

**Bemiss Distributing Company, Inc.**

*101 South Industrial Parkway*

*P.O. Box 493*

*West Union, IA 52175*

*563.422.6095*

**Educate Youth on Underage and Illegal Drinking:**

- Donated approximately **\$2,000** to programs such as DARE throughout their territory.
- Provided *“Family Talk”* and *“College Alcohol Awareness”* booklets to the **2** colleges in our territory.

**Promote the Responsible Use of Our Product:**

- Provided **10** designated driver billboards throughout the key summer selling season and the holiday seasons.
- Provided a free shuttle bus for our biggest event that usually has approximately **8,000** people in attendance.

**Retailer/Server Training**

- Sponsored *Training for Intervention ProcedureS (TIPS)* training with the help of local law enforcement and offered it to our retail accounts and provided them with a meal as well.

**Partner with Law Enforcement**

- Provided **300 “WE ID”** Drivers License booklets throughout our territory to our accounts.

**Chuck Whittenburg Distributing, Inc.**

*419 East Second Street*

*Spencer, IA 51301*

*712.262.4117*

**Educate Youth on Underage and Illegal Drinking:**

- Contribute cash donations to **5** prom committees.
- Distributed *“Family Talk”* and *“Drivers License Guide”*.
- Funded billboards on *“Let’s Talk”*.
- Funded speaker for Spencer School System.
- Funded rides home for college market.

**Promote the Responsible Consumption of Our Product:**

- Funded cab rides all year-round in Spencer, Storm Lake and Okoboji.
- Placed **10** billboards on designated driver, safe boating program.
- Point-of-sale imprints for concert series and special events.

**Retailer/Server Training:**

- In 2007, conducted server training for **100** people for RAGBRAI.
- In 2007, conducted *Training for Intervention ProcedureS (TIPS)* for on-premise retailers in market for about 35 employees.

**Partner with Law Enforcement**

- Provided **100** Drivers License ID booklets to local law enforcement.

**Dale Lee Distributing Company, Inc.**  
**9925 – 6<sup>th</sup> Street SW**  
**Cedar Rapids, IA 52404**  
**319.848.2337**

**Educate Youth on Underage and Illegal Drinking:**

- Distributed “**We ID**” and “**Prevent Don’t Provide**” posters, danglers, cooler door stickers, window stickers, table tents and neons to both on and off-premise accounts.
- Incorporated a social norming program along with the “**We ID**” and Designated Driver messages in all presentations to the Downtown Alcohol Board in Iowa City.
- Sponsored “**Street Smarts**” Speaker Organization to present to area colleges and local high school.
- Implemented new “**Who’s Your Bud?**” Designated Driver program and held promotions at on-premise accounts promoting Designated Drivers posters, table tents, signage and radio spots were used to promote the new campaign.
- Distributed “**Family Matters**” materials to middle school parents. Educating parents on their role of educating their kids and helping them to make responsible choices.

**Promote the Responsible Consumption of Our Product:**

- Purchased radio spots on **3** local stations featuring the responsibility message during key holiday focus periods.
- Ran continual public service announcements on **3** local radio stations, stressing the importance of responsible drinking and designated drivers year round. Heavy play of PSA’s during holiday focus periods.
- Ran print advertising in various major newspapers in Cedar Rapids and Iowa City, The Greek Telephone Directory at the University of Iowa, *On Campus Magazine* and numerous other small town publications. Also had advertising in major sporting event programs.
- Featured the “**Responsibility Matters**” logo on all in-house signage.
- Displayed “**Responsibility Matters**” and “**Who’s Your Bud?**” posters and banners at special events.
- Implemented a “**Good Sport**” program at sporting events, concerts, fairs and festivals. This program encourages responsible consumption and behavior among adult fans and consumers.
- Supported Cedar Rapids Power Squadron; an organization that supports boating safety.

**Retailer/Server Training**

- Distributed over **150** “**We ID**” Drivers License books to all high volume retailers to assist the staff in properly identifying consumers of legal drinking age.
- Offered “**We ID**” and “**Prevent Don’t Provide**” training material to all retail establishments to train them on the importance of properly identifying consumers of legal drinking age.

**Partner with Law Enforcement**

- Partnered with the Iowa State Patrol, the Cedar Rapids Police Department, Linn County Sheriff’s Department and the Iowa City Police Department distributing over **200** Drivers License books.
- Offered training materials to support the Iowa City Police in their *Training For Interventions ProcedureS (TIPS)*.

