

**Call for Presentations**  
2018 RRForum National Conference  
April 30 to May 1, 2018 in Detroit, MI

Day 1 of the 2018 RRForum will include a careful examination of the problems of over-service and their impact upon communities. Alcohol stakeholders have developed a mature understanding of how to reduce underage sales – principally through compliance checks by law enforcement agents and educational efforts (typically RBS training) – but there is no comparable understanding of how to prevent over-service.

The 2018 RRForum would like to explore the potential roles of licensees, regulators, and public health and prevention specialists, in reinforcing the recognition and refusal to serve alcohol to impaired patron:

- How can public health and highway safety prevention agencies “piggy-back” upon Place of Last Drink (PLD) investigations to reinforce how to recognize and refuse service to impaired customers? How can PLD investigations and data be communicated to create a *general deterrent effect* for all licensees in the state / community?
- Although the most egregious offenders should of course be identified and engaged, how can public health and highway safety preventionists reinforce over-service recognition and refusal with all licensees, many of which do not repeatedly over-serve but with whom episodes of over-service can occur? (This is the *public health paradox* applied to alcohol serving establishments.)
- How can communities reinforce the principles of Responsible Beverage Service (RBS) training regarding refusal to serve obviously impaired patrons?
- What public policies can best engage licensees to comply with the over-service laws?

RRForum invites suggestions on (1) specific topics, (2) innovative programs that explore over-service and (3) potential presenters. They also are interested in learning of other innovations in responsible retailing instituted by communities, public health and prevention agencies, regulators and by licensees and their industry partners. Please send suggestions to Brad Krevor, RRForum President, at [Krevor@rrforum.org](mailto:Krevor@rrforum.org).