



ILCC News

Volume 42
Fall 2012

Inside This Issue

Letter from ILCC
Director Gloria L. Materre . . . 2

Christian County
BASSET training 3

Register for Nov. 14
BASSET Summit 3

Summer BASSET
Olympics 4

Tips to prevent
underage drinking . . . 6

College Parent
Guide 6

Free cashmat
available 7

2013 "Proof of Age"
stickers and signs . . . 7

Chinese BASSET
class in Naperville . . . 8

Project Sticker
Shock 8

www.state.il.us/LCC

Governor signs social host law

Illinois Governor Pat Quinn signed HB 1554 into law (Public Act 97-1049) on August 22, 2012, further defining the important role adults play in keeping alcohol out of the hands of our children.

Sponsored by State Representative Carol Sente and State Senator Susan Garrett, this new "social host" legislation closes a loophole of legal accountability when adults knowingly allow alcohol consumption by minors. The law takes effect this coming New Year's Day.

"By protecting our youth, we protect our future," says Gov. Quinn. "Adults know it is unacceptable to allow underage drinking in their home. By putting a *social host law* on the books, we are sending a strong message to all adults that they will be held responsible when allowing this harmful activity."

Violators of the social host law will be guilty of a Class A misdemeanor and subject to a fine of not less than \$500.00 when they knowingly authorize or permit underage drinking. The adult will be subject to a Class 4 felony if the violation results in great bodily harm or death to any person.

continued on page 7



Looking on as Gov. Quinn speaks at the "Social Host Law" signing ceremony are (left to right) Illinois State Police Director Hiram Grau, President Timothy Swanson of the Illinois Association of Police Chiefs, Round Lake Beach Trustee Judy Armstrong, the Liquor Commission's Laura Murphy, Mundelein Deputy Police Chief John Monahan, and ILCC Director Gloria Materre.

See page 6 for parent tips to prevent underage drinking



Letter from the Director

Gloria L. Materre, Executive Director, Illinois Liquor Control Commission

Trudging through the often bewildering array of state and local liquor laws can be quite challenging. While many of the laws may appear unnecessary at first glance, the justification for these laws become clear after a more thorough review.

The laws exist in many instances because the public has been harmed by a particular activity. For example, Illinois' first "social host" law (see cover story on for the latest legislation regarding social hosting) was passed in 2007 following the deaths of two high school students after drinking at the home of a classmate when parents were home.

This is why the Illinois Liquor Control Commission's (ILCC) most critical role is in assisting licensees on how to operate within the confines of the law. Based on this, we have compiled a few answers to some of the more frequent questions we receive regarding liquor regulation.

Tastings and samplings

A healthy liquor economy is important to the industry. The ILCC encourages and supports tastings and samplings of alcoholic products. This also includes *test marketing* of products which can be a valuable research tool in product development, production, and marketing.

Product samplings, however, must be performed on the premises of licensed retail establishment. No tastings or samplings can legally be conducted elsewhere; for example, "in-home tastings" and product samplings at a flower shop are strictly prohibited. Also, tasting sample sizes can be no larger than 4 ounces of beer, 1 ounce of wine and ¼ ounce of spirits. Up to three samples per day may be given to a person over the age of 21 years.



A manufacturer, distributor, importing distributor, or their designated "tasting representative" may furnish retailers with cups and napkins free-of-charge during these tastings. In other words, the parties involved are not subject to an "of-value" violation during tastings and samplings.

New Year's Eve packages

While many licensees have already begun preliminary planning for New Year's Eve festivities, you may be on a path of no return if you are not aware of the happy hour laws. New Year's is often one of the most profitable nights, but be sure to follow the rules so you can ring in the New Year properly and not be caught by our liquor agents, who will be scouring press clips in search of *Happy Hour* violations of private functions promoted improperly in advertisements. Make sure your private functions are truly private and not advertised to public invitees.

