tragedies related to drunk driving and underage drinking.

Again, thank you for your time and effort, and best of luck in the future.

Sincerely,



Scott Walker  
Governor

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Question: An early sign that intervention is needed is...

- A. When an intoxicated person "passes out."
- B. When a person has had two drinks in an hour.
- C. When a person begins to show impaired judgment.
- D. When a person's reactions and coordination are affected.



answer on last page

# Town Pump Trainers Recognized by Montana Governor Brian Schweitzer

Natalie and Melissa are District Managers at Town Pump in Butte, Montana. Natalie is a 4-yr TIPS Trainer and Melissa is a 3-yr TIPS Trainer. Together they have trained over 230 Town Pump employees.

### Congratulations Natalie and Melissa!

OFFICE OF THE GOVERNOR  
STATE OF MONTANA

BRIAN SCHWEITZER  
GOVERNOR



JOHN BOHLINGER  
LT. GOVERNOR

March 5, 2012

Melissa Pamin  
Town Pump, Inc.  
600 S Main Street  
Butte, MT 59701-2534

Dear Melissa,

I commend you for your good citizenship and your hard work in helping prevent alcohol-related incidents in our state.

Your contributions through TIPS training help all Montanans in the following ways:

- > prevent intoxication and related injuries
- > help decrease the risk of tragedies related to drunk driving and underage drinking.

The efforts of citizens like you underscore the grassroots value of community service.

Thank you for working to reduce the unnecessary loss of human potential. I salute you for your involvement with TIPS and your commitment to make Montana a safer place to live.

Sincerely,



BRIAN SCHWEITZER  
Governor

C: Adam Chafetz, President and CEO  
TIPS



OFFICE OF THE GOVERNOR  
STATE OF MONTANA

BRIAN SCHWEITZER  
GOVERNOR



JOHN BOHLINGER  
LT. GOVERNOR

March 5, 2012

Natalie Borninkhof  
Town Pump, Inc.  
600 S Main Street  
Butte, MT 59701-2534

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BRIAN SCHWEITZER  
Governor

C: Adam Chafetz, President and CEO  
TIPS



## Spotting Fake IDs

By Leslie Pond

It was a cool evening in Santa Cruz, California, when a pretty young girl named Bethany walked up to the doorman at a local college bar. She eagerly handed her ID to the doorman. As he held it up to the light, I could see that it appeared to be a Florida Driver's License.

The doorman handed the ID to me. I checked for the microprint security feature with my magnifier and instantly recognized it as being counterfeit. I asked Bethany to step out of line and placed her under arrest for presenting a fake ID.

Bethany was 17 years old. Her fake Florida driver's license made her 22. While we waited for Bethany's mother to come pick her up, I asked her where she got the ID. "IDchief," she told me. Bethany went on to tell me that nine of her friends bought their IDs at the same time and got a group discount. For less than \$100 bucks she got two fake Florida Driver's Licenses. That night she had left the other at home.

The doorman was interested in how I could tell that the ID was counterfeit. When I showed him the ID, explained about the web site [IDChief.com](http://IDChief.com), and told him that he would need to invest a few dollars in a 10X magnifier, he nodded and said, "This explains all the Florida IDs I've been seeing lately."

How is it so easy for teenagers to get these fake IDs? Overseas companies like IDChief target kids with headlines like, "Spring break is coming! Students from across the world - get ready for travelling and having fun in your favourite restaurants and bars with your new ID!" The pricing encourages group orders and the IDs are shipped concealed in packages containing sales brochures, calculators, and other cheap, disposable items designed to defeat X-rays.

IDchief.com has hit the counterfeit ID market like a tsunami. The website, based in Asia, offers good quality IDs for a reasonable price. Their products possess several of the security features of genuine IDs. After only a cursory examination, the ID looks good. It has bright, clear holograms and UV features. It looks professionally made so kids like Bethany are always confident about showing it to ID checkers.

