



# ILCC News

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[www.state.il.us/LCC](http://www.state.il.us/LCC)

## BASSET communities are home to many of Illinois' most successful businesses



As the Illinois Liquor Control Commission continues to expand its Beverage Alcohol Sellers/Servers Education & Training (BASSET) throughout the state, one thing has become abundantly clear: Businesses who have a BASSET-trained staff are more likely to succeed.

Like many communities that require BASSET, the City of Naperville has a thriving entertainment and hospitality industry. This is not a coincidence, according Naperville Mayor George Pradel. "Our well-run establishments draw people to our community," states Mayor Pradel. "Visitors to Naperville expect high-quality, professional service when spending a night on the town, and BASSET plays a critical role in fulfilling their expectations."



Detective Mark English of the Naperville Police Department offers tips for spotting fake ID's in his monthly BASSET class.

It is a common refrain heard from local officials in other BASSET communities as well, a list which now numbers well over one hundred local jurisdictions – and continues to grow. "BASSET creates a level playing field," says Riff Menza, President of the Restaurant Association of Naperville and owner of several liquor establishments in Illinois' fifth largest city. "We have an environment that fosters responsible alcohol use."

"If I have one piece of advice to communities thinking about adopting a BASSET ordinance, it is this: *Just to do it!*"

Since 2006, the Naperville Police Department has conducted monthly BASSET classes and trained over 4,000 students, who pay a small \$30 fee to attend the four-hour class. "We look upon BASSET as an investment in our community, but it's an investment that pays for itself," says Naperville Police

*"Continued on page 5.*

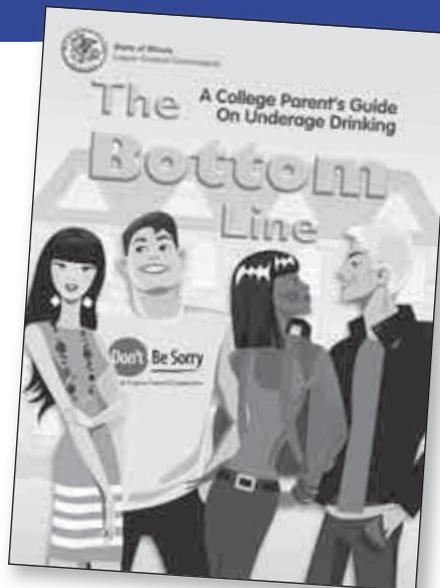
Important "Fake ID" info on back page

## Child off to college...?

Then you'll want to order **The Bottom Line: A College Parent's Guide On Underage Drinking**.

Here's the bottom line: It is illegal for college students under the age of 21 to drink alcohol. This booklet was produced by the Illinois Liquor Control Commission (ILCC) in order to provide parents with *the bottom line* facts regarding underage drinking in Illinois, and issues related to the over-consumption of alcohol on our college campuses.

It is our hope that you will share this information with your son or daughter as they begin a new life on their own in college. To order your FREE guide, please visit the "Latest News" section on the lower right of the Liquor Commission's home page [www.state.il.us/LCC](http://www.state.il.us/LCC).



### Other educational opportunities also available

Past events have included speaker tours, student assemblies, and a variety of other activities. For example, coming this spring will be the ILCC's 4th Annual "Project Sticker Shock" event, where hundreds of participating businesses from throughout the state help educate patrons on underage drinking laws (see page 3 for more details on this event). During the month of October alone, ILCC staff hosted several educational events for colleges, high schools, local liquor commissioners, law enforcement, and liquor licensees.

The Liquor Commission also publishes a variety of *Don't Be Sorry* educational materials that are available for FREE to schools, prevention groups, local government agencies, and other nonprofit organizations. To order your FREE materials—or to arrange for a FREE event in your community—please visit [www.DontBeSorry.org](http://www.DontBeSorry.org).

## Do you qualify for a caterer retailer license?

The State of Illinois offers a Specialty Retailer's Liquor License for caterers. However, Illinois Liquor Control Commission (ILCC) special agents are noticing more ineligible businesses requesting this type of license.

What is a Caterer Retailer License and who meets the criteria? The Illinois Liquor Control Act defines a "caterer retailer" as a person who serves alcoholic liquors for consumption, either on-site or off-site, whether the location is licensed or unlicensed, as an **incidental part of food service**. Prepared meals and alcoholic liquors are sold at a package price agreed upon under contract (ILCS 5/1-3.34).

