

MAR

2010



Change of Address

NEW ADDRESS:

1400 Key Blvd. #700
Arlington, VA 22209

TIPS

NEWSLETTER

TIPS Trainer Spotlight: Tammy Turner

TIPS Training: A College Approach



The Georgia Institute of Technology is internationally recognized for providing one of the best educational experiences available anywhere in the world. More than 16,000 students representing 113 different countries make

up the urban residential campus community. From its beginnings more than a century ago, the Georgia Institute of Technology has established a tradition of excellence in technological research as well as education. The Institute is well known for its high academic standards and stands among the top ranks of research universities (retrieved: www.gatech.edu/about/).

Georgia Tech is also committed to providing a campus environment free of the abuse of alcohol and the illegal use of alcohol and other drugs. To enhance this commitment, the Institute has adopted and implemented policies and programs that seek to prevent the illicit use of drugs and the abuse of alcohol by university community members (retrieved: <http://www.catalog.gatech.edu/genregulations/alcohol.php>). I serve as

the Alcohol & Other Drug Prevention Coordinator in Health Promotion, a unit of Stamps Health Services at Georgia Tech. In that capacity, I have experienced the continual development of a comprehensive strategic plan for alcohol that addresses education, prevention, and intervention designed to prepare students for the pressures of college life associated with alcohol use and abuse. I am honored to explain how *TIPS for the University* plays a role at Georgia Tech and to highlight some of the experiences of our trainers and students.



L to R: Darby Frizzell from Alumni Association, Brett Hulst from Residence Life, Vladimir Oge from Health Services

TIPS Trainer Spotlight, continued

The Office of Greek Affairs has used *TIPS for the University* as an educational tool for several years. Greek Affairs is a unit in the Office of the Dean of Students and provides advisement and development for an active Greek community (39 fraternities and 16 sororities) representing over 24% of the undergraduate population. Buck Cooke, TIPS Trainer & Director of Greek Affairs, has stated that, "One of the reasons *TIPS for the University* is a benefit to the campus community is because students are receptive to the message." Shane Sandridge, TIPS trainer and Sigma Nu Fraternity brother, has experienced *TIPS for the University* from the perspective of both trainee and trainer. Sandridge stated that as a TIPS trainer, "I have the opportunity to engage my peers in a small group setting where we can openly discuss our opinions about alcohol consumption and safety. My personal knowledge has greatly increased and provided a safer environment for students." In order to provide students more access to *TIPS for the University*, funding for the program was included in a Young Adult Program grant awarded by the Georgia Governor's Office of Highway Safety to Health Promotion. The purpose of the grant is to assist in creating prevention programs that address the relationship between alcohol and highway safety issues in the State of Georgia.

A portion of the grant money was used to host TIPS Train-the-Trainer workshops for student and staff members. The Train-the-Trainer workshops have been well received on campus; Georgia Tech



L to R: Buck Cooke from Greek Life, TIPS Master Trainer, Larry Moore, and student, Shane Sandridge

currently has 16 TIPS-certified trainers on campus. Vladimir Oge, Director of Health Promotion, said, "I found that my skills as a public health educator were significantly improved as a result of facilitating *TIPS for the University*. The curriculum is very dynamic because it both engages and educates participants. Anyone in public health knows that it can be very challenging to be informative, while maintaining the interest of the audience. I believe that *TIPS for the University* achieves the balance in a remarkable way."

The structure of the *TIPS for the University* program has also been well received at Georgia Tech. Georgia Tech Police Officer and TIPS Trainer, Alex Gutierrez, notes, "I find that an informal but structured training makes everyone more at ease and provides an opportunity to talk about 'real life' scenarios." Vladimir Oge was a member of the team that facilitated the first *TIPS for the University* class at Georgia Tech in 2010. "I believe that the role-playing exercises were the most beneficial part of the training," he said. "It was fun, but it also reinforced the notion that effective intervention behavior requires some thought and is definitely a valuable skill."