New Year's Eve meal packages can include alcohol, but only if the focus of the package is on the meal itself, and a "reasonable limitation" has been placed on the amount of drinks included in the package.

Catering special events

"Caterer retailer" licensees can serve alcohol as part of a package, but only if it is an "incidental part of

continued on page 7

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 Penesis

ILCC Website:
www.state.il.us/LCC

ILCC Email:
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

Printed by the Authority of the State of Illinois.
28,000 copies (9/12)
IOCI 13-206



Rural area leaders enthusiastically embrace BASSET



A special guest column by Retired Circuit Judge John Coady, Christian County Prevention Coalition Co-Chair

The following is one in a continuing series of articles exploring Beverage Alcohol Seller/Server Education & Training (BASSET) communities in Illinois.

During the summer of 2011, I approached Taylorville Mayor Greg Brotherton and the City Council with a proposal that they enact a BASSET ordinance. The proposal was immediately adopted and became effective on May 1, 2012.



Judge Coady (ret.) leads a BASSET class in Taylorville.

Says Taylorville Mayor Brotherton: “As a former police chief and now the liquor commissioner, I have always wanted people to understand the laws that are enforced. BASSET is the perfect set. Not only does BASSET educate on the laws of selling and serving alcohol, it also trains those affected with a much better ability to follow the law. Everyone in the community wins with the BASSET program.”

The Christian County Prevention Coalition sponsored two BASSET programs this past spring. Coalition Co-Chair Chris Boston and Executive Committee Member Brian Hile conducted the training sessions. Ms. Boston works for the State of Illinois Regional Office of Education as a preventionist, while Mr. Hile is Taylorville’s assistant police chief.

As an inducement to local liquor license holders, the coalition was able to provide the BASSET training at no cost. Expenses were absorbed by the Regional Office of Education, the Taylorville Police Department, and through grants from the local United Way and BP Oil.

“It was gratifying to me to see the local liquor businesses participate in BASSET training without much hesitation, and the many folks thanking us for conducting this kind of education program,” recounts Coalition Co-Chair Jodi Heberling

The success of BASSET training did not escape the attention of Christian County Board Chairman Paul Schmitz. Mr. Schmitz attended a BASSET training session and contacted the coalition to request that it make a similar proposal for a BASSET ordinance for the entire county.

“I immediately felt as liquor commissioner that BASSET training was something I wanted instituted for county liquor license holders for the good of everyone involved,” notes Chairman Schmitz said. “From my BASSET training, and as someone who knew little about the legal responsibilities of serving and selling alcohol, I was surprised of all that is required. BASSET is really effective at educating the sellers and servers of alcohol.”

To learn more about this local BASSET provider – and to register for one of their future classes – please contact Taylorville Assistant Police Chief Hile at 217-287-7246.

Register for Nov. 14 BASSET Summit!

The Illinois Liquor Control Commission will host its first-ever BASSET (Beverage Alcohol Sellers/Servers Education & Training) Summit on **Wednesday, November 14, 7-9pm in Bolingbrook** to discuss the program’s future. The evening will feature a discussion on how best to revise current BASSET Rules & Regulations to better meet future needs.

Room capacity will fill up quickly, so visit www.state.il.us/LCC/basset TODAY to register for this FREE summit! While at the website, order the free “Card Hard” pack of materials, which includes a new poster with BASSET Manager Lee Roupas reprising his role as the muscle-bound bouncer giving minors that same stern look. Also included are two backroom posters, a “We Card Hard” door decal, and more!

For further information on the BASSET Program, please call at 312-814-0073 or send an email message to lee.roupas@illinois.gov.



Over 800 students attend ILCC's "Summer BASSET Olympics" classes held throughout the state.

While no gold, silver, or bronze medals were handed out, over 800 people can certainly be deemed winners after participating in the Illinois Liquor Control Commission's (ILCC) **Summer BASSET** (Beverage Alcohol Seller/Server Education & Training) **Olympics!**

Held from July 30 through August 10, during the London Summer Olympic Games, the ILCC partnered with local BASSET providers on hosting free classes throughout the state.

