

...the global leader in education and training for the responsible service, sale, and consumption of alcohol.

January 27, 2016

The Honorable Nikki Haley
Governor of South Carolina
Pendleton St Ofc Of The Governor 1205
Market Center, SC 29201

Dear Governor Haley:

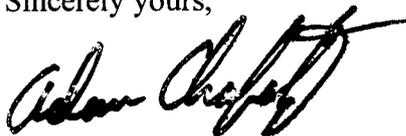
With the recent alcohol-related fatalities on college campuses, I wanted to bring to your attention what some schools are doing to prevent these tragedies.

For the past year, President Sorensen has made a strong commitment toward preventing alcohol-related problems at University of South Carolina by implementing TIPS alcohol education. University of South Carolina officials are using TIPS for the University to empower students with the skills and confidence they need to step into situations where fellow students risk getting into trouble with alcohol. The program does not tell students whether or not to drink, but instead teaches skills they can use to respond to underage drinking and over-drinking -- skills that can save lives. Often compared to CPR, the program treats students as adults, thereby encouraging adult responses to risky situations and behaviors among their peers. TIPS training has been proven effective; schools using the program have noted a 50% decrease in alcohol related incidents.

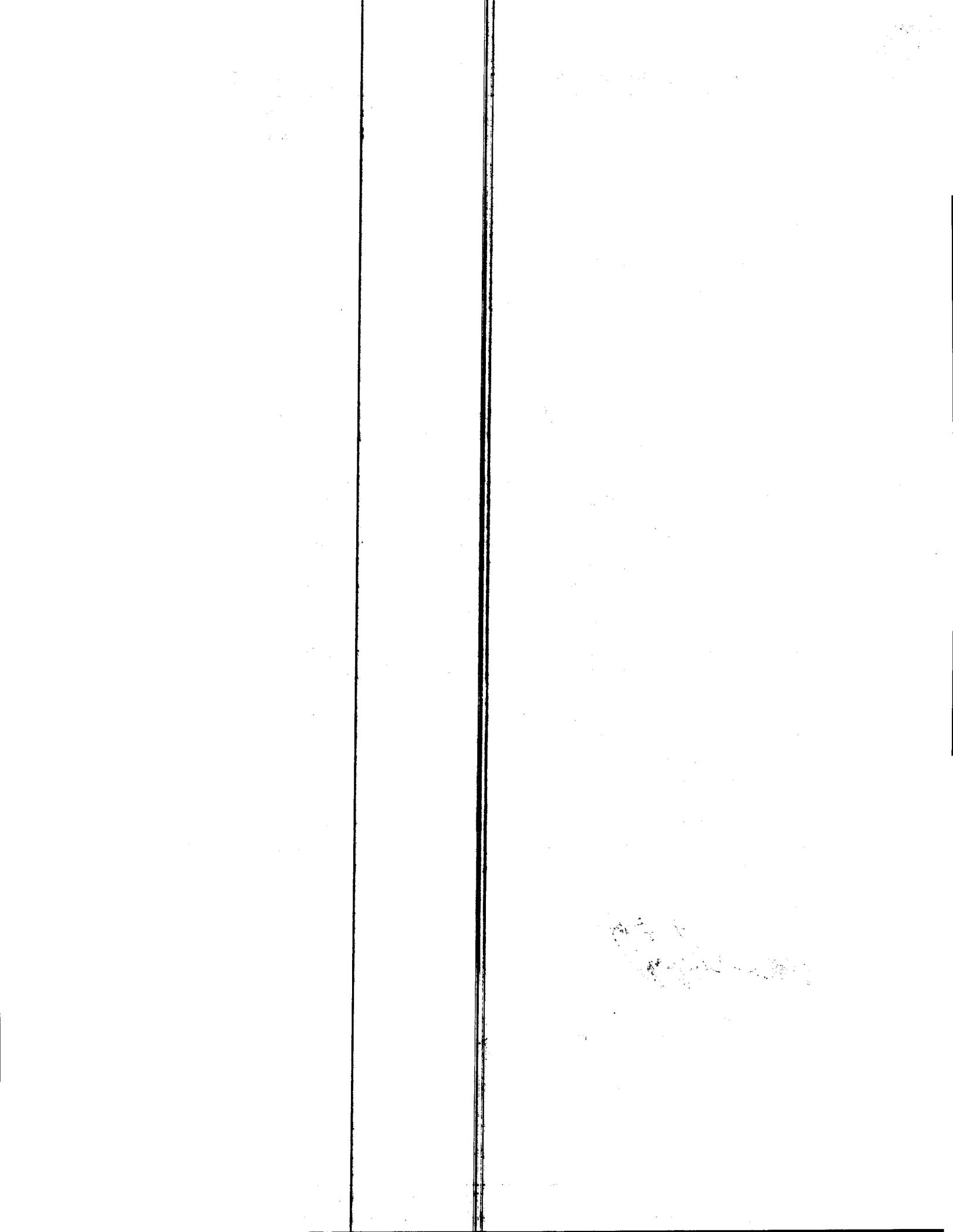
As Governor of the State of South Carolina, you know that encouraging a healthy, well-educated society is important. I have enclosed a sample letter that you might consider sending to President Sorensen. If possible, I would appreciate receiving a copy of anything you send.

