

## **TIPS Trainer Joins Local Firm**

*From the Palm Springs, CA, Desert Sun, 3/29/10*

Concept Branding Group has included TIPS alcohol awareness training to its program offerings, the company has announced.

Steve Gostin, lead consultant, is a certified instructor and has issued hundreds of certifications to those who serve alcohol and licensees.

Concept Branding Group is a strategic brand and operational consulting firm specializing in the food, retail and beverage industries. The firm opened a branch office in Palm Springs in 2009.