

Concessions

Participant Manual



Sell Responsibly.

TIPS for Concessions

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TIPS for Concessions is modeled after the original TIPS for On Premise program. It is designed to teach acceptable standards of practice for serving alcohol at concessions.

Upon successful completion of today's session, you will be given a certificate stating that you have been trained in these acceptable standards of practice. This certificate expires three years after the date of issue.

Certification Information

Upon successful completion of the program, you will become TIPS certified. You will receive a certification card stating that you have been trained in these acceptable standards of practice. Generally, your certification is good for three years, but the certification period may vary state-to-state due to regulations. Contact HCI to verify validity of certification.

It is important that you maintain up-to-date certification information. You can do so by visiting www.gettips.com to:

- Update the name and/or address on your certification card
- Order a replacement certification card
- Request another training class upon expiration.

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Agenda

Activity	Time
Introduction	10 minutes
Section I. Information	30 minutes
Part A - How Alcohol Affects Your Customers	
Part B - Checking IDs	
Section II. Skills Training, Part 1	45 minutes
Evaluating Cues	
Section II. Skills Training, Part 2	45 minutes
Evaluating Responses	
Section III. Practice/Rehearsal	30 minutes
Wrap-Up	20 minutes

Introducing TIPS for Concessions

TIPS for Concessions was specially designed for people who sell alcohol in concessions environments. The program is based on ideas that come from people like you, who work in ball-parks, concert halls, race tracks, convention centers and other concession outlets. Your role in the sale of alcohol offers a unique set of problems. TIPS for Concessions has a special focus that takes into account the setting and demands of your job and the seller-customer and seller-manager relations within your industry.

As a seller of alcohol, you fulfill a special social function in society. **Nearly 70% of adults in the U.S. drink alcohol.** Social drinking is a prevailing custom in our society and generates its own special considerations that sellers are called upon to handle.

Key Ideas

Remember, your people skills help to make you successful at your job.

Your job is an important one that involves much more than just selling alcohol. You have only a few minutes to communicate and establish some kind of rapport with your customers. The skills that allow you to use those minutes to build good customer relations are what we call **people skills**. Everyday you use your people skills to deal politely with a wide variety of customers having all kinds of personalities. Your people skills help you to:

- work quickly to keep your venue orderly and attractive, and keep customers happy and the lines moving.
- shape management's image to the public by giving consistently good service.
- ensure responsible alcohol sales, thereby contributing to community safety.

Today's TIPS program is designed to help you use your people skills to sell alcohol safely and legally. The information and techniques you learn through TIPS training will also help you to identify and handle unpleasant situations involving people who are underage or who have already had too much to drink.

In your job you have dealt many times with problem situations involving alcohol, and you probably have a way of sizing up your customers. TIPS for Concessions will help you:

- sharpen the skills you already have
- feel confident about how you address problem situations on the job
- try new techniques used by other people in your business
- share your techniques with colleagues.

You are a crucial part of the success of today's program. Anything you can add to the discussions will make the experience better for all. Feel free throughout the day to ask questions, offer your own comments and share experiences.

Understanding the TIPS Program Format

The TIPS program format includes videotape presentations, participant manuals and interactive discussion. These components work together to create a relaxed, informative atmosphere in which you can learn and practice new skills.

The TIPS manual is yours to keep. Make notes in it, answer the questions, fill out the rating charts and jot down important comments. The manual will become your own instruction booklet and reference manual, a handy reminder anytime you need a refresher.

The Goal of TIPS for Concessions

The primary goal of TIPS for Concessions is to establish acceptable standards of practice for selling alcohol beverages.

With your management's cooperation and your own people skills, you can:

- help create and sustain a relaxed and comfortable atmosphere for patrons
- exercise a degree of control within the environment of social drinking
- influence aspects of drinking behavior to encourage responsible drinking
- confidently intervene in and resolve troublesome situations
- incorporate skills and expertise in a positive, meaningful and profitable way.

Today's program will help fine tune our people skills and provide additional skills or new ways of using them. Let the TIPS program work for you!

Notes

How Alcohol Affects Your Customers

Following is the script for the video presentation portion of the Information section. We have included the script for your convenience to follow along and mark anything you have questions about. After the video segment, be sure to ask your trainer for clarification of any questions you may have.

1. You have an important job. As a server of alcohol, your customers count on you to help them enjoy themselves and have a good time.
2. Your managers rely on you to make money for the venue. Your community depends on you to prevent alcohol-related incidents.
3. Some people may think these priorities conflict, but they don't have to. You can meet the needs of your customers, managers and community by using the knowledge and skills you'll learn in this program.
4. What tools do you need to assess your customers? How can you help them enjoy the event and keep them from becoming intoxicated?
5. How can you provide great customer service and what techniques can you use to quickly deal with problems that do come up?
6. These are just some of the questions we'll address during this program. TIPS is designed to help you build on the people skills you already have. You'll add knowledge and skills geared specifically toward preventing alcohol-related problems and taking care of your customers.
7. Building on those skills, you'll learn how to spot the four behavioral cues that can tell you if a customer is approaching intoxication or is already intoxicated.
8. You'll learn about six intoxication rate factors that affect how quickly a person may be affected by alcohol.
9. You'll also learn about Blood Alcohol Content, or BAC. And finally, how tolerance may make it harder to assess your customers.
10. But being able to spot behavioral cues and intoxication rate factors isn't enough to handle problem situations.
11. That's why we'll also give you guidelines for dealing with almost any problem that comes up while you're working the stand or selling in the aisles.
12. Many people drink alcohol when watching a game, attending a concert or enjoying a festival. Most people use alcohol responsibly, but some don't. Their drinking gets out of control, and so do they.
13. You have to learn how to size up your customers. This will help you decide whether or not to serve them. One way to size someone up is by the behavioral cues they display.
14. Four basic cues can tell you when a person is, or is becoming intoxicated.
15. When people drink even small amounts, they tend to lose their inhibitions. At first, they're relaxed and talkative. They may even display moodswings.
16. But as they drink more, they shed more inhibitions. This leads to the second cue, loss of judgment. Behavior becomes socially unacceptable.
17. People with a loss of judgment may start using inappropriate language or throwing things in the stands.
18. And because they lack judgment, they tend to overrate themselves. Poor judgment can also cause an intoxicated customer to think that they're okay to drive, when they're not.
19. The third cue, slowed reactions, means that the thinking process has been affected.
20. People with slowed reactions may lose their train of thought. They may forget that they've ordered another drink, or where they're sitting.
21. This cue also shows up in a guest's glassy, unfocused eyes, or in slurred speech.
22. The final behavioral cue, poor coordination, can be seen when guests stagger, stumble, spill drinks or fumble with their change.
23. Guests may have trouble standing at their seat, or they may bump into people sitting near them.
24. Drinking alcohol has progressive effects. The more a person drinks, the more cues you are likely to see.
25. Intoxication rate factors affect how quickly a person becomes intoxicated and displays behavioral cues.
26. There are six intoxication rate factors. The first is a person's size. Larger customers may be able to drink more without being as affected as smaller customers.
27. However, if the larger customer's size is due mostly to body fat, the reverse can be true since body fat does not absorb alcohol.
28. The second intoxication rate factor is gender. Women tend to be smaller and have a higher percentage of body fat than men do.