L to R: TIPS Master Trainer, Larry Moore and student, Shane Sandridge

Since the beginning of 2010, about 200 Georgia Tech students have become TIPS-certified. Sandridge's unique position as student and TIPS trainer speaks volumes to the goal of *TIPS for the University* at

TIPS Trainer Spotlight, continued

Georgia Tech, "It is difficult to bridge the initial communication barrier, especially about this subject. In my opinion, being able to facilitate has allowed me to directly impact students' behavior." We look forward to additional positive comments about *TIPS for the University*. In fact the President of Phi Mu Sorority at Georgia Tech, Julia K. Rogers, summarizes our continued hopeful impact, "*TIPS for the University* was very beneficial for the sisters of Phi Mu. The group discussions provided a great atmosphere to spend time together and bond, bounce ideas off each other, devise alcohol abuse prevention plans, and learn how to respond in the case of an emergency. We now feel educated and prepared."

By: Tammy M. Turner, 2-yr. TIPS Trainer and Alcohol & Other Drug Prevention Coordinator Georgia Institute of Technology, Atlanta, GA



The well has run dry on the older version of the university manuals, so trainers MUST now make the upgrade to 3.0 when their personal supplies of the older manuals are depleted. Although the older version of the products are no longer available for purchase, the 2.0 manuals remain valid and sessions submitted using the 2.0 materials will always be accepted.

We're Moving!



As of March, 29, 2010 our new corporate headquarters address will be:

**1400 Key Boulevard
Suite 700
Arlington, VA 22209-2248**

Please note that all mailed correspondence, including TIPS sessions and payments, should be sent to our new location. Phone numbers, emails, and the top-notch customer support to which you, our customer, have become accustomed will not change.

TIPS Trainer Awards ~ Clarification

In last month's newsletter we published the names of trainers who had recently passed the milestone of having training over 100, 500 or 1,000 TIPS participants. We should have been clearer about how we came up with those lists! Those names represented trainers who reached the particular milestone since November 2009. We generate the 100-level lists quarterly (in February, May, August and November), and the 500- and 1000- level lists biannually (in February and August). For many years TIPS has awarded wall certificates and wall plaques for those training milestones, but last month was the first time we ever published the names in the TIPS Newsletter! We plan to continue publishing the names from now on. We apologize for the lack of clarity.

Jean Bignell, Newsletter Editor



Higher Education Center Alert (Wednesday, February 24, 2010)

OSDFS Announces FY 2010 Grant Competition for Models of Exemplary, Effective, and Promising Alcohol or Other Drug Abuse Prevention Programs on College Campuses

Catalog of Federal Domestic Assistance (CFDA) Number: 84.184N

Applications Available: February 22, 2010

Deadline for Transmittal of Applications: March 31, 2010

Eligible Applicants: Institutions of higher education that offer an associate or baccalaureate degree (IHEs)

Purpose: The goals of this program are to identify and disseminate information about exemplary and effective alcohol or other drug abuse prevention programs implemented on college campuses. Through this grant program, the U.S. Department of Education (ED) also will recognize colleges and universities whose programs, while not yet exemplary or effective, show evidence that they are promising. All programs to be considered for recognition must have a minimum of two years of data to support the effectiveness of their interventions.

Application Submission: Applications may be submitted electronically via e-Application or in hard copy.

Application available at: <http://www2.ed.gov/programs/dvpcollege/applicant.html>

Project Period: Up to 24 months

Estimated Average Size of Awards: \$137,500

Maximum Awards per recognition category:

- \$100,000 for Promising Programs, plus indirect costs.
- \$150,000 for Exemplary and Effective Programs, plus indirect costs

Estimated Number of Awards: 6

Competition Manager: Amalia Cuervo

Email address: amalia.cuervo@ed.gov

Telephone: 202-245-7881

Quick Links

- [Center Homepage](#) [HEC/News Home](#)

FROM THE FIELD

By Kevin Scott, 2-yr. TIPS Trainer and President of Go Global Food, LLC



“Please note this link to see the new TIPS class being offered by the Washington Wine Academy with yours truly at the helm. The Washington Wine Academy is very quality oriented – so it says a lot that they chose TIPS. The first class is on March 29 – see the right column under Wine Events.”

<http://www.washingtonwineacademy.com/contact-us.htm>

A self-described “lifer,” Kevin’s roots in the food and hospitality industry began while growing up on an Eastern Maryland family farm. Prior to becoming a trainer, he worked both the back and front of the house, and led international sales efforts for global food companies, including Perdue and ConAgra.

