



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**

August 6, 2007

Contact: Trevor Estelle  
703-524-1200 ext. 357  
estellet@gettips.com

### **Alcohol Conference Offers Suggestions on How to Access Risk When Selling or Serving Alcohol**

Baltimore, MD – TIPS (Training for Intervention ProcedureS), host of the Annual Alcohol Responsibility Conference, today announced that Josh Greenbaum, Esq. of Cozen O'Connor Law Firm and Bill Raab, Loss Control Manager with The Agency Insurance Group, have accepted an invitation to co-present a session entitled How to Access Risk at Your Establishment at the Annual Alcohol Responsibility Conference (AARC) on Thursday, August 23 at the Baltimore Marriott Waterfront.

The session will include discussions with risk managers about situations that arise when alcohol is being served or sold and the subsequent risk to establishments. Mr. Greenbaum and Mr. Raab will offer recommendations for accurately assessing risk and implementing strategies to manage and reduce an establishment's risk exposure.

In addition to Greenbaum and Raab's session, the two-day conference will offer new initiatives and insightful discussions on other alcohol-related issues such as: server and seller training techniques, state and jurisdictional challenges, corporate responsibility policies and procedures, community coalition strategies, prevention funding opportunities, and enforcement initiatives.

Conference attendees represent perspectives from a full spectrum of groups and industries related to responsible alcohol issues, including hospitality, law enforcement, insurance, state and local government, human resources, risk management, liquor liability attorneys and more. The goal of the conference is to get all facets of the community involved in an open discussion about what works and what doesn't work in promoting responsible alcohol consumption. For more information, visit <http://www.gettips.com/AARC/index.html>.

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#### About Health Communications

Health Communications, Inc. is the provider of TIPS (Training for Intervention Procedures), the leading alcohol server training program in the country. In 25 years, HCI has certified 50,000 trainers and over 2.5 million servers worldwide in the TIPS program. TIPS gives servers and sellers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems, and teaches them how to effectively intervene to prevent alcohol-related tragedies.