29. The third factor is the rate of consumption. The faster a guest drinks the alcohol, the more quickly the guest will become intoxicated.

30. The fourth intoxication rate factor is the strength of the drink. A straight-up drink will be absorbed the fastest. A drink diluted with water will be absorbed more slowly. Remember, however, that any carbonated mixer may increase the absorption rate.

31. It's important to understand that each of these drinks has about the same amount of pure alcohol: 12 ounces of beer, 5 ounces of wine, and 1-oz. of 100 proof liquor.

32. But remember we are talking about measured drinks here. The figures aren't accurate if the drinks aren't measured. Glass sizes differ, and so does the amount of alcohol in various mixed drinks.

33. Any kind of alcohol beverage can cause intoxication because they all contain pure alcohol.

34. The fifth factor is drug use. There is no way to predict how a drug will react with alcohol.

35. The last intoxication rate factor is food. Food in the stomach delays the absorption of alcohol into the body. A guest with a full stomach will not become intoxicated as quickly as a customer drinking on an empty stomach.

36. Alcohol is unique because your body does not have to digest it before absorbing it. It can be absorbed directly into the bloodstream.

37. So, how do we measure someone's intoxication level? Behavioral cues are your best way to assess visible intoxication, which can be grounds for arrest regardless of the amount of alcohol actually consumed.

38. But laws rely on what is called Blood Alcohol Content, or BAC, to determine intoxication. BAC is a measurement of the amount of alcohol in a person's blood.

39. Every state or area has a legal BAC limit, at or above which it is illegal to operate a motor vehicle.

40. BAC levels can only be accurately measured by a blood test or by breathalyzers.

41. As a server of alcohol, you'll want to note some key points about Blood Alcohol Content.

42. The more alcohol a person consumes the more behavioral cues you are likely to see and the higher the BAC level will be.

43. A customer's BAC level can be different each time he or she drinks.

44. Intoxication rate factors affect how quickly the BAC level rises. Time is the only thing that can lower a customer's BAC level.

45. By relying on behavioral cues, intoxication rate factors and your understanding of BAC, you should be able to assess each customer you serve.

46. However, tolerance can make assessing your customers a little harder.

47. Customers who drink alcohol frequently tend to have a high tolerance. They have learned how to mask some of the behavioral cues.

48. Having a high tolerance has no effect on a person's BAC level or level of intoxication. Just because they aren't showing the typical cues doesn't mean they are not impaired.

49. Customers who drink less frequently tend to have a low tolerance. They may show signs of intoxication after consuming only a small amount of alcohol.

50. So far, we've talked about the cues that indicate when someone's had too much to drink, and about the intoxication rate factors that affect how quickly a person becomes intoxicated.

51. We've also touched on blood alcohol content and the idea that tolerance can make it harder to accurately assess your customer's levels of intoxication.

52. That knowledge is helpful, of course, but you also need to understand the legal responsibilities that go along with serving alcohol.

53. And you'll need guidelines for steps you can take when an incident occurs.

54. When you work at a concession stand, you tend to work faster than if you were serving at a private party. At an event, people want to buy their food and drink and get back to whatever it is they paid to see.

55. Whether you're working in the seats or at a stand, you only see each customer for a few seconds. But that's really all it takes to size someone up.

56. If you're ever tempted to think 'Just serve this guy a beer and get him out of here...the line's a mile long,' think again. Remember that you can be held legally responsible if you serve someone who's already had too much to drink.

57. You already know you could lose your job. But did you know you could cost the management its liquor license? Or that you could be sued for any accident the customer may have?

58. It's just not worth it. So if you have doubts about serving alcohol to a customer, don't serve!

59. I know it's easier said than done. If you think a customer's intoxicated,

what do you do? And what if the customer gives you a hard time while there's a line of impatient people waiting?

60. That's why you may wish to use the following guidelines to help you make your decision to serve or not to serve, and to feel comfortable carrying it out.

61. Serving alcohol responsibly begins with using ID guidelines by sizing up your customer, asking yourself 'Should I serve alcohol to this person?'

62. First of all, make sure your customer is old enough to buy alcohol. You can't serve to underage customers or to those who are trying to buy for them.

63. To keep alcohol from falling into the wrong hands, be sure to ask for valid identification if there's any question in your mind about the customer's age.

64. In most areas, valid identification requires both a photo and a date of birth. A current driver's license is the most common, but a few other government-issued documents may also be acceptable.

65. Whenever someone young gives you an ID, check it carefully. Fake IDs can be quite convincing.

66. If you're unsure about one ID, ask for others. Remember that underage customers may falsify several pieces of identification. If you still have doubts, call your supervisor or security.

67. You also have to try to prevent adults from buying alcohol for minors. Although these types of transactions can be obvious, they're usually hard to spot.

68. If you're in doubt as to where the alcohol is going, ask. Explain that you might lose your job if a minor will be drinking it.