Kevin became a certified TIPS® Trainer in 2008, and has been recognized by the Governor of Virginia for his Responsible Alcohol Service Training efforts. He has acquired clients that include Gaylord Hotels, operators of national brands including Marriott, Hyatt, Wyndham and Sheraton, as well as Lord Fairfax Community College, many Blue Ridge Wineries, The Washington Wine Academy and numerous independents. He presently juggles training work (including food safety training/certifications) and global food sourcing for major clients like Singapore Airlines.

He is active in the local community and professionally through the American Culinary Federation (DC and Quad State Chapters). He resides in the Shenandoah Valley near Winchester, Virginia, but is happy to “cross the mountain” to provide clients with a high quality and effective certification experience. His only rules in class – “have fun, learn, and get certified.”



Government Relations News



There is still no news to report on **Arizona**. The Department of Liquor Licenses and Control (DLLC) has stated that it intends to re-start the process to adopt its proposed mandatory training regulations, which were killed by Governor Brewer in January of 2009. They have not, however, stated when they might do this. Given the state's serious economic situation, we do not anticipate this happening anytime soon.

TIPS maintains close contact with DLLC, and we will notify trainers promptly if anything changes. We strongly recommend that you do not defer any training based on the possibility of the state going mandatory at some point in the future.

If you want to train commercial programs in Indiana and you do not have ATC certification please do not train there until you obtain this certification. If you are interested in attending a certification seminar you may either contact the nearest ATC field office for information, or contact the TIPS Government Relations Office to see if and when an additional certification seminar will be held.

Commercial TIPS sessions trained in Indiana by trainers without ATC certification will be rejected.



The **Indiana** Alcohol and Tobacco Commission (ATC) recently provided us with updated information on three very important issues that commercial trainers (On Premise, Off Premise, Concessions, and Gaming) should be aware of:

1. Participants who were previously trained between January 1, 2007 and January 1, 2010, and are retrained prior to midnight on April 30, 2010, DO NOT need to obtain a new server/seller permit. They only need to re-certify.
2. The ATC exam is NOT required. The TIPS exam is the only exam that must be given.
3. Training is NOT required for employees of convenience stores.

And a reminder - if you wish to train commercial programs in Indiana you must be certified by ATC, or by a TIPS Master trainer authorized by ATC to certify trainers. TIPS has held two certification seminars in Indianapolis so far this year. While there are no other seminars currently scheduled, it is possible that additional certification seminars could be added to the schedule if enough trainers request it.



We have a clarification about training in **North Carolina**. In 2008, training became mandatory for applicants seeking temporary licenses. We have recently learned

from the state, however, that they are now issuing temporary licenses to applicants for permanent licenses, pending the completion of the investigation and review process, which can take several months.

Training is therefore mandatory for all applicants for any permanent license. Only the person whose name appears on the license must receive this training. TIPS is approved by the state for this purpose.



Attention **Pennsylvania** trainers: We have received word that some trainers (not necessarily with TIPS) have been telling participants that

confiscation of fraudulent or forged IDs is now allowed in Pennsylvania. This is not correct.

There is a bill pending before the state legislature to allow confiscation of fraudulent or forged IDs, but it may be months before it passes, if it actually does. We will notify trainers when and if this happens. Until then, please be confident that the information on the state law sheet regarding this issue is correct.



Government Relations News, continued



If you train commercial programs (On Premise and Off Premise) in **Johnson City, TN**, be advised that the City Clerk's office is requiring use of an application form before they will issue server/seller permits. This is a new requirement of which we have only recently been notified.

The participant should present the form, completely filled out and with the trainer's signature, along with his/her TIPS certification card in order to be issued a permit.

Trainers needing this form should contact the TIPS Government Relations Department.

Are you planning to travel out of state to train? If so, there are several states that require trainer permits, and most of the regulated states have specific requirements that must be met, such as exams, reports, etc.

As a general rule, if you are planning to travel out of state you should contact the Government Relations Department a minimum of six weeks in advance so that you can comply with the requirements of the state in which you are training.

TIPS Government Relations Department

800-438-8477 ext. 317
govrel@gettips.com

From the Field

By TIPS Master Trainer, Patti Parker-Forbes, Lake City, Michigan

I was having an IM conversation with my son, Sean, the other day and it reminded me of some very important points about training. Sean is a deaf musician, writing and performing his songs - mostly rap - to American Sign Language (ASL). He recently performed at Central Michigan University and I was reading some of the comments made after the show. Of course most were positive, that he was doing music that had never been done before, but some of the comments were not so positive. Sean told me that he likes to read the negative comments, too, because they make him think about what he's doing and if there are things that he needs to adjust.