The BASSET classes, which are designed to help liquor sellers/servers spot fake ID's and the signs of over-consumption, were quite popular and exceeded expectations with over half of the 20 classes sold out. In addition to those in the hospitality industry, many local officials—including mayors, police chiefs, and other community leaders – attended the classes.

"All learned valuable information on why nearly 200 local jurisdictions require BASSET certification for their liquor establishment employees," says ILCC Executive Director Gloria L. Materre. "This initiative will increase public safety and enhance economic vitality."

As in all responsible beverage service classes held in the Illinois, the *opening ceremonies* for each BASSET Olympic class consisted of a pre-test to measure the knowledge level of the students. Once training is complete, it's time to "go for the gold" during the post-test, while *closing ceremonies* often feature students walking up to the instructors to thank them for their presentation.

"The vast majority of first-time students are quite surprised by how much they enjoy participating in the class, and the amount they learn," says ILCC Education Manager Ted Penesis. "By showcasing the successful programs of our local partners, we hope that over 800 people will share both their positive experiences and, more importantly, the value of professional training."

For more information about the BASSET program, please visit www.state.il.us/LCC and click on the "BASSET Program" link located on the left side of the screen.



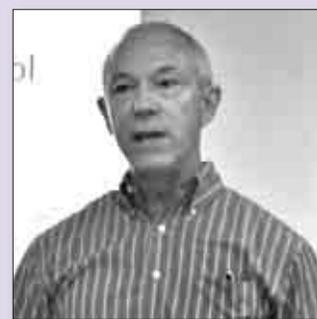
Brad Oyer leads the discussion in the Charleston class.



Students listen during the BASSET class in Danville.



A full house attended the Mt. Carroll BASSET presentation.



Effingham Mayor Merv Gillenwater providing opening remarks.



ILCC Education Manager Ted Penesis discusses the "Happy Hours Prohibited" regulations in Princeton.



Denese Thulin instructs students in Peoria.



Macomb Mayor Michael Inman addresses students.



A capacity-filled room of students in Kankakee review their answers to questions on the pre-test.



Kimberly Haynes instructs students in Dolton.



David Chambers addresses students in Paris, IL.



Monmouth Police Chief Bill Feithen addresses students as Officer Josh Kramer looks on.



Hillary Aggertt discusses the stages of impairment at different blood-alcohol content levels.



As in other locations, students in the Rock Island class received numerous educational materials for posting in their businesses.

Carrying the torch for the "Olympics"

The Summer BASSET Olympics would not have been possible without the time, energy, and enthusiasm of numerous individuals and groups, including the following:

Week 1 partners: Denese Thulin and Bret Dixon from the Illinois Licensed Beverage Association; Chad Gessner from the Kankakee County Sheriff's Office; Chief Bill Feithen and Officer Josh Kramer from the Monmouth Police Department; Tina Gummerson from the City of Galesburg; Mark McLaughlin from the Galesburg Police Department; Sangamon County Board Secretary Lou Robisch; Todd Oliver from the City of Springfield; Alaina Tippey from the Adams County Health Department; Scott Jordan from the Peoria Police Department; Patrick Kelly from the Champaign Police Department; Mayor Scott Eisenhauer from the City of Danville; Kimberly Haynes from the Southland Prevention Coalition.

Week 2 partners: Timothy McCloud from the Rock Island Police Department; Kristia Tinsley from the Rock Island Martin Luther King, Jr. Center; Clay Hosh and Vito Palazzolo from the National Restaurant Association ServSafe program; Carol Geary and Freddie Preston from the Carroll County Substance Abuse Coalition; Dawn Conerton from the Community Partners Against Substance Abuse Coalition; David Burnham from the Macomb Police Department; Chris Greenwood from the City of Rockford; Delicia Harris from the Rockford Alcohol Free Teens Coalition; Austin Grammer and Beth Peterson from Heartland Community College; Heather Pitts from the Human Resource Center of Edgar and Clark Counties; Mayor Merv Gillenwater and Jane Kemper from the City of Effingham; and Hillary Aggertt from the Woodford County Health Department.