In other words, "bartenders for hire" (and liquor stores) **do not** qualify for a caterer's license. ILCC special agents will continue investigating complaints regarding unqualified caterers. Those who do not qualify are subject to a fine, suspension, or revocation of ALL liquor licenses held by the offending party.

For further clarification on the above law, please contact the ILCC Legal Division at 312-814-2206.

## ILCC News

**Article suggestions are welcome!**

The Commission welcomes your input to enhance the *ILCC News* publication. If you have a suggestion for an article topic or a helpful hint to share with other licensees, please contact the Commission's Chicago Office.

*ILCC News* is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations and related government agencies.

**Managing Editor:**  
Ted Peneis

**ILCC Website:**  
[www.state.il.us/LCC](http://www.state.il.us/LCC)

**ILCC Email:**  
[ilcc\\_info@mail.state.il.us](mailto:ilcc_info@mail.state.il.us)

### Chicago Office

100 West Randolph Street  
Suite 7-801  
Chicago, IL 60601  
Phone: 312.814.2206  
Fax: 312.814.2241

### Springfield Office

101 West Jefferson  
Suite 3-525  
Springfield, IL 62702  
Phone: 217.782.2136  
Fax: 217.524.1911

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## Quick Notes

### Handbook available for local jurisdictions only

Promote your local economy and ensure a safer community by ordering the *Local Liquor Commissioner's Handbook* today! This handy publication will serve as a solid resource for all local officials — including mayors, police chiefs, sheriffs, city managers, village trustees, clerks, and county chairs.

To request your FREE handbook, please visit the web at [www.state.il.us/LCC/LLhandbook.asp](http://www.state.il.us/LCC/LLhandbook.asp). Please note, only orders from local officials will be filled.

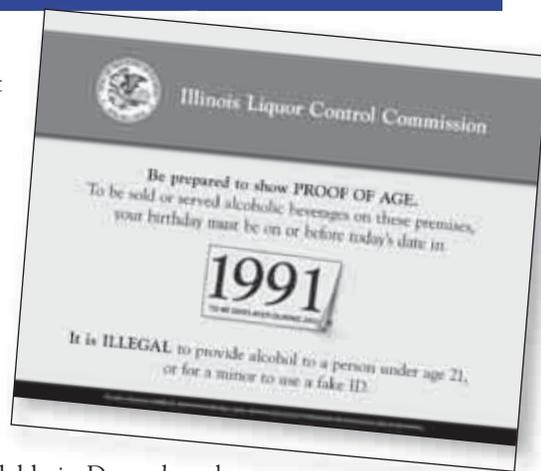


### 2012 "Proof of Age" signs and "1991" stickers

DO NOT throw away your current "Proof of Age" signs, as these signs are no longer printed.

However, 2x4 labels with the year "1991" (for placement over the old year)

will be made available in December along with printable 2012 signs.



Please visit the "Latest News" section on the Illinois Liquor Control Commission's home page [www.state.il.us/LCC](http://www.state.il.us/LCC) in December to print out your own 2012 Proof of Age signs and to order 1991 labels (for display in 2012). Please note, 1990 labels and printable 2011 signs are currently available on the web.

### Community survey on local liquor laws

The next issue of *ILCC News* will feature results from the 2010 Questionnaire for Municipalities/Counties detailing local liquor ordinances throughout the state. Local jurisdictions are allowed considerable latitude in determining how liquor is sold within their corporate boundaries. This often leads to confusion on what is and is not allowed within a particular community area.

With this in mind, the ILCC conducted a comprehensive 2010 census of local liquor ordinances. The first step in this daunting task was to send surveys to all cities, towns, villages, and counties in Illinois.

Nearly 800 of the 1,200 governmental units with local liquor licensing authority have returned their 2010 survey thus far. For those who have yet to respond, another questionnaire will be sent in early December. Once this final round is complete, the requested information will be posted online later next year, making these regulations readily available to the general public for the first time in the state's history. For questions regarding the 2010 community survey, please contact ILCC Education Manager Ted Penesis at 312-814-4802.

### Plan early for Sticker Shock Month!

In recognition of Alcohol Awareness Month, retailers, teenagers, adult volunteers, and local officials will be taking part in the 4th Annual "Project Sticker Shock" event in April 2012.