So I started thinking about TIPS training and the evaluation forms after the session. We all LOVE to read how great we are and what a wonderful job we did. That's human nature. And if we get an evaluation that isn't all perfect we come up with a million reasons why that person would have rated us poorly. While I agree that most times it's just a conflict of personality, there are times when the not-quite-perfect responses are well founded.

If we never change or adjust what we do and how we say things, our training tends to get old and stale after a while. We are no longer "on top of our game" and our message gets lost in the mundane delivery that is so easy to fall into. Read those evaluations and take some of them to heart. What are we doing

that could be changed? How can we improve our training? What do WE need to do to help the class be more engaged? Is it/was it a personality conflict or are we just boring? Did we forget that this is discussion-based training? Did we lecture too much? Did we forget to consider everyone's ideas? Are we making an effort to accommodate most different learning styles?

Remember that sometimes the only way we can improve is to look for and study our weaknesses and then make the change. A little constructive criticism never hurt anyone.



L to R: Patti Parker-Forbes and son, Sean.

FROM THE FIELD

By Jeff Forbes, 4-yr. TIPS Trainer in Farmington Hills, Michigan

Jeff's father is 24-yr. TIPS Trainer, Scott Forbes, who has trained over 15,000 people in TIPS, and his mother is TIPS Master Trainer, Patti Parker-Forbes, who has trained over 2,500 participants in TIPS and close to 4,800 TIPS trainers.

About a month ago I had a TIPS On Premise class scheduled for 9:00 AM in Detroit's West side. Due to weather, the client had previously had to cancel a class scheduled with another trainer. She was anxious to get the class re-scheduled with me so that she could be compliant with the Michigan Liquor Control Commission.

Well, the night before the class didn't exactly go as planned. I am a firefighter/paramedic and I was supposed to get off my shift at 7:30 AM. We had an early morning fire at an assisted living center that required a little more work than usual. We had to make several transports to a hospital – thankfully nothing life threatening -- but when 7:30 rolled around I was still working and the TIPS class was scheduled for 9:00 AM! Fortunately for me, I have a few other family members who are TIPS trainers so I was able to text my Mom, Patti, who then contacted the client to let them know I was going to be late. So far, so good; they were running late, too.

I finally finished up my paperwork and left work at 8:30 AM, ran home, took a shower, and headed into the city for the class. En route I called the client and she said not to worry; her staff was still running a little late. I got to the establishment around 10:20 and only 4 people had arrived. By 11:00 AM everyone was there, I think 15, and we had a great class.

By this time I had been up for over 24 hours and it was great for me, as a trainer, to have such an engaging class. I was exhausted but we all had great attitudes and it was probably one of the better and more enjoyable TIPS classes I have ever had.



I've been training TIPS for almost 4 years now and I know that not every class is going to come off as planned. Sometimes it's you; sometimes it's them. Every group you train is different and every group is special, some more so than others. Sometimes you have to be flexible, but there are also circumstances where flexibility is not what's called for. The most important thing is that attitude is everything and if you have a good attitude it will reflect onto your class. Usually that's the key for making the best of a bad situation!

QUESTION

People who are talking and moving very slowly, are forgetful, or have trouble buttoning their coats are showing signs of which behavioral cue? (Remember that cues are visible, progressive signs of intoxication.)

ANSWER

People who are talking and moving very slowly, are forgetful, or have trouble buttoning their coats are showing the behavioral cues of compromised **REACTIONS**.

This is an exam question that is frequently missed. Here's hoping this explanation helps TIPS trainers explain the behavioral cue categories. The job aid posters do a fantastic job of laying out the cue categories clearly in a visual form, so we highly recommend using them in your sessions!

People at the first 2 levels of intoxication will typically exhibit behavioral cues that reflect "mental" impairment:

1. Inhibitions. Cues indicating *lowered inhibitions* include behaviors such as talking loudly, or becoming overly friendly or very relaxed.
2. Judgment. Cues indicating *impaired judgment* may include inappropriate comments, poor decision-making, or the use of foul language.

