



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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Alcohol Responsibility Conference Announces 2009 Agenda

Arlington, Virginia – July 24, 2009 - Health Communications, Inc. (HCI), provider of the TIPS program and host to the Alcohol Responsibility Conference 2009 (ARC 2009), announced today the finalized agenda for its conference in Walt Disney World®, FL on September 29 – October 1, 2009 at the Contemporary Resort. The general sessions include a mock jury deliberation for a liquor liability lawsuit presented by attorneys from Cozen O'Connor, a debate between John McCardell of Choose Responsibility and James Fell of the Pacific Institute of Research and Evaluation (PIRE) regarding the effectiveness of the minimum legal drinking age, and a discussion on how technology and responsible beverage service training can possibly work together in providing effective measures to reduce abuse and ensure responsible sale, service, and consumption of alcohol.

In addition to the general sessions, the conference offers 25 breakout sessions that focus on 5 tracks: Responsible Alcohol Licensee Operations, Community Partnerships to Promote Responsibility, Alcohol Issues in College & University Communities, Alcohol Enforcement and Legal Information, and Responsible Alcohol Service Training. The titles of some of these sessions are *Reducing Underage Sales in College Towns*, *What Every Bar Should Know About Liquor Liability*, *Partnering with Law Enforcement*, *Creating Collaboration within Campus Communities*, and *Developing a Risk Assessment Model*.

The ARC 2009 will bring together members from all aspects of the community involved in or impacted by alcohol use, and focus on debating and developing strategies for preventing alcohol misuse in a community by promoting responsible consumption. Attendees include hospitality trainers, community coalition members, university administrators and students, law enforcement, alcohol retailers, and alcohol industry professionals. According to Adam Chafetz, President and CEO of HCI, "The conference emphasizes the need for people who sometimes disagree to work together to devise solutions. It is a unique opportunity for diverse members of the community to interact, connect, and engage one another in an open dialogue."

Early registrations are now being accepted at a discounted rate of \$399 per person. For more information and/or to register, you can visit www.alcoholresponsibility.com.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. Numerous public officials and government agencies have recognized and endorsed TIPS training as life-saving and critical to the progress made in reducing alcohol-related injuries and deaths. 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 offers seven programs that address the varied environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.