Each year, hundreds of Illinois liquor retailers and thousands of volunteers post stickers, window decals, posters, and proof of age signs reminding consumers that *Providing Alcohol to Minors is Illegal, Unhealthy & Unacceptable*.

But you need to plan your event early, as late requests for materials may not be filled on time! To order your Sticker Shock materials – and for more information – please visit [www.DontBeSorry.org](http://www.DontBeSorry.org).





## Reasons to give and things to say while cutting off an intoxicated patron

By Lee J. Roupas, ILCC BASSET Program Manager

**B**everage Alcohol Sellers/Servers Education & Training (BASSET) empower servers to discontinue alcohol service when they see a patron visibly intoxicated. When a server completes a BASSET training course, the servers have the tactfulness and professionalism to deal with patrons without escalating a conflict.

The training is a tool to give the servers confidence when engaging the customers, and making decisive actions to prevent alcohol-related incidents in their establishments.

Suggestions of what to say to an intoxicated patron without offending them:

- I will be breaking the law to serve you at this time.
- I must stop service at this time; I do not want anything to happen to you.
- If I over-serve you or any other customers, I can lose my liquor license.
- I can lose my job if my boss thinks I am over-serving people.



- I must look out for your safety and the safety of the neighborhood.
- If I serve you and the police pull you over, you will probably fail the breathalyzer and I don't want you to have a DUI on your record.

Interested in learning more? See "BASSET on the web!" at the bottom of page 5.

## Registering your brands online

By Tara Womack, ILCC Licensing Division

**T**he Illinois Liquor Control Commission (ILCC) and several other states allow manufacturers and importers to register their liquor products online via private website companies.

In order to use the private company software, you must have a State Of Illinois Non-Resident Dealer's Liquor License or a State of Illinois Foreign Importer's License. You also must be able to upload your Federal Tax & Trade Bureau (TTB) Colas and labels. Once submitted, ILCC Licensing Division staff will review and an email will be sent notifying you of the status of your brands.

Registration will also continue to be accepted via the fill-in PDF form available on the ILCC's home page [www.state.il.us/LCC](http://www.state.il.us/LCC) (click on the "Registration Statement" link). For more information, please contact the ILCC Licensing Division at 312-814-2206.

## FREE cashmat available

All valid "Under 21" IDs are now in a vertical format. The Illinois Liquor Control Commission's popular 15x10-inch countertop cashmat, to be displayed wherever alcohol is sold, includes a representation of all current underage driver's licenses and ID cards.

Also included is a listing of penalties on BOTH the seller and customer. Remember, *it's a 2-way street*; remind your employees and patrons that alcohol purchased for underage consumption has consequences!

To order your FREE cashmat, please visit the Liquor Commission's website at [www.state.il.us/LCC/mat.asp](http://www.state.il.us/LCC/mat.asp).



Detective Mark English, who teaches the city’s BASSET curriculum. “Since passing our BASSET ordinance, we continue to see a reduction in the number of police calls, drunk-driving arrests, and sales to minors. I have no doubt this drop is directly attributable to BASSET.”

## **BASSET continues to expand**

Next door to Naperville’s longstanding program is one of Illinois’ newest BASSET communities – the City of Aurora. Like its neighbor to the east, Illinois’ second largest city has seen its thriving nightlife district continue to expand after requiring BASSET. “Our patrons return frequently because they know they will enjoy a safe, friendly atmosphere during their visit,” says Aurora Mayor Tom Weisner.

*(Check the Winter 2011-12 edition of ILCC News for a feature article on Aurora’s new BASSET program.)*

Of course, BASSET communities come in all shapes and sizes. More typical are those with a population of less than 20,000, such as the Village of Westchester, another newcomer to the BASSET list.

Located in Chicago’s western suburbs, Westchester rolled out its seller/server training requirement during the past year. While employees in the village’s 16 liquor establishments can sign up for classes held by any number of state-approved BASSET programs, Westchester Mayor Sam Pulia hopes to teach BASSET classes himself in the near future.

“In this tough economy, BASSET allows us an opportunity to partner with our hospitality industry, and ensure they are operating effectively and safely,” says Mayor Pulia. “All small business owners are struggling right now, and I want them to succeed. By becoming a BASSET-certified trainer myself, I can solidify this partnership

and better meet their needs.”