Other partners: Brad Oyer and David Chambers from Prairie Management Institute; Deputy Director Sydney Roberts from the Illinois Secretary of State Police; Dan Clausner from the Illinois Licensed Beverage Association; Trevor Estelle from Health Communications, Inc. (TIPS); Tony Pupillo from the National Restaurant Association; and Elizabeth Hamilton from Chestnut Health Systems.

Tips to prevent underage drinking

by Laura Murphy, ILCC Parental Responsibility Coordinator

With kids back at school, most parents may feel a sense of relief as life returns to “some form of normalcy.”

However, children may not have that same sigh of relief with the pressure to drink and attend drinking parties often increasing. The Illinois Liquor Control Commission (ILCC) reminds all parents and license holders that underage drinking is a significant problem which affects all areas of the community.

While underage drinking has declined slightly nationally, more Illinois eighth graders use alcohol than their national counterparts (*Illinois Youth Survey, Statewide Report 2010*). Parents, license holders, alcohol servers and the community collectively have a responsibility to prevent underage drinking. What can a parent do to prevent their eighth grader – yes, 12 and 13 year olds! – from using alcohol?



The following are a few tips for every parent or guardian to follow when talking to kids about not drinking until the age of 21.

Monitor alcohol use in your home. Keep track of the alcohol supply in your home and make sure your liquor is not disappearing or replaced with water to fill the bottle. Do NOT allow unchaperoned parties! Rather, encourage your kids to invite friends over when you are home.

Connect with other parents. Many parents share concerns about alcohol use by their teen children. Talk to them to ensure everyone is communicating the same message. This will eliminate the excuse that “everyone else does it.”

Keep track of activities. Be aware of your kids’ plans and where they are going before they leave the house or school.

Develop family rules about underage drinking and stick to them. When parents establish clear “no alcohol until you are of legal age” rules and expectations, children are less likely to begin drinking. Some simple rules for every family:

- Make sure older siblings do not encourage younger brothers or sisters to drink and do not give them alcohol.
- Kids should not stay at parties where alcohol is served.
- Kids should not ride in a car with a driver who has been drinking.

As a parent, set a good example. Your actions speak louder than words. Whether they admit it or not, children often model the behavior of those closest to them. All parents and adults should drink alcohol responsibly, especially when children are around.

Be the first to start the dialogue at your home, your bar, or your community. And of course, the most sure-fire way to prevent underage drinking is to simply talk to your kids.

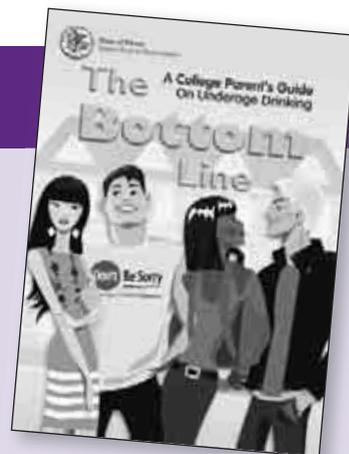
To learn more about the ILCC’s parent responsibility effort, please contact Laura Murphy by phone at 312-814-3083.

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 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 www.DontBeSorry.org/CollegeGuide.htm.



“Social host law” continued from page 1

However, a person will not be in violation if he or she has taken all reasonable steps to prevent this activity from occurring. Also, no charges will be filed if assistance is requested from law enforcement after discovery of the illegal activity.

“Gov. Quinn recognizes that friends and family remain the primary source of alcohol for underage drinking,” says ILCC Executive Director Gloria L. Materre. “Just as our liquor licensees are punished when selling to minors, all adults will now be subject to penalties should they provide alcohol to minors.”