69. Customers who have too much to drink are tougher to deal with. And, you're likely to be an easy target, especially if you refuse to serve them alcohol.

70. But never hesitate to say 'No' and move on when necessary. If you pick up on cues that a customer is intoxicated, be firm but friendly. And, refuse the sale.

71. Say 'I'm sorry, I can't serve you.' Then move on to the next customer.

72. The line will move forward on its own and the customer you've refused to serve will usually choose to leave rather than create a scene.

73. If the customer asks why, just say 'I'm not legally allowed to sell you any alcohol,' and explain that you'd be risking your job if you do.

74. You might even offer to serve them a soda instead. Above all, avoid provoking the customer. A comeback like 'Because you're drunk, that's why!' is sure to make a bad situation worse.

75. If the customer does create a scene, call for your supervisor or security personnel to back you up.

76. Another way you can help your customers enjoy alcohol responsibly is by applying safe-selling guidelines.

77. The first guideline: try to buy time to let an intoxicated customer process some of the alcohol from his body.

78. For example, if you're in the stands you may want to avoid a customer you think may be drunk.

79. Suggest food to go with alcohol purchases, and offer alternatives when a customer shows signs of intoxication. Soda won't sober anyone up, but it will buy time and keep a customer from drinking more alcohol.

80. Finally, but perhaps most important, is your personal touch...your people skills. Even customers who have had one too many will usually respond to a polite but friendly request, a little eye contact and a smile.

81. This personal tactic will often diffuse anger or deflect an argument and it may also keep any people waiting in line from losing their tempers.

82. The law requires you to make a reasonable effort to see that a customer doesn't drink too much. Using these guidelines will help you with that responsibility.

83. If you combine what you already know about your customers with the tips you've learned in this program you'll be able to sell alcohol safely and responsibly.

Reviewing the Information

Remember, a seller has a responsibility to prevent sales to people who are already intoxicated or underage. Your experience, coupled with your people skills, will help you better identify whether you need to refuse a sale or even prevent a customer from drinking and driving.

Behavioral Cues

The changes in people's behavior after a few drinks are called cues. Usually, the more alcohol in the bloodstream, the more obvious the cues. Watch for cues in four areas.

Key Ideas

Behavioral Cues are the signs that show you how much your customer has been affected by alcohol. Attention to these cues will help you spot a potentially intoxicated customer.

Inhibitions	Becoming talkative, beginning to lose self-control and sometimes displaying loud behavior or mood swings all indicate lowered inhibitions.
Judgment	Behaving inappropriately, using foul language, telling inappropriate jokes, annoying others or becoming overly-friendly are signs of poor judgment.
Reactions	Glassy, unfocused eyes, talking and moving very slowly, forgetting things, losing one's train of thought and slurred speech result from slowed reactions.
Coordination	Stumbling or swaying, and dropping belongings or an order can indicate a loss of coordination.

Intoxication Rate Factors

These factors help you assess how quickly someone is becoming intoxicated, giving you an idea of how rapidly that person's BAC is rising.

Key Ideas

Intoxication Rate Factors affect how quickly a person becomes intoxicated.

Size	Smaller people are sometimes affected more quickly by alcohol than larger people.
Gender	Typically, women are smaller than men, have more body fat and tend to reach higher BACs more quickly than men.
Rate of Consumption	Gulping drinks and ordering frequently will increase the amount of alcohol taken into the system.
Strength of Drink	Drinks of different types have varied effects based on their content: e.g., straight, carbonated or juice mixer.
Drug Use	Legal or illegal drugs can speed up the effects of alcohol and have an unpredictable effect.
Food	A full stomach before or during drinking slows the absorption of alcohol into the bloodstream.

Blood Alcohol Content (BAC)

Blood Alcohol Content is the legal measurement of the amount of alcohol in a person's blood. Here are some key points to remember:

- The more alcohol a person consumes the higher the BAC level will be.
- A customer's BAC level can be different each time he or she drinks.
- Intoxication rate factors affect how quickly the BAC level rises.
- The higher the BAC level, the more behavioral cues you are likely to see.
- Tolerance has no impact on a patron's BAC level.
- Time is the only thing that can lower a customer's BAC level.

Blood Alcohol Content (BAC) - continued

Key Ideas

In most states, a BAC equal to or higher than .08 is considered illegal for driving. Keep this in mind when evaluating your customer's behavior.

A 150-pound male drinking for one hour on an empty stomach would likely have the following BAC levels:

2 drinks	.05 BAC
4 drinks	.10 BAC
8 drinks	.20 BAC
12 drinks	.30 BAC

Most states have set a legal limit for driving while intoxicated at .08 BAC. Some states also have penalties for driving under the influence at lower BAC levels. As a seller, you are not expected to know a customer's BAC level. But you do need a general understanding of BAC. Spotting behavioral cues and watching for signs of visible intoxication are the keys to preventing illegal sales.

Tolerance

Those who drink frequently tend to have a high tolerance. This means they may be able to hide the behavioral cues that would otherwise tell you they are intoxicated. Having a high tolerance has no impact on a person's BAC level or rate of intoxication.

This works in both directions. A customer who does not frequently drink alcohol may have a low tolerance. Even with low BAC levels, they may show signs of intoxication after consuming only a small amount of alcohol.

Checking IDs

As a seller of alcohol you must be sure that the person purchasing is of legal age. Some states have regulations setting the minimum age for which you need to check IDs. However, if you want to be sure, it is safe to card everyone. Determining if an ID is valid can be one of the toughest yet most important responsibilities a seller of alcohol faces.

Key Ideas

In most areas, legal identification must have both a photo and a date of birth.

When checking IDs you must be aware of the acceptable and unacceptable forms of ID. You should contact your local liquor authority for requirements specific to your area.

Acceptable Forms of ID

1. Valid driver's license
2. Valid state-issued ID card
3. U.S. active-duty military ID
4. Passport
5. Immigration/Alien registration card (a.k.a. "green card").