**Doll Distributing LLC/ Des Moines**  
**1901 DeWolf Street**  
**Des Moines, IA 50316**  
**515/263-3208**

**Educate Youth on Underage and Illegal Drinking/Operation ID:**

- Provide “**Family Talk**” and “**College Talk**” brochures and videos to schools, libraries, video stores, and PTA groups through out the community.
- Distributed “**We ID**” and “**Prevent Don’t Provide**” posters, danglers, cooler door stickers, window stickers, table tents and neons to both on and off-premise accounts, focusing on everyday and key holidays.
- Work closely with the Iowa State Fair this year to promote the “**Who’s Your Bud Theme**”? Designate a driver.
- Advertising with local media outlets
- Partnered with local law enforcement regarding programs to educate youth.
- Focused on the Back to School, Graduation, and Prom time frames to enforce our message in the market with media and point of sale.
- Kept in contact with local universities to offer any help when needed

**Promote the Responsible Use of Our Product:**

- Placed Responsibility matter point of sale in the market, including neon’s, table tents, messages on scoreboards, PSA announcements, etc.
- Also placed Responsibility Matters POS at all special events.
- Sponsored print and radio advertising spots promoting responsible drinking during key holidays through out the year.
- Work with local radio station to offer Holiday Safe Ride to on premise establishments for the holiday season from Thanksgiving to New Years. Providing over 200 cab rides home.
- Holiday Great Party Guide for the off premise
- Offered Responsibility Matters wristbands to all special events
- Hand out Motorcycle safety information and reminders at several bike nights in the market.
- Worked with the local marina on a boating safely campaign
- Work with local teams to promote the “Good Sport” program at their venues

**Retailer/Server Training**

- Offered *Training for Intervention ProcedureS (TIPS)* training for on and off premise retail accounts 12 times a year.
- Offer Train the Trainer program (TIPS) once a quarter, which certifies individuals to train their own staff.
- Legal age calendars and license booklets given to over 1,000 retail accounts.
- Distributed over 500 Learn 2 Serve trainer cards to venues for server training.

**Partner with Law Enforcement**

- Provided **500** Drivers License booklets throughout our territory to local law enforcement.
- Offered training materials to support the local police department in their *Training For Interventions ProcedureS (TIPS)*.
- Work with law enforcement departments to support their community efforts as well as getting our message out: i.e. K-9 units, drug enforcement booklets, etc

**Doll Distributing LLC/Council Bluffs**  
**3501 23<sup>rd</sup> Avenue**  
**Council Bluffs, IA 51501**  
**712.323.5701**

**Educate Youth on Underage and Illegal Drinking:**

- Donated “*College Talk*” brochures to local area high schools to be included in their graduation packets.
- Donated “*Family Talk*” brochures to local area high schools.
- Distributed “**WE ID**” legal drinking age point-of-sale to all on and off-premise accounts.
- Promoted Anheuser-Busch’s “**Good Sport Programs**” at Iowa Western Community College and sporting events at the MidAmerica Center.
- Sponsored Linda Dutil, an educational speaker, to an area high school to teach the students about the effects of making bad choices.

**Promote the Responsible Consumption of Our Product:**

- Placed **7** billboards with safe driving messages during May, June, July, October and December reminding to use a designated driver.
- Placed **4** articles in local newspapers reminding people to drink responsibly, to designate a driver, and giving tips on how to have a safe holiday season.
- Provided over **300** radio PSA’s on local stations reminding people to drink responsibly, and to designate a driver.
- Will be providing cab rides home for Halloween and in the months of November and December.

**Retailer/Server Training**

- Provided *Training For Intervention ProcedureS (TIPS)* to over **600** accounts on safe serving over the holidays.
- Provided over **600** accounts with information on server training websites.
- Provided and offered free server training through “*Learn2Serve*” to on and off premise accounts.
- Provided drivers license booklets to all retail accounts to aid in identifying fake ID’s.
- Provided a quarterly newsletter to all accounts including tips on how to identify over consumption, how to deal with abuse, minors and denying service.

**Partner with Law Enforcement**

- Provided materials to local law enforcement to make them aware of our efforts towards implementing our underage drinking programs in the community.

Doll Distributing, LLC contributed **\$6,100** to sponsor civic and charitable community events and projects.