Also enclosed is some general information about TIPS for the University. If you have any questions about our program and how it can benefit university students across the country, please call me at (800) 438-8477 or visit our web-site at www.gettips.com.

Sincerely yours,



Adam F. Chafetz
President and CEO Health Communications, Inc.



January 27, 2016

Andrew Sorensen
President
University of South Carolina
1828 Campbell Ln
Elgin, SC 29045-9213

Dear President Sorensen:

I am writing to thank you for your efforts toward educating tomorrow's leaders about alcohol responsibility and preventing alcohol-related tragedies. By implementing the TIPS program on your campus, you are helping to minimize alcohol abuse, drunk driving and underage drinking within your community.

Thank you for your leadership and proactive approach. I salute you for your involvement with TIPS and your commitment to make your school and your community safer for all.

Sincerely yours,

Nikki Haley
Governor of South Carolina

cc: Adam F. Chafetz, President & CEO TIPS

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Dear Governor Haley:

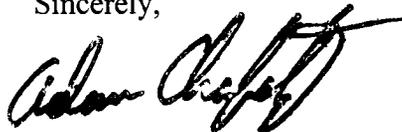
A number of outstanding citizens in your state have been active this year coordinating TIPS (Training for Intervention ProcedureS) alcohol education training. We want to let you know of their contributions.

TIPS trainers teach bartenders, servers, sellers, and even peers to spot the signs of intoxication and prevent alcohol-related problems before they occur. Through TIPS training, individuals around the drinker gain the skills and confidence to step in to prevent over-consumption and the associated problems that often arise from the misuse of alcohol.

I know you value concerned citizenship in your constituents and I know they would appreciate hearing from you. The attached sample letters are addressed to active TIPS trainers who are making a big difference in South Carolina. Perhaps you could take the time to recognize the contributions of these trainers by sending correspondence over your own letterhead stationery. If possible, we would appreciate a copy of anything you send.