Unacceptable Forms of ID

1. Counterfeit IDs
2. Student IDs
3. Altered IDs
4. Borrowed or Stolen IDs
5. Forged IDs
6. Order-by-mail IDs.

Checking IDs

ID Guidelines

Selling alcohol to minors is illegal in every state. Use the ID Guidelines to avoid problems.

Key Ideas

Be sure to check IDs and do it right! Many illegal sales occur because either clerks do not check at all or do not check carefully.

1. **Ask for positive ID and examine it thoroughly** -- don't guess. Ask the customer to remove the ID from his/her wallet. You may also want to compare the ID to an ID Guidebook that shows all valid IDs from every state.
2. **Determine whether the ID is valid:**
 - Check the issuing authority, birth date, photo, signature and expiration date.
 - Examine the lamination or coating. Is it cut, torn, frayed or damaged?
 - Look at the composition of the ID. Does it correspond with the ID book?
 - Compare the customer's signature with the one on the ID.
 - Hold a flashlight to the back of the ID to spot any cuts or abrasions.
 - Verify the information on the ID by asking the customer questions, such as their street address, high school graduation year, astrological sign or social security number. Check for hesitation in answering the questions.
3. **Ask for more proof if you have any doubt** -- have the customer provide a second form of ID or complete an Age Verification Form.
4. **Know where the alcohol is going.** If you suspect that a customer is purchasing for an underage person, you cannot make the sale. Sometimes, a customer's behavior suggests that the person is underage or purchasing for someone underage. Some behaviors to watch:
 - A customer is handing money to someone of age at the back of the line.
 - A customer is moving from section to section a lot.
 - A customer states that he or she is a friend of another employee.
 - A customer looks away hiding his or her face while you are studying the ID.
5. **If you still have doubt, don't sell.**

Cut-Off Guidelines

There are times when you must refuse to sell alcohol to a customer. Remember that customer service is key. Your people skills can help in resolving situations.

1. Clearly tell the customer "I can't sell you any alcohol" and move to the next customer. Be brief and firm and keep the line moving.
2. Give clear reasons and don't judge the customer. Never say, "You're drunk."
3. Call for backup if the customer makes trouble.

Safe-Selling Guidelines

These quick guidelines will help you maintain good customer service and sell alcohol legally.

1. If in doubt, don't sell. It's not worth a lawsuit or your job. Suggest the customer may want to purchase food or a soda.
2. Buy time. At a stand, serve only one beer at a time. In the stands, limit the number of times you walk by people who may be overdrinking.
3. Use the personal touch. Make eye contact and some friendly conversation with every customer as often as you can.

Legal Information

Key Ideas

You must make reasonable efforts to prevent underage drinking and intoxication.

Reasonable Efforts

The law requires that as a seller you make a reasonable effort to prevent alcohol sales to minors and those who are visibly intoxicated. This can include calling the police if necessary. Some examples of reasonable efforts include:

- checking IDs
- enlisting help from the customer's friend
- providing alternate transportation
- refusing a sale
- contacting a manager for help
- calling the police

Understanding Liability

Whether you are a vendor, manager or owner of a licensed establishment, you could be held liable for illegal sales to an underage or already intoxicated patron. Two primary types of laws apply to licensed establishments - Negligence and Dram Shop Liability. If you have any questions about liability issues specific to your area, you should contact an attorney.

Negligence

Based on prior court cases, these laws set a minimum standard for the actions a reasonable person should take to prevent problems. Negligence laws can cover a broad range of situations and are relied on in many cases where alcohol is alleged to be a factor in an incident.

Dram Shop Liability

Dram Shop Acts make sellers of alcohol beverages responsible for sales to persons under the legal drinking age or those who are visibly intoxicated. For purposes of these laws, "sale" refers to not only the sale of bottled liquor, but also to the serving of individual drinks at an establishment. These laws are designed to make sellers of alcohol beverages liable for any harm caused to a third-party by a customer to whom they have sold alcohol.

Notes

State-Specific Information

This exercise will give you specific information regarding your state's liquor laws. Your trainer will help you complete the statements or provide an information sheet you can use to find the answers on your own.

1. The minimum legal age to consume alcohol in my state is _____.
2. The minimum legal age to serve alcohol in my state is _____.
3. The legal Blood Alcohol Content limit for intoxication while driving is _____.
4. In my state, vendors can be held liable under _____.
 - a. Dram Shop Liability laws.
 - b. Common Negligence laws.
 - c. Both.
 - d. Neither.
5. Three acceptable forms of identification are:
 - _____
 - _____
 - _____
6. My state (does/does not) _____ have a recommended age for checking IDs. If it does, that age is _____.
7. In my state, a minor (can/cannot) _____ be served and/or have alcohol purchased for him/her by a parent or legal guardian in a licensed establishment.
8. My state (does/does not) _____ regulate server training. If it does, here are some important points about those regulations:

9. Some common penalties for violations of the liquor laws in my state include the following: _____

10. Some common policies regarding the confiscation of IDs in my state are _____

11. If I have more questions about liquor laws in my state, I can call the liquor department at _____.

Documenting Incidents

The Incident Record Form can be a valuable line of defense for an establishment facing a civil or criminal liability lawsuit. Use this form to record the reasonable efforts made to prevent illegal alcohol sales.

Incident Record Form	
Date: _____	Time of Day: _____
Vender: _____	Manager: _____
Customer Name and Description: _____	

Authorities Contacted: _____	Name of Authority: _____
Alternate Transportation Offered: _____	Accepted: _____
Description of Incident: _____	

Intervention Strategies Used: _____	

Other Witnesses: _____	
Signatures: _____	

Nothing can completely protect you from civil and/or criminal liability. However, filling out the Age Verification Form may allow an establishment to sue an underage patron for misrepresentation if the establishment had reasonable grounds to rely on the patron's claim that he or she was of legal age. This form should only be used after obtaining two forms of ID.