By the time people have reached the 3rd and 4th levels of intoxication, the behavioral cues will typically indicate "physical" impairment:

3. Reactions: Cues indicating *slowed reactions* include slurred speech, glassy eyes, and forgetfulness.
4. Coordination: Cues indicating a *loss of coordination* include behaviors such as stumbling and falling asleep, or unsteadiness on one's feet.

The reason the answer is "Reactions" is that moving slowly, being forgetful and having trouble buttoning a coat are all behavioral cues that represent physical impairment ...but they are not at the level of seriousness of falling asleep and falling over! Those very, very serious impairments are reserved for the category "Coordination."

Job-Aid Posters Now Available!

TIPS-trained establishments can now display THREE unique Job-Aid Posters within work areas or other locations, such as employee lounge or break areas, kitchens, stock rooms, employee punch-in areas, and HR offices. The 11x17 full-color posters offer reminders about ways employees should assess their guests. The posters emphasize behavioral cues, intoxication rate factors, and levels of intoxication. Many TIPS Trainers use these posters as props when conducting their training.

The posters are sold in sets for \$5 per set plus tax & freight. To order, visit www.gettips.com or contact your Account Manager at 800-438-8477.



Alcohol Incident Report Log Book

One of the best defenses against liquor liability lawsuits is good documentation. TIPS is pleased to offer a tool that establishments can use to create good documentation about alcohol-related incidents. The Incident Report Log Book provides an easy-to-follow format for employees to use to record incidents as they occur. The Log Book also helps to reinforce the practice of the skills and responsibilities learned through TIPS training.

Consistent and thorough documentation is an essential part of demonstrating a commitment to responsible alcohol service. The Incident Report Log Book is being offered for \$30 each plus tax & freight. To order, log-in to your online training portal at www.gettips.com or contact your Account Manager at 800-438-8477.

The book is broken down into two parts: a Daily Log and Incident Report Forms. The daily log includes an entry for every day of the year where managers or other designated staff can record whether or not an incident occurred. Completing this Daily Log every day demonstrates consistency and commitment on the part of establishments to monitor and address alcohol-related incidents. Following the Daily Log, there are uniquely numbered forms to document all the details related to incidents that may occur at an establishment.



September

09/01 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/09 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/02 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/10 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/03 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/11 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/04 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/12 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/05 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/13 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/06 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/14 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/07 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/15 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____
09/08 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____	09/16 <input type="checkbox"/> No Incident <input type="checkbox"/> See IRF No. _____ Signature: _____

INCIDENT REPORT FORM 001

Date: _____ Time of Day: _____
 Manager: _____ Primary Staff Person: _____
 Other Staff Involved: _____
 Name/Description of Patron: _____

ID Confiscated Transportation Offered
 Non-Alcohol Beverage Served Police Contacted

Intervention Strategies Used: _____

Witnesses: _____
 Comments: _____

Form Completed By: _____ Signature: _____ Date: _____

INCIDENT REPORT FORM 002

Date: _____ Time of Day: _____
 Manager: _____ Primary Staff Person: _____
 Other Staff Involved: _____
 Name/Description of Patron: _____

ID Confiscated Transportation Offered
 Non-Alcohol Beverage Served Police Contacted

Intervention Strategies Used: _____

Witnesses: _____
 Comments: _____

Form Completed By: _____ Signature: _____ Date: _____

Your Support Staff at TIPS

Jean Bignell, Account Manager: Health Communications, Inc. / TIPS Program

Our trainers make my job fun! You really bust your buns out there trying to keep up with your many responsibilities at work and pull off well organized and interesting TIPS sessions! That takes planning, dedication and an inner drive to be a good leader even under the daily pressures of your hectic work life. I have tremendous respect and admiration for all our TIPS trainers. It is an honor and my pleasure to support your training efforts!

This is my eighth year with HCI/TIPS and over those eight years I've seen many improvements in our services and products. When I started here our trainer recertification exams were not online, so each month one co-worker and I printed, stapled, packed and addressed paper recert exams for about 500 trainers! That usually took 2 ½ days given the fact that we also had our other duties assisting callers. Our web site was also much more "primitive." It's been fun to see how our systems have evolved over time, though of course we have had our share of bugs as we've rolled out new services and computer processes. Thank goodness TIPS trainers in general are flexible people! We got through all those bumps together!