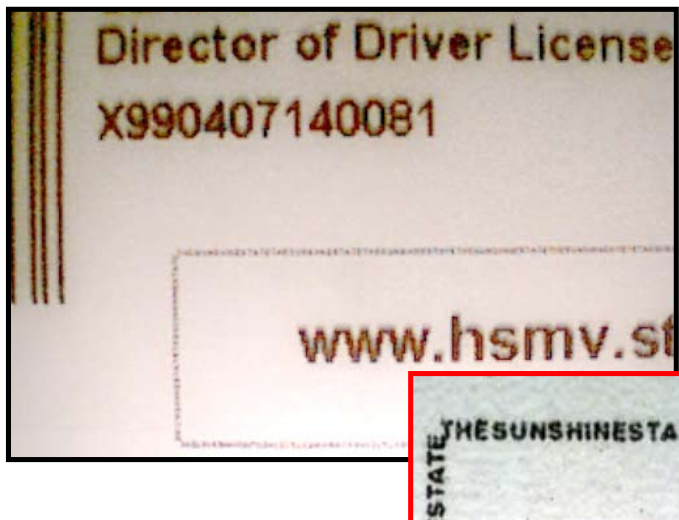
You might be asking yourself, is there any point to even checking ID when it is seemingly impossible to tell the difference? The answer is yes. Keeping up with the latest security features and what the counterfeiters are doing will protect you and

your business from the criminal and civil liability surrounding underage drinking.

For now, let's focus on the security features, such as microprint, that are not successfully replicated. While offering exceptional quality for a counterfeit, IDChief has not been able to replicate most of the security features, including microprint, used on state-issued IDs.



Microprint is printing so small that, to the naked eye, it appears to be a solid line. When magnified, however, the letters are clear, distinct and readable. Genuine microprint can be read only after 10X magnification (at least). Currently 48 states are using microprint as a security feature. None of the counterfeit cards from IDChief have microprint. The right training and a 10X magnifier are all that it takes to reveal the fake ID. Bethany's "Florida" ID should have had a rectangular box on the backside. The box is actually made up of microprint.



## Spotting Fake IDs, continued

On a genuine New Jersey ID, the microprint forms an outline of the Garden State on the back of the card. When compared to the IDChief version, the difference is easy to recognize.



Maryland's microprint is a vertical line running through the middle of the card. IDChief's fake Maryland ID doesn't even come close. Grab a 10X magnifier and look!



And back to Bethany, whose Mom arrived to take custody of her. That "deal" she

thought she got for less than a hundred bucks ended up costing many times that in criminal court fees and community service.

There are simple and easy tricks to detecting fake IDs. With a few hours of training, every employee can quickly and easily learn to recognize even the best fake IDs. Protect your employees and your business.

Leslie Pond is an Investigator with the California Department of Alcoholic Beverage Control and the founder of [FakedTrainers.com](http://FakedTrainers.com).