Age Verification Form	
I hereby certify that I am 21 years of age or older. I understand that in making this statement I may be subject to a fine or a possible jail term if I have misrepresented my age for the purpose of obtaining alcohol beverages. I also understand that I could be held legally responsible for all damages caused to the licensee.	
Name:	_____
Address:	_____

Date of Birth: _____	Phone: _____
Signature: _____	Date: _____
Employee:	_____
Type of ID: _____	ID Number: _____

Review Questions

This review is designed to let you know how well you have understood the material presented in the Information section. Complete the ten statements below. Review any questions with your trainer.

1. Your skills in observing how people act, hearing what they say, judging what their needs are and responding appropriately are your _____.
2. Your customers' behavior provides _____ that show you how much they are being affected by alcohol.
3. Offering alternatives to alcohol and using a personal touch are examples of _____.
4. Alcohol affects our behavior progressively in four basic areas: Inhibitions, Judgment, Reactions and Coordination. Complete the following statements with one of these areas:
 - a) A person's sense of control, knowing how far to go in a situation, has to do with a person's _____. Lowered _____ are noticeable as a customer becomes especially talkative and friendly.
 - b) A gap between how people think they are acting and how they really act indicates a loss of _____. People may behave inappropriately or flamboyantly, or they may annoy others or overrate themselves.
 - c) Slowed _____ can be observed physically, when speech becomes slurred and routine motions become difficult, or mentally, when there is a loss of concentration.
 - d) Losing one's balance, swaying and spilling drinks are cues that indicate poor _____.
5. Alcohol, unlike other foods, is absorbed rapidly into the _____ circulating throughout the body.
6. A measurement of the level of alcohol in the bloodstream is called _____.
7. The strength of the drink, the rate of drinking, whether food is eaten or medication is taken, and the gender, height and weight of the person are all _____.
8. In most areas, legal identification must have both a _____ and the _____ on it to be considered valid.
9. People who drink frequently may have developed a high _____, which tends to hide the behavioral cues they would otherwise exhibit.
10. To effectively refuse service, servers should do these three things:
 - 1) _____
 - 2) _____
 - 3) _____

Skills Training Part 1 - Evaluating Cues

Sellers have a short period of time during which they need to identify age, determine a customer's intoxication level and handle the sale all while maintaining a high level of customer service. The Information Section discussed how to successfully check IDs. In this section, the group will review video clips, allowing you to assess a customer's level of intoxication using all the information you have learned so far. Remember to watch for the behavioral cues and intoxication rate factors to help you determine the level of intoxication.

Key Ideas

You must be careful not to confuse a person's personality with signs of intoxication.

Behavioral Cues

- Inhibitions
- Judgment
- Reactions
- Coordination

Intoxication Rate Factors

- Size
- Gender
- Food
- Strength of Drink
- Rate of Consumption
- Drug Use

Remember that different people will show different sets of behavioral cues. Also, it is important to distinguish between personality and impairment -- particularly since you only have a short time to interact with your customers.

Rating Chart

This is the rating chart you will use to rate the scenes.

Level 1	No Problem/Drinking Responsibly
Level 2	Potential or Borderline Intoxication (Includes anyone you believe may be underage or buying alcohol for underage people.)
Level 3	Definitely Intoxicated

Scene	Situation	Rating	Reasons/Cues
I-A	Woman is asked to show her ID.	1	Doesn't expect to be carded, finds ID quickly. No obvious signs of problems. Handles purse well.
I-B	Kid buys beer from customer at a stand.	2	In addition to being a potentially underage sale, the vendor doesn't even see a sale that occurs at her stand.
I-C	Man in stand orders a beer.	3	Impaired coordination, lack of respect for others around him, falling on others.
I-1	Woman in line buys beers and hot dogs.		
I-2	Man orders two beers from a vendor.		
I-3	Two guys ordering beers and another customer jumps in.		
I-4	Two guys in the stands order beers.		
I-5	Woman in line complains about cups not being filled up.		
I-6	Two women in line. Woman orders two beers for herself and two beers for her friend.		
I-7	Young man orders beer and offers his ID.		

Self-Test

This self-test is designed to let you know how well you have understood the material presented in this section. Rate the following three scenes the same way you did the preceding ones. Check your answers on page 18.

- Level 1** No Problem/Drinking Responsibly
- Level 2** Potential or Borderline Intoxication
(Includes anyone you believe may be underage or buying alcohol for underage people.)
- Level 3** Definitely Intoxicated

Scene	Situation	Rating	Reasons/Cues
I-8	Man orders two beers from a vendor.		
I-9	Man orders multiple beers in a luxury suite.		
I-10	Man orders beer. Talks about game.		

Self-Test Answers

Scene	Situation	Rating	Reasons/Cues
I-8	Man orders two beers.	2	Third-party sale, girl could be underage.
I-9	Man orders multiple beers in a luxury suite.	2	Many underage people present and beers could go to underage people.
I-10	Man orders beer. Talks about game.	2	Gulps drinks and stacks quarter-filled cups. Behavior is loud, but may be because of noisy background. Reactions and coordination are not impaired.

Notes

Skills Training Part 2 - Evaluating Responses

The way you respond to a customer is the key to how well the person accepts your intervention. The following six guidelines give you specific strategies for intervening effectively.

Intervention Guidelines

Guideline 1: Decide on an appropriate response based on your customer's behavioral cues.

Reason: You can control a situation by how you speak to people. If you speak in an even tone, you can control a situation and avoid escalating the customer's behavior.

Examples: "Please try to keep your voice down. Thanks."
"I'm sorry, but if I have to remind you again about loud talking, I'll have to call the manager."

Guideline 2: Make clear statements. Speak directly to the point.

Reason: Your customer needs to understand what you are saying, and what you are suggesting to remedy the problem.

Example: "I'm sorry. I cannot sell you any alcohol. Would you like to purchase something else?"

Guideline 3: Use "I" statements.

Reason: Not only does this help you keep control of the situation, but it also shifts the focus *off* of the customer's behavior and *on* to what you can and cannot do. You can avoid making the customer feel defensive by using "I" statements.

Example: "I can't sell you this alcohol because I'm concerned about your safety."

Guideline 4: Do not judge or threaten your customers.

Reason: Judgmental statements are perceived as "put-downs" and could make a customer defensive or angry.

Examples: "How about trying some of our flavored coffee?"
(This is not judgmental.)