**Fahr Beverage, Inc.**  
**1369 Martin Road**  
**P.O. Box 358**  
**Waterloo, IA 50704**  
**319.234.2605**

**Educate Youth on Underage and Illegal Drinking:**

- Placed **2** print ads in the *Waterloo/Cedar Falls Courier* (Operation ID, Back-To-School Prevent Don’t Provide).
- Provided **27** high schools with “*Family Talk*” introduction Brochures, Guidebooks, Magnets and Bookmarks.
- Monetary donations to **27** high schools for parents to use money towards After Prom Events to keep kids from leaving the events and participate in underage drinking.
- Provided **6** “*Family Talk*” videos to Hy-Vee (Cedar Falls), Family video (Cedar Falls), Family video (Waterloo-Kimball), Hudson High School, Dike-New Hartford High School, Cedar Falls/Waterloo Public Libraries.

- Distributed **WE I.D.** legal drinking at point-of-sale to over **300** restaurants, bars, convenience stores and liquor stores (included legal age calendars, **WE I.D.** poster reminders, table tents, cooler stickers, Push/Pull stickers, shelf strips, and custom POS).
- Distributed **WE I.D.** server buttons/stickers to over **200** servers and bartenders.
- Distributed **55,000** wristbands to accounts and special events to prevent underage and illegal drinking.

**Promote the Responsible Consumption of Our Product:**

- Hosted **GOOD SPORT** Designated Driver Programs at the Waterloo Black Hawks.
- Hosted **GOOD SPORT** Designated Driver Programs at the Waterloo Bucks.
- Hosted **GOOD SPORT** Designated Driver Programs at the Cedar Falls Raceway.
- Hosted **GOOD SPORT** Designated Driver Programs at the Independence Motor Speedway.
- Placed **1 GOOD SPORT** Stadium Billboard in Young Arena for 2006-20067 Seasons.
- Placed **2 GOOD SPORT** logos and web links on venue websites (Waterloo Bucks, Independence Motor Speedway).
- Placed **8 GOOD SPORT and WHO'S YOUR BUD?** POS banners in the arena.
- Distributed **30 GOOD SPORT** goodie bags for those that signed up to be a designated driver for each game at the Waterloo Black Hawk games and gave a **Dale Jr. gas can grill** to the **Good Sport of the Year**.
- Placed **1 GOOD SPORT/Designated Driver**, team work ad for the Cedar Valley Athletes Magazine
- Press Release submitted **1** published in the *Waterloo/Cedar Falls Courier* for hosting the **GOOD SPORT** booth at the **Waterloo Black Hawks**.
- Press Release submitted **1** published in the *Independence Bulletin* for hosting the **GOOD SPORT** booth at the Independence Motor Speedway.
- Placed **2** Print Ads in the *Waterloo/Cedar Falls Courier* (St. Patrick's Day, Safe Boating).
- Placed *Responsibility Matter* banners at over **20** special events.
- Distributed **65** Responsibility Matters t-shirts to servers and designated drivers at on-premise promotions.
- Submitted **10** Letters to the Editor to the *Waterloo/Cedar Falls Courier* had **9** published.
- Provided **\$2,000** to **Pathways** for use in their alcohol education programs.

**Retailer/Server Training:**

- Hosted **2 Training for Intervention Procedures (TIPS)** training classes for bartenders and servers of alcohol beverages. These classes, in total, trained **20** persons.
- Provided **425** drivers license ID booklets to local retailers to aid in identifying false ID's.

**Partner with Law Enforcement:**

- Provided **100** Drivers License ID booklets to Police and County Sheriff's Departments to aid in identifying false ID's.
- Met **2** times with Cedar Falls Police Department to continue our partnered efforts.
- Met **1** time with Waterloo Police Department (Captain and Education Officer) to discuss and develop possible partnered efforts to combat underage drinking and promote responsible drinking.

**Fleck Sales Company/Cedar Rapids**

**11125 High Life Court SW  
Cedar Rapids, IA 52404  
319.848.8275**

**Educate Youth on Underage and Illegal Drinking:**

- Supported Coralville Chamber of Commerce and Hy Vee in training staff on alcohol awareness in preparation for RAGBRAI.

**Promote the Responsible Consumption of Our Product:**

- Provided **"We ID"** stickers and other point-of-sale to all customers as needed.

**Retailer/Server Training:**

- Worked with local police departments.
- Met with **6** retailers to teach *Training For Intervention ProcedureS (TIPS)*.

