

Sell Safely.

Techniques of Alcohol Management® is nationally recognized as the leading program for responsible server training. Created by licensees more than 25 years ago, TAM® is an essential tool for promoting safety and responsibility in all aspects of alcohol sales and service.



Serve Responsibly.

TECHNIQUES OF ALCOHOL MANAGEMENT®

FESTIVAL & EVENT TRAINING

Sell Safely.



Serve Responsibly.



The **National Hospitality Institute (NHI)**® is a non-profit educational foundation focused on safe, responsible, efficient and effective management in the hospitality industry. Created by sellers and servers of beverage alcohol, NHI® offers programs developed from the unique perspective of industry veterans and insiders.

National Hospitality Institute®

920 North Fairview Ave.
Lansing, MI 48912

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phone 517.374.9611
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Keep your community safe and responsible with expert training for the staff of local festivals and events where alcohol will be sold.



About TAM®

TAM® was created in 1983 by members of the Michigan Licensed Beverage Association — people with real-world, everyday experience in the sale and service of beverage alcohol.

We believe sellers and servers of beverage alcohol should be dedicated to reducing alcohol-related driving accidents and to keeping alcohol out of the hands of persons under 21 years of age.

The TAM® program has been updated, revamped and fine-tuned over the years with input from law enforcement officials, state and federal agencies, community and industry partners, and some of the very same liquor licensees who helped launch the program more than 25 years ago.

Now our nationally-recognized program for responsible server training has been adapted to the needs of those who don't work full-time in the hospitality industry. The Festival & Event Training program promotes safe, responsible and legal alcohol sales at all your community events.

Core Curriculum

TAM® offers a complete, effective and in-depth view of all aspects beverage alcohol sales and service. The Festival & Event Training program begins with our core TAM® Training. Highlights of the course include:

False Identification: With today's computers, it is more important than ever to know what to look for and how to detect false IDs. TAM® arms servers with the expertise they need to put an end to underage sales once and for all.

Clinical Effects of Alcohol: TAM® features a clinical look at how alcohol enters the bloodstream and what it does to the nervous system. Servers will learn how to detect and manage intoxication, preventing over-service and the various problems that can result.

Laws, Rules & Regulations: Laws change and licensees are expected to keep up with these changes. Even people who have been in business for many years are sure to learn something new.

Alcohol Management: As the final step in the TAM® program, you will learn the S.I.R.SM and M.A.A.M.SM programs, our proprietary system for applying the Techniques of Alcohol Management® in your business.

NHI® recommends at least one TAM®-trained person be present at each point of sale for alcohol at your event.

Specialized Training

In addition to core TAM® Training, Festival & Event staff and organizers will also learn:

Deciding what to sell:

- Types of Alcoholic Beverages
- Food and Non Alcoholic Beverages

Obtaining a Liquor License:

- Getting Local Approval
- Filing application with Michigan Liquor Control Commission (MLCC)

Set-Up:

- Legal hours of operation
- Prohibitions
- ID checking and control of minors

Security:

- Fencing
- Security Personnel

Working with Law Enforcement:

- Relationship Development
- Assistance

Accounting:

- Sales Tax
- Reporting to MLCC

Cost of training: \$25 per registrant

For more information or to schedule a training session in your community, please call us today at:

(800) 292-2896

or write:

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