My work background includes serving customers in all sorts of restaurants, including those in large, corporately owned hotels and establishments as well as neighborhood, family-owned establishments. I also spent some years as a bilingual customer service trainer and training coordinator for a retailer with about 300 employees. The experience as a trainer helps me to appreciate the planning time and sometimes the frustration I know some TIPS trainers encounter when people don't show up for sessions!

I have a BA from the University of Maryland's European Division, with a major in management and minor in psychology.

Something interesting about me is I've traveled quite a bit. As a child I lived in England and northern Spain. We went on family trips to Scotland, France, Portugal and Switzerland. I met my husband while in high school in San Diego, California. He had never traveled further than the few states around California, but I influenced him to seek work that would allow us to travel. The result is that he and I and our two children spent a year living in the southern village of Inarajan on Guam, five years living in Turkey, and nine in southern Spain. We back-packed all over Europe with the kids in the summers. It sounds glamorous, and in some ways it surely was, but it was

also extremely challenging! We used public transportation (and our feet) to get around, and had to deal with language and cultural changes (including currency conversions) as we traveled from place to place. There were many other challenges of camping with two small children in a foreign country without a car! We kept strange hours, dealt with extreme weather, and managed daily life often without a lot of the modern amenities – I remember taking cold showers and hand-washing our clothes. Some of the more serious challenges we faced included broken bones, and accidental separation from our six-year-old son at a German train station.

Our son is a certified TIPS trainer! He is currently in China teaching English. Our daughter is a recent graduate of the Culinary Institute of America in New York, and currently works as a server at a Hudson Riverfront restaurant. Her work group is TIPS trained! She also hopes to pursue a career overseas. My husband and I still travel, but mostly short road trips to explore beautiful Virginia and nearby states. We read aloud in the car. I enjoy gardening and knitting for babies, and I love playing with my poodle puppy.

I am a firm believer that intoxicated people cannot be held fully accountable for their actions. Given that belief, I think it is up to each one of us to do what we can to prevent our friends, loved ones and customers from becoming intoxicated, and, if someone is already intoxicated, to do everything in our power to protect and ensure the safety of that individual. Thank you for training the TIPS program ~ you make the world a better place!

Jean Bignell bignellj@gettips.com 1-800-438-8477 ext 315
Account Manager for DE, DC, KA, PA, MD, MI, ND, VA, WY and Europe



This was taken on Super Bowl Sunday, Feb. 7, 2010, after the "blizzard." Fairfax, Virginia, about 20 minutes from Washington, D.C.

ICEBREAKERS Sent in by TIPS Trainers

I have used this idea for years. I break the class into groups and give each person a sheet of paper. I then give them 3 minutes to write down all the slang terms for the word "drunk." Each team says an answer out loud and I write it on my board. If another team also has that term on their paper, they must cross it off.

No duplicates are allowed. The team with the last word for drunk wins. I give out little knick-knacks from our vendors as prizes. Anheuser Busch is very supportive of the TIPS program in Hawaii so they give me caps, shirts, key chains, etc., for the participants.



Aloha, Julie Yoneyama, 7-yr TIPS Trainer, Old Lahaina Café, Lahaina, Hawaii

Here is a great icebreaker that works well and is a lot of fun!

Before I introduce myself, I hand out index cards to each class member. I ask them to draw a PIG. All I say is don't look at your neighbors' pig, don't even peek! I don't say anything else. I give them 3 minutes to draw the pig and then I ask them to write their names on the opposite side of the card.

After the three minutes are up, I introduce myself, the class, what we are going to learn, and the three ways (audio, visual, and hands-on) I am going to cover the material.

Then, I say, I bet you are wondering why I had you draw a pig? I explain in a tongue-and-cheek fashion how their pig drawings represent their personality traits.

If the PIG is drawn...

Toward the top of the paper, the person is a positive, optimistic person.

Toward the middle of the paper, the person is a realist.

Toward the bottom of the paper, the person is a pessimist and has a tendency to be negative.

Facing left, the person is traditional, friendly, and good at remembering dates, including birthdays.

Facing forward (or angled forward), the person is direct, enjoys playing "the devil's advocate," and neither fears nor avoids discussions.

Facing right, the person is innovative and active but does not have a strong sense of family, and the person is not good at remembering dates.