**Partner with Law Enforcement:**

- Have hosted 3 “Train the Trainers” for *Training For Intervention ProcedureS (TIPS)* classes.

**Fleck Sales Company/West Burlington**

*2204 West Mt. Pleasant Street  
West Burlington, IA 52655  
319.754.6736*

**Educate Youth on Underage and Illegal Drinking:**

- Provided “*Family Talk*” and “*Let’s Talk*” to Burlington Steamboat Days – 6 day event.
- Placed “**WE ID**” point of sale in all convenience and grocery stores.
- Placed legal age calendars in all our taverns and bars.
- In December we helped our U.S. Marines fill a Miller Lite semi-trailer for the Toys for Tots program, spending all night in the trailer until it was filled.

**Promote the Responsible Consumption of Our Product:**

- Posted “**Designate A Driver**” posters in all our on and off-premise accounts early November through the holidays.

**Retailer/Server Training:**

- Held 2 *Training For Intervention ProcedureS (TIPS)* training programs for bars in Fort Madison and Bloomfield area.

**Partner with Law Enforcement:**

- Provided 100 license ID books between all our local police and sheriff’s departments.
- Fleck Sales Company’s Branch Sales Manager, Tim Manderscheid, is Chairman of the Des Moines County area Crime Stoppers program.

**Humes Distributing, Inc.**

*400 North 5<sup>th</sup> Street  
P.O. Box 205  
Fort Dodge, IA 50501  
515.573.7271*

**Educate Youth on Underage and Illegal Drinking:**

- Distributed “**WE ID**” point-of-sale to 200 accounts in our territory.
- Distributed Letters to the Editors to 14 newspapers in our territory inviting the public to ask for free “*Family Talk*” booklets.
- Distributed letters to 19 high schools and 16 middle schools in our territory inviting them to ask for free “*Family Talk*” booklets for parents of their students.

**Promote the Responsible Consumption of Our Product:**

- Supplied approximately 650 Community Awareness & Education items for promotions and other community events.
- Supplied approximately 52,000 wristbands to events in our territory.

**Retailer/Server Training**

- Supplied 37 accounts in our territory with 39 ID booklets to aid in identifying false ID’s.

**Partner with Law Enforcement:**

- Supplied 7 police and county sheriff’s departments with 61 ID booklets to aid in identifying false ID’s.

**Ike Auen Distributing Company, Inc.**

*102 North Grant Road  
P.O. Box 15  
Carroll, IA 51401  
712.792.2294*

**Educate Youth on Underage and Illegal Drinking:**

- Co-sponsored Save-A-Life Tour at Kuemper Catholic High School.

**Promote the Responsible Consumption of our Product:**

- 10 billboards
- 8 print ads
- 200 radio spots

**Partner with Law Enforcement**

- Distributed 100 Driver License booklets to Carroll and Crawford County Sheriff and Police Departments.

**Iowa Beverage Systems, Inc.**

*2115 NE 58<sup>th</sup> Avenue*

*Des Moines, IA 50313*

*515.266.2274*

**Educate Youth on Underage and Illegal Drinking:**

- Supplied and reviewed Responsible Events Planning kits for 53 special event organizers as well as Iowa State University and Drake Public Safety and Security Departments.
- Distributed “We ID” point-of-sale materials to over 300 convenience and liquor stores in Central and Southern Iowa.
- Distributed over 1,000 copies of “Let’s Talk” via in-store displays.
- Offered “Let’s Talk” books to Des Moines school system.

**Promote the Responsible Consumption of our Product:**

- Placed 19 billboards in the Des Moines and Ames metro areas reminding consumers to celebrate responsibly and to designate a driver.
- Sponsored for the 16<sup>th</sup> year, the Miller Lite **Safe Ride**. In 2006, 944 people were given safe rides home. Over the past 16 years Iowa Beverage has provide safe rides home to more than 11,000 people.

**Retailer/Server Training:**

- Hosted 3 *Training For Intervention ProcedureS (TIPS)* training classes at Iowa Beverage Systems where approximately 110 servers were trained.

**Partner with Law Enforcement:**

- Provided over 1,000 Drivers License ID catalogs to county and municipal law enforcement agencies in 2005.
- Provided legal age wristbands to all sponsored events including over 50,000 legal age wristbands to the Iowa State Fair.