Meanwhile, in those communities that do not yet require BASSET, many business owners – including several large corporate chains – have taken a pro-active approach and set a company-wide policy requiring all their employees to be trained. Some businesses pay a yearly fee and conduct the training themselves, while others simply enroll their employees in a class offered by a nearby licensed BASSET provider (*see [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset) and click on the “Training Class Directory” link for a list of providers near you*).

With so many suburbs and businesses now requiring their liquor establishment employees to be BASSET-trained, a new dynamic has begun to reveal itself.

“In many areas of the state, the onus for taking a BASSET class has shifted from the business owner to the employee,” says ILCC Education Manager Ted Penesis. “There is real value to owning a BASSET card today. If you work in the hospitality industry, passing a BASSET class is almost a prerequisite now. Without a BASSET card in your pocket, your future employment opportunities are greatly diminished.”

In fact, businesses in Naperville have the luxury of picking and choosing their employees based on their training. Says Detective English: “While we allow a grace period for newly hired employees, many Naperville businesses simply will not hire someone without proper training.”

Please visit <http://www.naperville.il.us/basset.aspx> for more information on Naperville’s BASSET program. To learn more about the ILCC’s statewide program – and to find a class near you – please visit [www.state.il.us/LCC](http://www.state.il.us/LCC) and click on the “BASSET Program” link.

## **BASSET on the web!**

Visit the BASSET (Beverage Alcohol Sellers/Servers Education & Training) website at [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset) to lay down the law for potential underage persons who can put your business at risk.

While there, order the “Card Hard” pack of materials for your business. The FREE pack includes two backroom posters reminding staff of the importance of serving alcohol responsibly, a NOTICE poster listing acceptable forms of ID for proof of age, and a brochure to order an ID checking guide for your establishment.

Additionally, along the left side of the website, are links to more information for both businesses and communities. For example, local officials should click on the “Model Ordinances” link if interested in becoming a BASSET community; while sellers and servers can visit the “Training Class Directory” link for a clickable map showing the location of BASSET providers in your area.





## Bar Fly: Late fall is “fruit fly season” in Illinois Please increase your inspection for *bar flies*

By Bonds Robinson, ILCC Agent Supervisor

The *American Heritage Dictionary* defines a bar fly as “one who frequents drinking establishments.” Maybe our most famous bar flies are Cliff Clavin and Norm Peterson of the popular sitcom *Cheers*, the bar “where everybody knows your name.”

But when it comes to fruit flies, which are common in bars, the names they are called are not their proper name, at least not by patrons of a bar. “Gnats” and “flies” might be common terms used for small flies, but likely after a period of bothersome activity, small flies take on more profane personifications.

From the fruit fly’s perspective, it’s only doing what it is supposed to do. A fly’s obligation is survival and propagation — nothing more. When adult flies frequent a fruity drink or a plate of food, they are doing nothing more than seeking sustenance. Their persistence at trying to reach our food is nothing more than their natural urge to survive.

It is the restaurant or bar and their sanitation practices that create the environment for fruit flies to establish themselves. Once they have “planted their flag,” so to speak, in a mass of wet organic material, the flies will remain and proliferate until their sources for sustenance and survival are removed.

The fruit flies comprise a large and varied genus of species, only a relative dozen or so species of which are found in food and liquor establishments. These are not the only bothersome small flies found in such facilities, however. Phorid flies, moth flies, and fungus gnats also are common.

Fruit and phorid flies are the ones of most concern in bars and restaurants and, fortunately, the basic steps for resolving an infestation for either are relatively similar. This article will discuss these groups of flies which are prevalent residents of bars and food establishments and outline guidelines for successfully resolving and preventing infestations.

### Are you a “bar fly” establishment?

If your establishment spends precious little time on cleaning up, you might be a “bar fly” establishment! Fruit flies can develop from egg to adult in as little as seven days, so populations can go from zero to unbearable in a few weeks. Once well-established, eliminating the fruit flies can be quite difficult.

Contaminated liquor is always toward the top of our list for most

common violations. If you own “bar fly” establishment, you already know this since it’s likely you’ve already been fined and possibly had your license suspended.