With many details, the person is analytical, cautious, and distrustful.

With few details, the person is emotional and naive, cares little for details, and is a risk-taker.

With four legs showing, the person is secure and stubborn, and sticks to his ideals.

With less than four legs, the person is insecure or is going through a period of major change.

With large ears, the person is a good listener. The larger the ears, the better listener the person is.

With a long tail, the person has a good sex life. The longer the tail, the better it is.

Participants all get a kick out of this icebreaker! When we're done with it, I have them flip the card over to show their names so that I can address them personally as we go through the class.

Cate Monroe, 2-yr TIPS Trainer, Texas Roadhouse, Roseville, Michigan



Holding up pig pictures, taken at Texas Roadhouse, Roseville, Michigan. "Yesterday, I was in Chesterfield holding a class as well as Saturday. I have really enjoyed doing this!!! I get a lot of great feedback from the participants and they all said that they dreaded coming to a 3-4 hour class, but I made it fun and they did find it useful!" TIPS Trainer, Cate Monroe.

Icebreakers by TIPS Trainers, continued

The icebreakers I use vary with the size of the class.

Two truths and one lie... Have each person introduce himself (or pair people up to introduce each other) and say two truths and one lie and let the class decide which is which.

OR

The Count-Off... I come up with the number that represents half the number of class participants and have them count off to that number and then start again. Then I pair up the ones, twos, threes, etc., and give them a few minutes to get to know each other. I then have each person introduce the other person in the pair. This breaks up the class and allows attendees to network and feel more comfortable with one another. Since people have the tendency to sit beside those they know, this exercise helps get people talking and moving more freely outside that comfort zone.

OR

The penny... Ask participants to consider whether they're likely to really know something after seeing something many times. Then, ask the class what is on the front of the penny. Allow for thoughts, agreement and disagreement. Point out that this exercise sets the tone for the class ~ that we all have a shared goal. Some information we know but need to take a step back to remember what we know. Also, we are not all going to agree because of different viewpoints, yet we are going to be respectful of one another. And, finally, this icebreaker helps convey the idea that before we move on to other topics, we will summarize the information and come up with answers.

OR

State your preference... I have participants introduce themselves and state their preferred drink of choice. Then later, when I cover information about the relative strengths of drinks or other comparative considerations, I will relate it back to the class by asking if Jim's beer is equal to Susie's wine and Joe's shot.

In summary, you can use an icebreaker to set the tone for the class. You want to appear comfortable and confident with an air of seriousness, but also open and approachable. Remember that you as the trainer don't have all the answers, that there is a wealth of

information and knowledge in the room. Indeed the servers are the experts. And, finally, you want the attendees comfortable with one another. ALWAYS at least allow the class to introduce themselves and remember and use their names. You are facilitating in an adult learning environment. Cover the housekeeping up front and make sure the guidelines reflect the adult learning environment. I always remind participants that they can get up and move around during the class as long as it is not disruptive. People in our industry are typically on their feet for hours on end and sitting for long periods may not be conducive to a good learning environment.



By Gig Robinson, who has worked for the WVABCA for over eight years and is currently the Spokesman (PIO) and Education Supervisor. He is a member of the Governor-appointed board of the WV Partnership to Promote Community Well Being and the Governor's Prescription Abuse Task

Force. Gig is chair of the statewide underage drinking task force, which is comprised of two Governor-appointed workgroups. Gig serves on Governor's Committee on Crime, Delinquency and Correction's Statewide Advisory Group (SAG). He helped to initiate and develop the WV Statewide Higher Education Initiative to Address Alcohol and Other Drugs and (WV CIA) and served as co-chair for the last six years. Gig serves on the Advisory Board for the Problem Gamblers Network and works with county prevention partnerships throughout the state. Gig is a Master Trainer for Health Communications Inc. (TIPS) and travels the US and Canada conducting trainer programs for TIPS Commercial and University programs. Recently, Gig was selected to speak at the National Liquor Law Enforcement Associations Training Academy in 2008 and assist in training the leadership phase. Gig was a recent member of the 2-year appointed planning committee for the US Department of Education's Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education. Gig speaks before civic groups, statewide organizations, schools and ABCA licensees and works with various media outlets.