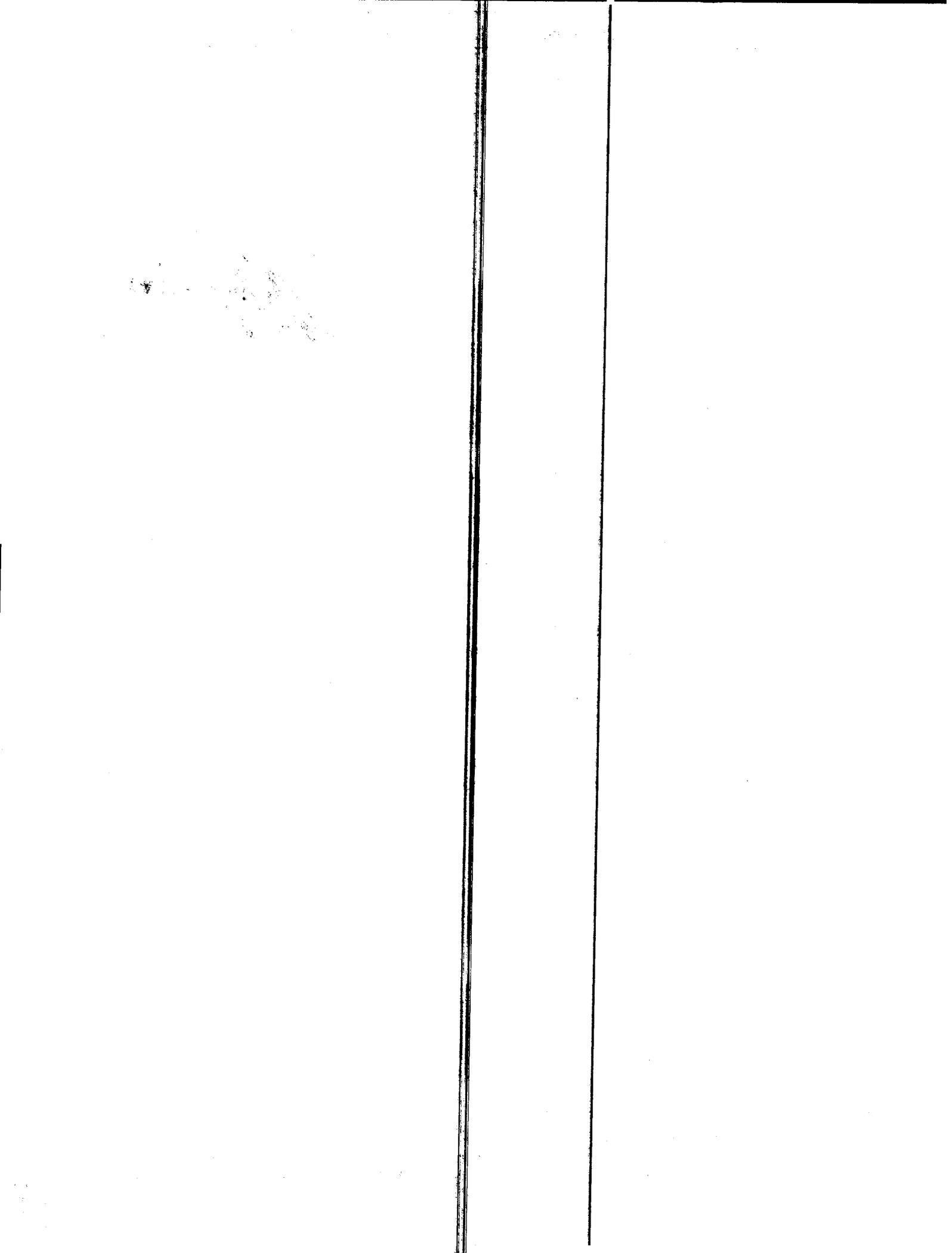
If you have any questions about the TIPS program and how it can benefit South Carolina, please call me at 800-438-8477 or check out our web site at www.gettips.com. Thank you for your time and concern.

Sincerely,



Adam Chafetz
President and CEO

Enclosures



January 27, 2016

Keith Schnulle
Area Director of Human Resources
Wild Dunes Resort
5757 Palm Blvd
Isle of Palms, SC 29451-2734

Dear Keith:

I am writing to express my appreciation for your good citizenship and your hard work in helping to prevent alcohol-related incidents in our state.

Your contributions through TIPS training help prevent intoxication and related injuries and help decrease the risk of tragedies related to drunk driving and underage drinking. The efforts of citizens like you underscore the grassroots value of community service.

Thank you for working to reduce the unnecessary loss of human potential. I salute you for your involvement with TIPS and your commitment to make South Carolina a safer place to live.

Sincerely,

Nikki Haley
Governor of South Carolina

January 27, 2016

Ed Grace
LODGE ADMINISTRATOR
Loyal Order of Moose
9763 Moose Rd
Murrells Inlet, SC 29576-8590

Dear Ed:

I am writing to express my appreciation for your good citizenship and your hard work in helping to prevent alcohol-related incidents in our state.

Your contributions through TIPS training help prevent intoxication and related injuries and help decrease the risk of tragedies related to drunk driving and underage drinking. The efforts of citizens like you underscore the grassroots value of community service.

Thank you for working to reduce the unnecessary loss of human potential. I salute you for your involvement with TIPS and your commitment to make South Carolina a safer place to live.

Sincerely,

Nikki Haley
Governor of South Carolina