

Warren Sackler, CHA, FMP
Associate Professor, Hospitality and Service Management
College of Applied Science and Technology
Rochester Institute of Technology
14 Lomb Memorial Drive
Rochester, NY 14623-5604

October 20, 2003

Dear Esteemed Colleague,

The National Restaurant Association Educational Foundation is in the process of forming an advisory committee of subject matter experts. This committee will help guide the development of the new Responsible Alcohol Service program. The NRAEF is pleased to invite you as an expert in your field, to participate in the establishment of Tier 1: Serving and Selling Alcohol Responsibly.

Responsible Alcohol Service Project

The Responsible Alcohol Service curriculum is divided into three instructional tiers.

- Tier 1 - Server level
 - ◆ The fundamentals of responsible sale and service of alcohol in casual and fine dining locations.
- Tier 2 – Management level
 - ◆ Information that a manager needs to oversee the responsible sale and service of alcohol.
- Tier 3 – Owner / Operator level
 - ◆ Information for owner/operators and corporate decision makers charged with policy making for responsible alcohol service.

The collective goal of the three tiers is to:

- Establish intelligent business practices based on a clear, educated understanding of the risks and responsibilities inherent in beverage alcohol service
- Recognize and uphold its benefits and profitability, as the industry standard.

The JTA and Requirements of a Subject Matter Expert

The first phase of Responsible Alcohol content development is the *Job Task Analysis (JTA)*. The JTA will be a two-day meeting at the NRAEF in Chicago, where subject matter experts from around the country will gather to identify critical competencies. Subject matter experts identify the knowledge, skills, and abilities of a successful server. As a subject matter expert, your contribution is requested to determine the essential and useful tasks servers should know in order to serve alcohol responsibly.

In the second phase, information gathered in the meeting will be compiled in a survey format and distributed to a large number of practitioners for further input. The advisory committee will reconvene to review and validate the survey results. The final product is a well-defined outline of the knowledge, skills, and abilities for successful entry-level responsible alcohol service.

Timeline

The first advisory committee meeting is tentatively scheduled for two (2) days in the first or second week of November. Your travel, meal and lodging expenses will be provided and/or reimbursed where applicable. We will be contacting you shortly to determine your participation in the committee, and to obtain your preferred travel dates.

The second advisory committee meeting is tentatively scheduled for the first week of February 2004.

We hope that you will decide to be a part of this exciting step in developing a dynamic new program. If you have any questions or would like further information, please contact either of us at the numbers below. We will be contacting you within the next week to confirm your participation. If you are unable to participate, feel free to refer an experienced colleague.

Thank you again for your consideration, the NRAEF looks forward to working with you.

Sincerely,

Amy Weaver
Examination Development Manager
(800) 765-2122 x 747
aweaver@foodtrain.org

Anupa Naik, M.Ed.
Project Manager
(800) 765-2122 x 759
anaik@foodtrain.org