TIPS Trainers BILINGUAL in SPANISH

Call 1-800-438-8477 ext. 315 for contact information for these trainers or send an email to customerservice@gettips.com

The following information highlights the availability of trainers who can train TIPS in Spanish. Also included is a general summary of the areas where each trainer is willing to train.

Name	Home Location	Travel Area
CALIFORNIA		
Juan Leon	Ontario, CA	Willing to travel in San Bernardino County, to Orange County, Inland Empire, Los Angeles area and San Diego.
Melissa Paramo	Indian Wells, CA	Willing to travel 2-3 hours away, San Diego, Los Angeles, Riverside, Irvine, Orange area.
Julie Swartz	Yorba Linda, CA	Willing to travel within a radius of 2 hours, or anywhere if given enough notice. San Diego, all of Los Angeles County, San Bernardino, etc.
Aureliano Yepez ("Yepez")	Culver City, CA	Willing to travel within a radius of 50 miles.
FLORIDA		
Javier Araya	Orlando, FL	Willing to travel anywhere within the United States or internationally ~ has prior experience training TIPS in Central & South America.
Maria Ramos	Naples, FL	Willing to travel up to 120 miles.
ILLINOIS		
Carlos Chavez	Elgin, IL	Willing to travel anywhere, assuming travel expenses are paid.
Ricardo Gasca	Elgin, IL	Willing to travel a 50 mile radius, and possibly beyond. Contact to negotiate exceptions based on your requirements!
Thomas Robertson	Chicago, IL	Willing to travel anywhere in Illinois and northern Indiana. Has limited Spanish-speaking skills but has experience training TIPS to a Spanish-speaking group using management or other employee as translator.
KANSAS		
Silvina Guerrero	Overland Park, KS	Will travel up to 30 miles.
MARYLAND		
Susan Hayes	Frederick, MD	Willing to travel to Montgomery County, Baltimore, Washington DC, and further for a large group. Has limited Spanish skills but has experience training in Spanish using a translator she provides.
Santiago Poblete	Frederick, MD	Willing to travel anywhere.

TIPS Trainers BILINGUAL in SPANISH, continued

Name	Home Location	Travel Area
NEW YORK		
Gina Santiago	New York, NY	Willing to travel anywhere.
NORTH CAROLINA		
Javier Carranza	Wake Forest, NC	Willing to travel 30-35 miles from Wake Forest: Henderson, Louisburg, Durham, Raleigh, Cary, Garner, Zebulon, Clayton.
PUERTO RICO		
Miguel Rodriguez	Guaynabo, PR	Willing to travel anywhere in Puerto Rico, and to Florida.
TENNESSEE		
Payel Plasencia	Morristown, TN	Travel willingness depends on the size of the class. Generally willing to travel as far as the Johnson City area going east, and as far as Knoxville going west.
John Zamora	Murfreesboro, TN	Willing to train anywhere in Tennessee.
VIRGINIA		
Carlos Palacios	Arlington, VA	Willing to train anywhere in Virginia or Washington DC. Will travel further for groups of 60 or more.
WYOMING		
Jennifer Lasik	Kemmerer, WY	Willing to travel anywhere, assuming travel expenses are paid.

FEB. 2010 TOP 10 TRAINERS



- | | | | |
|------------------------|----------------|----|-------------|
| 1. Brian Crusan | 03 yr. trainer | FL | 320 trained |
| 2. Lawrence Greene | 17 yr. trainer | IN | 191 trained |
| 3. Paul Chapman | 09 yr. trainer | AZ | 141 trained |
| 4. James Power | 02 yr. trainer | CA | 113 trained |
| 5. B. Jonathan Balliet | 03 yr. trainer | CO | 109 trained |
| 6. Tracie McClain | 02 yr. trainer | NM | 107 trained |
| 7. Adam Chafetz | 26 yr. trainer | VA | 89 trained |
| 8. Richard Jenkins | 06 yr. trainer | FL | 85 trained |
| 9. Amy Laux | 01 yr. trainer | CA | 84 trained |
| 10. Michael Lacouture | 12 yr. trainer | FL | 79 trained |



Office Closed on March 26, 2010

Please note that our office will be closed on Friday, March 26, 2010 due to the transition to our new office space.

As of March 29, 2010, our new address will be:

1400 Key Boulevard
Suite 700
Arlington, VA 22209-2248