**Kabrick Distributing Co. of Britt**

**212 Fifth Street NW**

**P.O. Box 235**

**Britt, IA 50423**

**641.843.3816**

**Educate Youth on Underage and Illegal Drinking:**

- Supplied **“Family Talk”** program and educational materials to **12** middle school districts including: Britt, Kanawha, Clarion, Eagle Grove, Belmont, Garner, Crystal Lake, Thompson, Lake Mills, Forest City, Emmetsburg and Hampton. Also, **5** local video stores for free rental.
- Distributed over **100** Driver License booklets and legal age calendars to retail accounts.
- Distributed **“We ID”** and **“Prevent Don’t Provide”** legal drinking age point-of-sale to over **150** retail establishments.
- Distributed over **15,000** wristbands at local fairs, festivals, concerts and special events to help prevent underage drinking.
- Co-sponsored the **“Save a Life Tour”** training program in conjunction with Iowa Lakes Community College Foundation.

**Promote the Responsible Consumption of Our Product:**

- Placed **18 billboards** in various locations throughout **7** counties reminding people to celebrate responsibly, prevent underage drinking, and to designate a driver
- Distributed **50,000** coasters across entire state of Iowa in partnership with ABATE of Iowa promoting responsibility.
- Placed **165** radio spots in November and December promoting moderate consumption and the use of a designated driver.

**Partner with Law Enforcement**

- Provided **100** drivers license ID booklets to the following Police and County Sheriff’s departments to aid in identifying false ID’s. Police Departments: Algona, Britt, Emmetsburg, Garner, Clarion, Forest City, Kanawha and Hampton. County Sheriff’s Departments: Kossuth, Hancock, Palo Alto, Wright, Winnebago, and Franklin.

**Kabrick Distributing Co. of Mason City**

**1809 South Benjamin**

**P.O. Box 78**

**Mason City, IA 50401**

**641.423.4151**

**Educate Youth on Underage and Illegal Drinking:**

- Distributed **“WE ID”** point-of-sale to over **200** accounts.
- Supplied **20,000** wristbands to over **39** special events.

**Promote the Responsible Consumption of Our Product:**

- Places **2 “Drink Responsible”** billboards over northern Iowa.
- Placed **52 “Drink Responsible”** radio ads reminding people to drink responsibly.

**Partner with Law Enforcement:**

- Provided over **50** Drivers License booklets to law enforcement and retailers.

**Kirchhoff Distributing Company, Inc.**

**5035 Chavenelle Road**

**P.O. Box 692**

**Dubuque, IA 52004**

**563.556.8911**

**Educate Youth on Underage and Illegal Drinking:**

- Distributed over **100** videos of “*Family Talk*” and “*College Talk*” during service club meetings and local taste tests in off-premise accounts.
- Participated and helped host a Resident Advisor Meeting for the 4 Dubuque area colleges. Local law enforcement, judge, magistrate, defense attorney, prosecutor and a substance abuse counselor presented the information for safe campuses.

**Promote the Responsible Consumption of Our Product:**

- Permanent billboard for using a designated driver on a main highway in Dubuque.
- Provided **40,000** wristbands for events.
- Banners for events always carry a responsibility message.
- Provide cab service for New Years Eve in our Clinton market.

**Retailer/Server Training**

- We host *Training For Intervention ProcedureS (TIPS)* training courses in our hospitality room – **6** sessions in 2006.

**Partner with Law Enforcement**

- Provided **250** Drivers License ID books to the Dubuque, Jackson, Delaware and Clinton County law enforcement agencies.
- Participate in the Dubuque County Safe Youth Coalition to provide extra police officers during prom, homecoming and graduation seasons.
- Actively involved with the Iowa Alcohol Risk Reduction Committee.
- Provide safe boating information for all marinas in our area.

**L & L Distributing Company, Inc.**

**514 Clark Street**

**Sioux City, IA 51101**

**712.255.0135**

**Educate Youth on Underage and Illegal Drinking:**

- Distributed “**WE ID**” legal drinking age calendars and point-of-sale to over **60** convenience and liquor stores.
- Distributed **200** “**WE ID**” buttons to several concert & entertainment venues. Example: Tyson Event Center, Convention Center and the Orpheum Theatre.
- Advertise our “*Family Talk*” guides in programs that would likely be distributed to parents.
- Provided **47,000** wristbands to our retailers in 2006.

**Promote the Responsible Consumption of Our Product:**

- Placed **18** billboard locations in Woodbury, Plymouth, Cherokee and Monona Counties in the spring promoting the use of “Designated Drivers”.
- Have placed several ads in the *Sioux City Journal* and the monthly *Sports Authority* magazine promoting “Designated Drivers”.