Remember, by the time flies are well established, eliminating them can be quite difficult. If a restaurant or bar manager is unwilling to address the sanitation issues causing the problem, nothing a pest professional can do will satisfy that customer. All the treatments in the world will not resolve the fly problem.



### “Bar fly” prevention

How can you prevent an infestation of fruit flies? First and foremost, rigid adherence to a master cleaning schedule is paramount to effective minimization or prevention of small flies. Just as important, at a minimum, all drains should be cleaned on a weekly basis.



Keep in mind, drain cleaning involves more than using hot water and bleach, which does little to actually clean a drain. So it is critical to use anti-bacterial products that deal with grease and other organic matter. These products have the additional benefit of reducing fly populations by removing their available food resources.

Implementation of anti-bacterial products is recommended in any restaurant or bar environment, even when flies are not evident. To ensure your staff is using these products effectively, it is also recommended you call a pest professional. These professionals will also provide you with an opportunity to be proactive in preventing bug infestation issues before they occur.

## Illinois Sales Tax TeleFile to be discontinued

Effective February 1, 2012, the **Illinois Sales Tax TeleFile** system will no longer be available. TeleFile allows taxpayers to file their Form ST-1, Sales and Use Tax Return, by telephone. Taxpayers that are required to report their liquor purchases and file Form ST-1 using TeleFile must now use the department's free WebFile system or other electronic means. The paper Form ST-1-T, Sales and Use Tax TeleFile Worksheet, will not be accepted as a return.

Despite the initial success, TeleFile has since experienced a decline in use as other electronic filing alternatives have become available. This, coupled with the declining state budget to maintain TeleFile, led to the decision to discontinue the program.

The Illinois Department of Revenue offers several electronic filing alternatives. These alternatives include the department's free WebFile program, filing through a software provider, or using a tax professional who offers the ability to file electronically. Software providers that offer the ability to file electronically are listed in the *Latest News* section on our home page [www.state.il.us/LCC](http://www.state.il.us/LCC) (click on "Tax-Prep Software for Sales & Use Taxes").



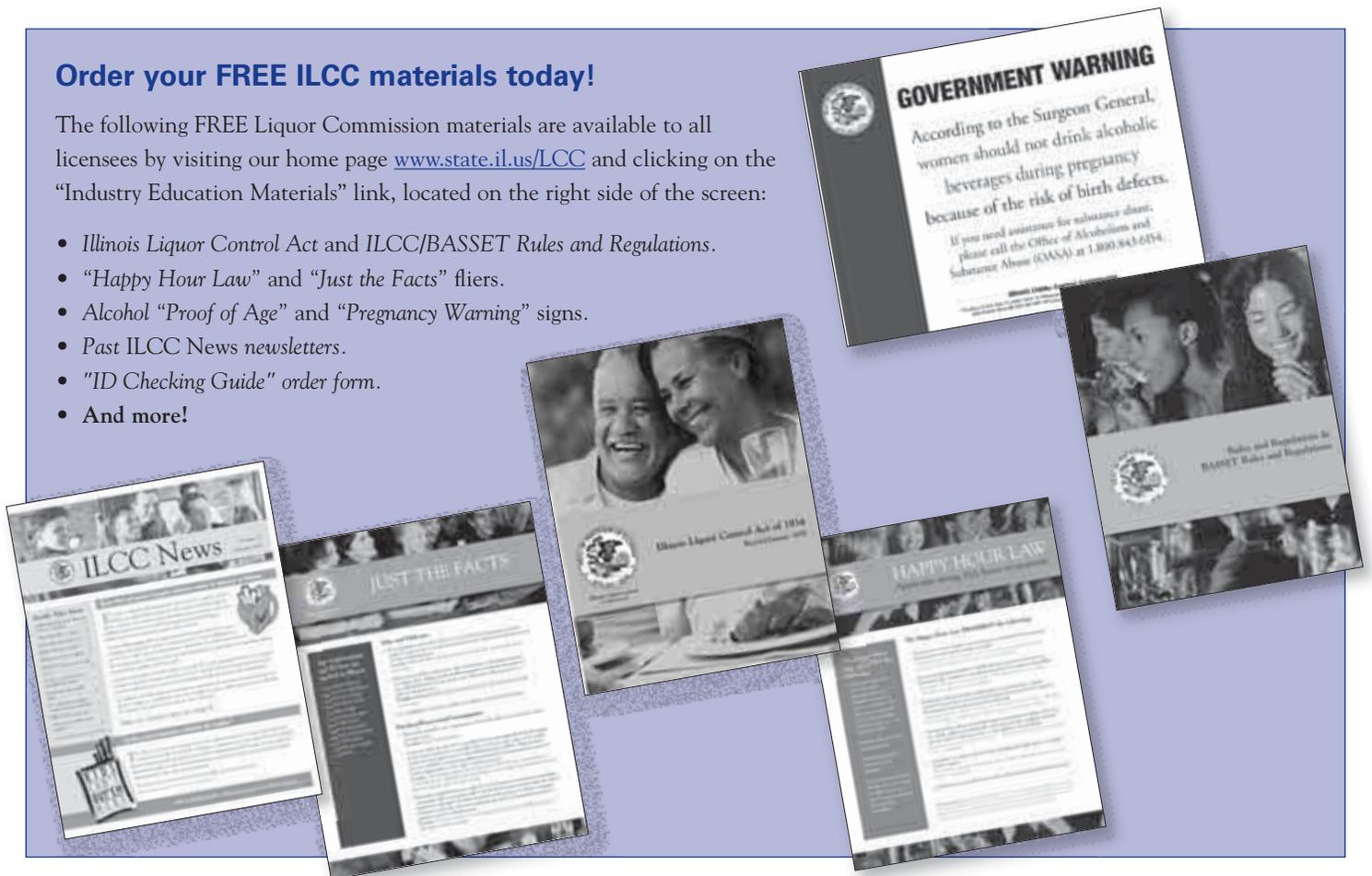
You are now encouraged to start filing your returns using the WebFile program. WebFile uses the same personal identification number (PIN) that has been used for TeleFile. To avoid penalty, you must WebFile your Form ST-1 even if you had no activity during the reporting period and pay any tax due on or before the due date. Remember that beginning with the January 2012 return (due February 21, 2012) TeleFile will no longer be available.