"You're not buying another drink. You're already drunk."
(This is judgmental and offensive. It could provoke an argument from the customer.)

Key Ideas

The Intervention Guidelines give you strategies for both preventing excessive drinking, and for dealing with situations that involve intoxicated people.

Notes

Guideline 5: Give the customer a reason for your actions.

Reason: People don't like to be treated in an arbitrary or condescending way. Help them understand that you are following rules or laws and not just singling them out.

Examples: "I'm sorry, but I could lose my job if I sell you this beer."

"Legally I am not allowed to sell you any alcohol at this time."

"The state liquor department has been conducting a lot of underage stings. I have to follow proper procedures for checking IDs."

Guideline 6: Provide good customer service and use indirect strategies when appropriate.

Reason: You want to be able to sell alcohol, but ensure that sales are legal and safe for your customers. Providing good customer service can help you prevent problems. Sometimes indirect strategies are more successful than direct confrontations.

Examples: Here are some ways you can provide good customer service when dealing with potentially intoxicated customers:

- Chat with the customers to make fair assessments of their intoxication levels.
- Offer the customer food, if possible.
- Suggest purchasing something other than alcohol.
- Suggest alternate transportation reminding them that they don't want to risk driving while impaired.

These indirect strategies can also help you maintain control:

- Enlist the help of the customer's friend.
- Tell the customer your manager needs to approve the ID.
- Know your management policy for drink limits.
- Check with your co-workers when changing shifts to see if there are any problems to watch.
- Beware of guests ordering multiple drinks.
- If in doubt, don't sell.

Notes

Rating Chart

Level 1 Ineffective Response (Backs Down, Escalates, Overreacts)

Level 2 Effective Response

Scene	Situation	Rating	Reasons/Cues
II-A	Customers talk with vendor about the concert.	1	Does not check IDs carefully; customers could be underage.
II-B	Underage girl tries to buy beer.	2	Vendor checks ID, asks for another form of ID and is pleasant.
II-1	Man at concert tries to buy two beers.		
II-2	Three customers order beers.		
II-3	Man orders beer at a stand.		
II-4	Rowdy crowd cries for beer.		
II-5	Man with friend in stands orders beer.		
II-6	Intoxicated guys are leaving a concert.		
II-7	Kid buys beer from customer at stand.		
II-8	Couple comes up to buy some beers.		

Self-Test

This self-test is designed to let you know how well you have understood the material presented in this segment of the program. Rate the following three scenes in the same way you did the preceding ones. Check your answers on page 24.

Level 1 Ineffective Response

Level 2 Effective Response

Scene	Situation	Rating	Reasons/Cues
II-9	Underage guy attempts to buy beer.		
II-10	A couple of guys in stands order beers.		
II-11	Two guys in stands order two beers.		

Notes

Self-Test Answers

Scene	Situation	Rating	Reasons/Cues
II-9	Underage guy attempts to buy beer.	2	Vendor is nonjudgmental. By saying she must have ID approved, she gives the guy an easy way to change his mind about buying the beer.
II-10	A couple of guys in stands order beers.	2	Vendor passes right by and enlists help from usher.
II-11	Two guys in stands order two beers.	2	Vendor steps in right away and informs customer he will have to leave if he gives beer to an underage person.

Practice/Rehearsal

This section is the most important part of your TIPS session today. During Practice and Rehearsal, you will be able to take the skills, information and strategies you've discussed during the session and apply them to some real situations. You'll also have an opportunity to see other people applying different techniques so that you can share ideas and strategies.

Special Considerations

- Each person will play a seller in at least one practice scene.
- There is more than one right way of dealing with problem situations. Suggest alternative strategies.
- After each scene, give positive feedback; avoid negative criticism. How you say something is as important as what you say.

Key Ideas

Remember, how you say something is as important as what you say.

How to Practice

The object of practicing is to rehearse effective techniques of intervention. These practice sessions are based on the techniques shown in the scenes and discussed during the session. Everyone will have a chance to play a role during practice.

The **customer's role** is to give the seller an opportunity to respond to a typical selling situation.

The **seller's role** is to select an appropriate response to the customer's behavior, and to act it out as he or she would in a real situation.

The **audience's role** is to take note of the interventions used by the seller and to comment on the effective strategies used, following the Intervention Guidelines.

Steps to Follow

1. Observe the trainer demonstrate effective responses during the practice session.
2. Choose a familiar situation. (Select from your own experience or from the list of sample situations on the next page.)
3. The trainer will select one participant to play the seller and one or two participants to play the customer(s). Everyone else makes up the audience.
4. Keep the practice situation as brief as possible -- two or three exchanges between the seller and the customer are enough.
5. In your role as the customer, demonstrate the behavioral cues appropriate to the level of intoxication you wish to convey.
6. After the rehearsal, the audience should provide feedback on the effectiveness of the intervention. Discuss the strategies that worked and share ideas for improvement. Keep the feedback positive.
7. If necessary, repeat the situation by incorporating constructive suggestions for the seller.

Sample Situations

If you have trouble coming up with a situation of your own, choose one from the following list.

1. Intoxicated customer refuses to move on. Stand manager is called and takes the customer aside.
2. Customer is slurring words and spilling drinks.
3. Customer is clearly intoxicated but demands more drinks.
4. Vendor is getting ready to close. Customer, already intoxicated, asks for another drink.
5. Vendor is getting ready to close and observes intoxicated customers leaving building.
6. Customer is loud and boisterous.
7. Customer is alone and seems depressed or sad.
8. Customer denies being intoxicated and tells worker to mind his/her own business.
9. Customer uses concern over intoxication to tell vendor all his/her troubles.
10. Several people come up to the stand at once, obviously drunk, and demand service.
11. Two underage people present fake ID cards and then beg worker to serve them.
12. Two customers get into a loud argument. Worker tries to intervene, but they ignore the worker. They get more angry and hostile.
13. Customer is intoxicated. Worker tries to cut him/her off. Customer tells the worker that alcohol doesn't affect him/her the way it does other people.
14. Customer is popping pills (legal or illegal) and ordering beer.
15. Customer mistakes vendor's concern for a "come on" and begins to make advances, ignoring vendor's concern about the drinking.
16. Customer orders two beers, and vendor suspects the second beer may be for an underage person.