**Retailer/Server Training**

- We offer casual on site server training for all interested on-premise retail accounts and also have the Busch Satellite TIPS training available at our warehouse for all interested on and off-premise

retailers and their employees. We offered that benefit at no cost to any retailer or employee who wishes to be certified.

**Partner with Law Enforcement**

- We provided **100** Drivers License ID booklets to police and sheriff's departments in Plymouth County to aid in consumer awareness classes.
- Provided wristbands at no cost to all licensed account who wish to card and band patrons for concerts, festivals and special events.

**Matthews Distributing Company of Iowa, Inc.**  
**2459 Kerper Blvd., Suite 101**  
**Dubuque, IA 52001**  
**563.557.8811**

**Promote the Responsible Consumption of Our Product:**

- We will be running 25-second "**Rules of the Road**" safety campaign commercials on the 4 Radio Dubuque stations to help eliminate accidents and enlighten some drivers.
- We will be making a total investment of **\$600** per year to run safety campaign messages.

**Premier-Midwest Beverage**  
**1410 5<sup>th</sup> Avenue**  
**Council Bluffs, IA 51501**  
**712.322.7304**

**Promote the Responsible Consumption of Our Product:**

- 5% of our total marketing budget dedicated towards responsibility materials provided by our suppliers.
- Incorporate Designated Driver programs into our special event sponsorships.
- Provide materials such as Drivers License ID booklets, legal age calendars, etc. to retail accounts.

**Premium Beverage/Calmar**  
**2371 – 175<sup>th</sup> Street**  
**Calmar, IA 52132**  
**563.562.3251**

**Promote the Responsible Consumption of Our Product:**

- Radio ads – "**Have a Designated Driver**" ran over local stations during the holidays.

**Retailer/Server Training**

- Hosted workshop with local casino to train all staff on responsible serving.

**Partner with Law Enforcement**

- Provided Driver License booklets to local retailers.

**Premium Beverage/Mason City**

**1603 South Pierce  
Mason City, IA 50401  
641.423.0114**

**Promote the Responsible Consumption of Our Product:**

- Radio ads – “**Have a Designated Driver**” ran over local stations during the holidays.

**Retailer/Server Training**

- Hosted workshop with local casino to train all staff on responsible serving.

**Partner with Law Enforcement**

- Provided Driver License booklets to local retailers.

**Schwartz Beer Wholesalers**

**#14 K Avenue, Omeco Industrial Park  
P.O. Box 654  
Ottumwa, IA 52501  
641.684.8838**

**Educate Youth on Underage and Illegal Drinking:**

- 100 “*Let’s Talk*” booklets in grocery stores, convenience and liquor stores.
- “**WE ID**” buttons available on request to bars and convenience stores.

**Promote the Responsible Consumption of Our Product**

- All of our ads include “*Think When You Drink*” ad slicks.

**Partner with Law Enforcement:**

- Drivers License ID booklets available on request for any bars, convenience stores and local and county police departments.

**Vanguard Distributing Corporation**

**8717 Northwest Boulevard  
Davenport, IA 52806  
563.391.7777**

**Educate Youth on Underage and Illegal Drinking:**

- 30,000 wristbands provided at special events to identify minors.
- Letters were written to editors of 4 local newspapers
- “**WE ID**” server buttons and legal age calendars were used at special events.
- “**WE ID**” banners and neons hung at special events.
- “*Family Talk*” booklets to area schools.
- Speakers for area junior high and high schools.

**Promote the Responsible Consumption of Our Product:**

- Designated Driver programs in local bars with food and non-alcoholic beverages.
- Boating and skiing water safety programs at special events held on the riverfront.
- Print and radio advertising promoting responsible drinking.
- Displays at grocery stores during the Thanksgiving and Christmas holidays with take home brochures “**Make It a Great Party**”.
- 4 Designated Driver billboards located in the Quad City area promoting responsible drinking – November and December.

**Retailer/Server Training:**

- Host in-house *Training For Intervention ProcedureS (TIPS)* training via satellite for on-premise and off-premise accounts.
- Provide “**WE ID**” neons, metal signs, and mirrors for retail accounts.

- Provide retailers with “WE ID” video training tapes.
- Legal age calendars and license booklets given to retail accounts.

**Partner with Law Enforcement:**

- Provided 50 Drivers License booklets to local police and county sheriff departments.