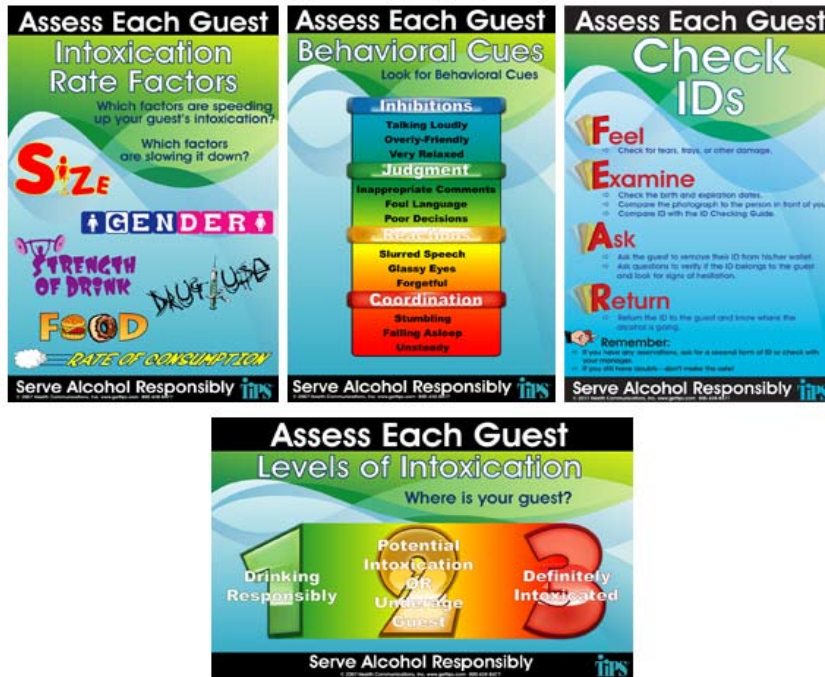
## February



1. **Brian Crusan from FL**  
05 yr. trainer 662 trained
2. **B. Jonathan Balliet from CO**  
05 yr. trainer 202 trained
3. **Adam Kearns from IN**  
01 yr. trainer 163 trained
3. **Christopher Pigg from KY**  
02 yr. trainer 163 trained
4. **Robert Hart from RI**  
03 yr. trainer 151 trained
5. **Gregory Altieri from CT**  
05 yr. trainer 146 trained
6. **Ralph DiMatteo from OH**  
18 yr. trainer 121 trained
7. **Michael Marcantonio from MA**  
27 yr. trainer 120 trained
8. **Frank Gallagher from NY**  
15 yr. trainer 112 trained
8. **Richard Jung from WI**  
07 yr. trainer 112 trained
9. **Beth Wilcox from NY**  
04 yr. trainer 111 trained
10. **Britt Mund from NY**  
02 yr. trainer 107 trained

# TIPS TRAINING ACCESSORIES

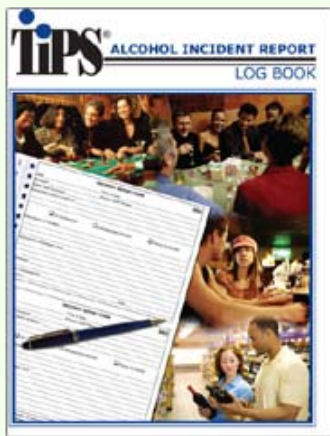
## Job-Aid Posters



TIPS Trained establishments can display FOUR (4) unique posters within their establishments to remind employees the ways they should assess their guests. The posters include ID checking tips, intoxication rate factors, behavioral cues, and levels of intoxication. The posters are a great way to reinforce TIPS training.

Cost: \$10 per set + T&F

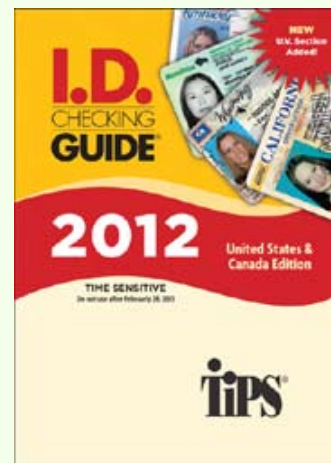
## Incident Report Log Book



This book provides an easy-to-follow format for employees to apply and record good documentation. The book is broken down into two-parts: a Daily Log and Incident Report Forms. Completing this log every day demonstrates consistency and commitment on the part of the establishment to monitor and address alcohol-related incidents.

Cost: \$30 ea. + T&F

## ID Checking Guides



This 100 page guide offers information about the physical characteristics of state IDs, including the issuing agencies policy on lamination, specific state seals, and identifying techniques. The guide also provides information on state-issued ID cards, military IDs, and ID from all the Provinces in Canada.