Wrap-Up

Throughout today's program, you have discussed strategies for maintaining good customer service and selling alcohol legally and responsibly. You and the other participants have enhanced the program by sharing your experience and expertise.

Key Ideas

You can apply the skills you have learned to increase your effectiveness on the job.

You can begin using all the new strategies and knowledge you've learned today on your next shift. Your management will be impressed with the new level of professionalism you bring to your job after having completed this training.

Now is a good time to ask any questions you may still have or want to revisit. Or, you may want to quickly review the key points from today's session. To summarize, discussion has covered:

- the effects of alcohol and how to detect visible intoxication in your customers
- the legal responsibilities you have as a seller of alcohol
- strategies for preventing alcohol-related situations from developing
- techniques for intervening successfully with an intoxicated customer.

This program was designed to build your confidence in providing outstanding customer service while making sure sales are legal and your customers are safe. Using the information in this program, your own experience and the ideas shared by the other participants today, you can make a real difference in preventing illegal alcohol sales and related problems.

After your session, you may find that you have a situation you want to discuss, or you may have questions about your quiz results or certification card. Complete the following information so you will be able to contact your trainer whenever necessary.

Trainer/Co-Trainer Contact Information

Name(s): _____ Trainer Number(s): _____

Phone Number(s): _____

Email(s): _____

Completing the TIPS for Concessions Program

The final part of this program is completing a certification quiz to demonstrate that you have learned and understand the material presented in the course.

Please remove and complete the **Session Evaluation Form** on page 29 before taking the quiz. Then remove the TIPS for Concessions **Certification Quiz** on page 31 and follow the instructions printed on the back.

If you have any questions while taking the quiz, feel free to ask your trainer(s) for assistance.

Thank you for your participation today, and good luck!

Notes

TIPS® - Session Evaluation - Concessions Program

How would you rate your trainer(s) in the following areas?

	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
1. Industry Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Program Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Facilitation/Presentation Skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Punctuality and Preparedness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Enthusiasm/Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- How does TIPS compare with other alcohol server training you have had?
 - TIPS is more effective.
 - TIPS is about the same.
 - TIPS is less effective.
 - I have not had any other alcohol server training.
- In what area of your job will TIPS training be most beneficial? (Select only one answer.)
 - Dealing with alcohol-related incidents.
 - Customer service
 - Peer Relations
 - Management relations
 - TIPS training will not benefit me in my job.
- Do you think TIPS training will increase your confidence in dealing with intoxicated guests?
 - Yes
 - No
- Was the personal interaction with the trainer and other session participants a crucial ingredient in the effectiveness of today's training?
 - Yes
 - No
- At your organization, the biggest alcohol-related concern is:
 - Underage drinking
 - Intoxicated walk-ins
 - Over-serving
 - Unruly behavior by patrons

- Is personal liability related to alcohol sales/service a major concern in your work environment?
 - Yes
 - No
- Indicate any type of training (other than on-the-job) that your organization provides to prepare you for serving alcohol. (Select only one answer.)
 - CD-ROM
 - Internet-based
 - Self-taught
 - Other
 - None
- What kind of alcohol is sold at your establishment?
 - Beer, mainly
 - Wine, mainly
 - Spirits, mainly
 - Beer and wine only
 - My establishment sells beer, wine and spirits
- What is your job position?
 - Manager/Supervisor
 - Security
 - Stand Worker
 - Seat Vendor
 - Usher
 - Ticket Taker
 - Parking Attendant
 - Hospitality Suite Attendant
 - Other
- What caused you to attend today's session?
 - I attended based on my personal interest.
 - I was required to attend by my establishment and/or state or municipality.
- How much did the class cost?
 - \$ 0 - \$25
 - \$26 - \$50
 - \$51 - \$75
 - \$76 - more
 - Don't know
- Do you believe that alcohol server training should be required by law for establishments that serve alcohol?
 - Yes, should be required by law
 - No, should not be required by law



TIPS[®] Concessions Certification Test

Use instructions on back for completing form.

MARKING INSTRUCTIONS

RIGHT

- Use No. 2 pencil, blue or black ink.
- Erase cleanly any marks you wish to change.
- Darken the circle completely.
- Do not make any stray marks on this form.

WRONG

First Name	M.I.	Last Name	Gender	<input type="radio"/> Male	<input type="radio"/> Female
Employer/Organization Name					
Address					
City	State	Zip/Postal Code	Country		

T E L E P H O N E S	AREA CODE	MAIN WORK			AREA CODE	HOME			SOCIAL SECURITY #				BIRTH DATE						
														M	M	D	D	Y	Y
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9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9	9

Please fill-in answer circles completely. There is only one correct answer.

A N S W E R S	1	(A) (B) (C) (D) (E)	11	(A) (B) (C) (D) (E)	21	(A) (B) (C) (D) (E)	31	(A) (B) (C) (D) (E)	41	(A) (B) (C) (D) (E)
	2	(A) (B) (C) (D) (E)	12	(A) (B) (C) (D) (E)	22	(A) (B) (C) (D) (E)	32	(A) (B) (C) (D) (E)	42	(A) (B) (C) (D) (E)
	3	(A) (B) (C) (D) (E)	13	(A) (B) (C) (D) (E)	23	(A) (B) (C) (D) (E)	33	(A) (B) (C) (D) (E)	43	(A) (B) (C) (D) (E)
	4	(A) (B) (C) (D) (E)	14	(A) (B) (C) (D) (E)	24	(A) (B) (C) (D) (E)	34	(A) (B) (C) (D) (E)	44	(A) (B) (C) (D) (E)
	5	(A) (B) (C) (D) (E)	15	(A) (B) (C) (D) (E)	25	(A) (B) (C) (D) (E)	35	(A) (B) (C) (D) (E)	45	(A) (B) (C) (D) (E)
	6	(A) (B) (C) (D) (E)	16	(A) (B) (C) (D) (E)	26	(A) (B) (C) (D) (E)	36	(A) (B) (C) (D) (E)	46	(A) (B) (C) (D) (E)
	7	(A) (B) (C) (D) (E)	17	(A) (B) (C) (D) (E)	27	(A) (B) (C) (D) (E)	37	(A) (B) (C) (D) (E)	47	(A) (B) (C) (D) (E)
	8	(A) (B) (C) (D) (E)	18	(A) (B) (C) (D) (E)	28	(A) (B) (C) (D) (E)	38	(A) (B) (C) (D) (E)	48	(A) (B) (C) (D) (E)
	9	(A) (B) (C) (D) (E)	19	(A) (B) (C) (D) (E)	29	(A) (B) (C) (D) (E)	39	(A) (B) (C) (D) (E)	49	(A) (B) (C) (D) (E)
	10	(A) (B) (C) (D) (E)	20	(A) (B) (C) (D) (E)	30	(A) (B) (C) (D) (E)	40	(A) (B) (C) (D) (E)	50	(A) (B) (C) (D) (E)