If you have any questions, contact the Illinois Department of Revenue weekdays between 8 a.m. and 5 p.m. at 217-785-3707 or visit their website at [tax.illinois.gov](http://tax.illinois.gov).

### Order your FREE ILCC materials today!

The following FREE Liquor Commission materials are available to all licensees by visiting our home page [www.state.il.us/LCC](http://www.state.il.us/LCC) and clicking on the "Industry Education Materials" link, located on the right side of the screen:

- *Illinois Liquor Control Act and ILCC/BASSET Rules and Regulations.*
- "Happy Hour Law" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and "Pregnancy Warning" signs.
- Past ILCC News newsletters.
- "ID Checking Guide" order form.
- **And more!**



## Illinois Liquor Control Commission



100 West Randolph Street  
Suite 7-801  
Chicago, IL 60601

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Governor

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## Fake ID's flood into Illinois

During the past year Illinois has seen an influx of fake driver's licenses, keeping liquor licensees busy ensuring identification cards are legitimate. In fact, one type of phony ID is of such good quality that some ID scanning software will not detect it.

"Now more than ever, it is important for licensees to be extra vigilant when checking ID's," says Illinois Liquor Control Commission Executive Director Gloria Materre. "As a liquor licensee, you and your staff are on the frontlines. We are relying on you to stop the spread of counterfeit ID's in Illinois."

In July, the Cook County Sheriff's Office seized dozens of high-quality fake ID's manufactured in China. Among the states featured on these fraudulent cards are Illinois, Pennsylvania, Florida, Maine, Illinois, Connecticut, Ohio, New Jersey, Arizona, Tennessee, and Georgia.

"Technology continues to evolve, making it easier for those who wish to break the law," says Cook County Sheriff Tom Dart. "However, the best countermeasure is low-tech, face-to-face contact by your liquor staff. A properly trained employee is our first line of defense in this fight."

The Illinois Secretary of State's Office has also conducted several successful investigations into fake ID rings, and will continue



working with state, local, and federal officials to stay one step ahead of those who wish to break the law.

Are you properly trained to spot a fake ID? If not, then now is the perfect time to enroll your entire staff in a Beverage Alcohol Seller/Server Education & Training (BASSET) class! Many licensed instructors will even visit your establishment to teach the class.

To find a licensed provider near you, please visit [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset) and click on the "Training Class Directory" link located on the left side of the screen.