Cost: \$23.95 ea. + T&F

To order, call (800)438-8477  
or log-in to your TIPS Training Portal at [www.gettips.com](http://www.gettips.com).

## TIPS Launches New Web Site



HCI is pleased to announce the launch of the next generation of [www.gettips.com](http://www.gettips.com). We created the new site to update and improve content and graphics, and to make navigation easier for customers and web site visitors. The site offers user-friendly pages to help visitors find appropriate solutions for their alcohol training needs.

One of the goals of the new web site is to strengthen relationships with all the different types of users who visit our site on a daily basis. On any given day, alcohol servers, sellers, consumers, coalition members, law enforcement professionals, college administrators and students, insurance carriers and agents, alcohol regulators, and TIPS trainers visit our site. The new site will offer a web experience that will allow these visitors, both TIPS enthusiasts and those who are unfamiliar with TIPS, to quickly find the solutions that fit their particular needs. The site also better reveals the full capabilities of TIPS so that even our current customers will better understand the many solutions we offer and how we can help them improve and implement their alcohol management plans.

To view our new website, visit [www.gettips.com](http://www.gettips.com).

## ATTENTION TIPS TRAINERS! Know How to Obtain Your TIPS Participant Exams

### Obtaining TIPS Participant Exams

TIPS participant exams for all our programs are updated frequently. Therefore, we have made the exams available to you 24/7 online. [Here is how to get the exam you need for your training session:](#)

1. Access the TIPS Training Portal through [www.gettips.com](http://www.gettips.com).
2. Login at the top of the page using your Username and Password. If you have not previously registered, then register to obtain these. If you have forgotten either, you can request that the information be emailed to you from the login screen, or you can contact your Account Manager at 800-438-8477.
3. After you are directed to the main page of Certification Manager, look for "Trainer Libraries" in the left-side menu and click on "Participant Exams."
4. Scroll through the list of participant exams or search by name to find the one you need. Click on the exam name to download the exam in Adobe Acrobat. (If you do not already have Adobe, download it using the link provided at the bottom of the page.)

*Note: There are several pages of participant exams, as well as multiple versions of each program's exam. Be sure to go to the correct page and carefully read the description of the exam to make sure you download the proper exam for your session.*

### Using TIPS Participant Exams

Always check to see that the version number of the exam you have downloaded is compatible with the version number of the manuals you are using for the class. You can find the version number in the upper right hand corner of the exam, and on the lower left corner of the back cover of the manuals. As long as the first digit of the version number is the same, the materials are compatible. (Example: 2.01 and 2.04 are compatible, but 2.01 and 3.01 are not.)

Have all your participants fill-in the correct version number of the exam on their Certification Test Forms before they begin the exam.

Make as many copies of the exam as you will need for your session. Be sure that participants understand that they need to record all their answers on the Certification Test Forms they remove from the backs of their manuals, and not on the test questions.

Periodically, you will want to download another copy of the exam to pick up any changes that have been made. Sometimes, minor changes are made to certain questions based on trainer feedback without a new version of the test being released. When necessary, completely new versions of the test questions are released, so be sure to go back to the web site and obtain a new copy every now and then.

*\* It is rare that older versions of the exams cannot be processed, so don't worry if you administer a class and then find that the exam has changed. We will always give you a lot of advance notice when an exam is to be discontinued.*

Follow the links to review the Policies and Procedures for TIPS Trainers

[www.gettips.com/PDF/Trainer\\_Procedures\\_120110.pdf](http://www.gettips.com/PDF/Trainer_Procedures_120110.pdf)

[www.gettips.com/PDF/Trainer\\_Policies\\_120110.pdf](http://www.gettips.com/PDF/Trainer_Policies_120110.pdf)

**Answer: An early sign that intervention is needed is (C) when a person begins to show impaired judgment.**

## TIPS Joins Social Networking Community

Follow the "The TIPS Program" on:



**Join your TIPS certified peers and others in these one-of-a-kind forums!**