OFFICE USE ONLY	
YEAR	CERTIFICATION #
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Training Method

In-Class Trainer

Satellite Network

Self-Taught

CD-ROM

Internet

Other

Date of Test

M M D D Y Y Y Y

Trainer Name

Trainer Number

By signing this form participants release Health Communications, Inc. and its employees from all liability for and damages resulting from illegal trainer conduct, trainer performance and deviations from the approved curriculum.

Signature: _____

K300001-01/01

Instructions for Completing the TIPS Certification Test

First Name, M.I. and Last Name: Write in your first name, middle initial and last name. Be sure to provide your name as you want it to appear on letters, certification documents, or reports related to your certification.

Gender: Darken the appropriate circle to indicate your gender.

Employer/Organization Name: Write in the full name of the establishment or organization where you are currently employed.

Address: Write in the full address of the establishment where you work. Include the street, suite or box number (if applicable), city, state abbreviation, and extended zip or postal code. If you work outside the USA, supply the name of the country where your establishment is located using the abbreviated **country code**.

Work and Home Phone Numbers: Write in the numbers and darken the circles to indicate the main phone number and area code of the organization where you work, and your home phone number and area code.

Social Security Number: Write in the numbers and darken the circles to indicate your Social Security Number. Be sure to darken one and only one circle for each column.

Birth Date: Write in the numbers and darken the circles to indicate your birth date, using a Month/Day/Year format. Be sure to darken one and only one circle for each column. Use 2-digits for both the month and day, and 4 digits for the year.

Test Answers: Mark your answers to the exam questions in the area labeled Test Answers. Your test may have fewer than 50 questions. Use only the answer spaces that correspond to the questions on your test, and mark only one circle for each question.

Office Use Only: *The information in this box helps identify the test you are taking. Please do not make any marks in this section.*

Test ID: Write in and darken the circles to indicate the Test ID of the test you are taking. This ID is pre-printed on the upper right corner of the Exam. If there is no Test ID on your Exam, leave this field blank.

L: Leave this field blank; it is for future use.

Training Method: Darken the circle that describes how you took this program. Not all methods are available for all programs.

Date of Test: Write in today's date (Month/Day/Year format).

Trainer Name and Number: If the material for this exam was taught by a trainer, write in the name and number of the trainer in the space provided.

Signature: Sign your name in the space provided at the bottom of the form to indicate that the information you supplied on this form is complete and accurate to the best of your knowledge.

Required State Information

A number of states in the USA require that we collect additional information for individuals trained in the sale or service of alcohol. Your trainer or supervisor can tell you if your state regulates alcohol server training. If so, you must supply the following identifying information.

ID Number: _____ **Type of ID:** _____

Provide your Driver's License number or other state-approved ID number. Be sure to indicate the type of ID (for example, Driver's License, Military ID, etc.).

Issuing Agency: _____ **Issuing State:** _____

Provide the name of the federal or state agency that issued the ID and the state where the ID was issued.

Height: _____ **Weight:** _____

Write in your approximate height, expressed in feet and inches, and your approximate weight, expressed in pounds.



HEALTH & SAFETY SYSTEMS, INC.

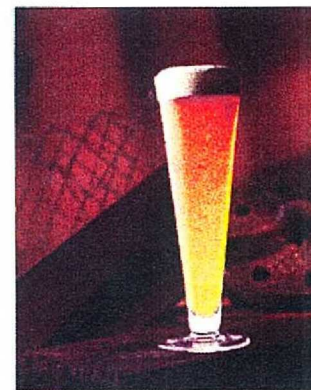
1101 Wilson Boulevard, Suite 1700
Arlington, VA 22209
Phone: 800-438-8477 · Fax: 703-524-1487



Concessions

Sales of Alcohol

- The Responsible Sale of Alcohol (RAS) is a critical obligation of every concession employee who serves alcohol
- You can receive TIPS training designed to instruct you on responsible serving techniques.
- Cut-Off Time
- 2 Drink Limit per Person
- Card anyone that looks under 35





Concessions



Duties of Cashiers

- Assist in opening of stands.
- Assist in pre-event inventory.
- Assist banker with distribution of “tills” prior to event.
- Serve guests by taking orders, delivering merchandise, food and beverage, and handling payment.
- Provide excellent customer service at all times.
- Act as initial contact for customers with concerns or complaints.
- Suggest additional merchandise, food and beverage items during the sale – “up selling”.
- Responsibly sell alcohol – verify IDs, assess customer for impairment and enforce Company Alcohol Service Policy.
- Assist in keeping the stand or work area neat, clean and sanitized.
- Assist stand manager or supervisor with closing procedures after the event.





Concessions

Pre-Shift Meeting

Area Supervisors will meet with their stand manager and banker before events to review the following:

- Assignments
- Policies and procedures
- Menu changes
- Opening and closing times
- Alcohol Service Policy
- Upcoming schedules
- Issues from prior events
- Game day or event notes



Stand Managers and Bankers need to share ALL of this information with the rest of the group.

Ask Questions!

