



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

FOR IMMEDIATE RELEASE

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The Ohio Hotel & Lodging Association partners with TIPS to bring Alcohol Training to Ohio Communities

ARLINGTON, VA – August 3, 2016 - The Ohio Hotel & Lodging Association (OHLA) and Health Communications, Inc (HCI) today announced a partnership that will promote responsible service of alcohol in communities across Ohio. OHLA is the professional association for Ohio's hotel and lodging industry. It provides advocacy, information and resources that help hoteliers be more successful and profitable, while growing the state's travel economy. "Partnership with TIPS is an important part of our focus on increasing professionalism, guest service and safety in our industry," Joe Savarise, Executive Director of OHLA, said. "TIPS training is an important step forward in providing the highest-quality programs and greatest value to our members."

HCI was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS (Training for Intervention Procedures), was the first of its kind and continues to set industry standards. Numerous academics, public officials and government agencies have recognized and endorsed TIPS training as life saving and critical to the progress made in reducing alcohol-related incidents. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS gives individuals the knowledge and confidence they need to recognize potential alcohol-related problems and intervene to prevent alcohol-related tragedies. HCI has certified over 5 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 50 foreign countries.

OHLA members now have the opportunity to become certified TIPS trainers who, in turn, can train their staff on the proper techniques for serving alcohol safely and providing them with the skills and confidence to prevent illegal sales. To become a TIPS Trainer, OHLA members must successfully complete a two-day, train-the-trainer workshop. HCI is offering workshops in Cincinnati and Columbus over the next several months.

OHLA member also have the opportunity to offer their staff eTIPS, an online responsible alcohol server training course designed for hotels, restaurants, and bars. HCI is offering discounts to OHLA members for both eTIPS and the upcoming TIPS train-the-trainer workshops.

In addition to preventing the misuse of alcohol, TIPS will help establishments that serve or sell alcohol by reducing their exposure to alcohol liability lawsuits, lowering insurance premiums, and improving overall customer service and satisfaction. "I applaud OHLA for providing their members with the opportunity to train TIPS. Whether it be handling a refusal situation or spotting underage drinkers, TIPS has the ability to build bridges and break barriers within a community," said Adam Chafetz, President & CEO of HCI.

OHLA will be rolling out the TIPS benefit to members in the coming month. For more information about OHLA, visit www.ohla.org. For more information about TIPS, visit www.gettips.com.