



# THE MARYLAND COLLABORATIVE TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

## CAMPUS COUNCIL HIGHLIGHTS

December 7, 2023

Topic: Working with Bars: Training, Voluntary Agreements, and More

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Gregg Hanour described his training for bar owners and managers and discussed strategies to work with bars to improve student safety and reduce excessive drinking. He also suggested strategies for how to encourage bars in your campus community to participate in the training. Gregg's training involves three one-hour sessions focused on protecting your license, decreasing liability, and increasing profits.

### Part 1: Liquor Law Enforcement:

- How minors are at much higher risk of harm from alcohol use.
- City county, and state laws and enforcement of those laws.
- How to document procedures, educate staff on key laws.
- Training checklist to ensure skills are learned.
- Free documents!

### Part 2: Insurance Claims:

- "6 Things That Can Destroy Your Bar", with client examples.
- Strategies to reduce the likelihood people will over consume alcohol.
- The benefits of monitoring bartender pouring.
- Security practices to prevent altercations and reduce insurance claims.



### Part 3: Increasing Bar Revenue:

- Bar shrinkage, pour cost, pouring practices.
- How to prevent bartender theft.
- Profit per alcohol serving.
- Client examples.

### How to increase participation by bars

- Have law enforcement and liquor boards send direct invitations.
- Distribute flyers during nonpeak hours. Talking points include:
  - Uniqueness of training,
  - Trainer is author of The Optimized Bar,
  - \$50 per session,
  - Share workshop reviews.
- Greeks, clubs, talk with bars or a rep from school encourages participation.

### Discussion

ID scanners, drink pour measurers:

- False IDs are beating these systems now.
- In Utah, it's a law to use pour measurers, but this still requires oversight.

To develop relationships with bars:

- Create a task force with city bars (grants may be available for this).
- Engage with law enforcement to hand out flyers for trainings.
- Gather business cards of local bar and restaurants and develop grassroots database.