Mundelein Police Chief and Lake County Underage Drinking Prevention (LCUDP) Task Force Co-Chair Ray Rose, who was instrumental in creating the law, noted that, “For the past four years, the LCUDP has played a lead role in encouraging communities throughout the state to pass social host ordinances. By signing this law, Gov. Quinn demonstrates his commitment to protecting the future of all Illinois children.”

Prevention and education has seen a renewed focus at the Liquor Commission, as exemplified by the recently launched parental responsibility campaign.

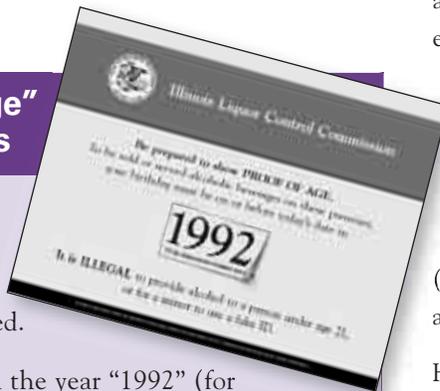
“This new law should make parents more cognizant of their actions,” explains Laura Murphy, coordinator of the ILCC’s parental responsibility effort. “Parents are one group whose behavior can be influenced when presented with the true facts of underage drinking.”

2013 “Proof of Age” signs and stickers

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

However, 2x4 labels with the year “1992” (for placement over the old year) will be made available in December along with printable 2013 signs.

Please visit the “Latest News” section on the Illinois Liquor Control Commission’s home page www.state.il.us/LCC in December to print out your own 2013 Proof of Age signs and to order 1992 labels (for display in 2013). Please note, 1991 labels and printable 2012 signs are currently available on the web.



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 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! Order your FREE cashmat today by visiting our website at www.state.il.us/LCC/mat.asp.



“Letter from the Director” continued from page 2

food service.” This license allows for the meal package to be served either on the licensed premises or off-site, including locations that are not licensed.

Is BYOB allowed?

Some establishments do not have liquor licenses but opt to allow alcohol on the premises. A “Bring Your Own Beverage” (BYOB) establishment is not regulated by the ILCC; however, many municipalities regulate BYOB’s. Based on this, we encourage you to consult with your local licensing authority to find out what is allowed within the jurisdiction.

If you are considering BYOB, our Legal Division advises business owners to consider obtaining host liquor liability insurance coverage (dram shop insurance) to avoid liability. Further, to limit liability, avoid serving, storing, or handling alcoholic liquor in any manner.

Home rule jurisdictions may pass an ordinance that regulates the circumstances under which BYOB operations can be licensed (locally). Without the presence of a local ordinance creating a “BYOB license”, the matter would be primarily regulated by the civil enforcement of the Social Host law or liquor liability insurance requirements. If a local ordinance exists that is not in conflict with state law, locals can determine their own policies.

Get answers to your questions...

For more information on the above – or any other liquor-related issues – please do not hesitate to give us a call at 312-814-2206.

Illinois Liquor Control Commission



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

Pat Quinn
Governor

Stephen Schnorf
Acting Chairman

Gloria L. Materre
Executive Director

Cynthia Cronin Cahill
Sam Esteban
Amy Kurson
Bill Morris
Donald O'Connell
James Pandolfi
Commissioners

PRSRT STD
US POSTAGE
PAID
PERMIT 424
CHAMPAIGN, IL

Chinese BASSET class in Naperville

The Illinois Liquor Control Commission, in conjunction with the Asian Health Coalition and Henry Booth House, will hold its next Chinese BASSET (Beverage Alcohol Sellers/Servers Education & Training) class in the Naperville Municipal Center, 400 S. Eagle St, on **Monday November 5 from 10am-3pm.**

This is the third round of BASSET classes held in Chinese during the past year, thanks to a partnership with the National Restaurant Association's ServSafe curriculum. For more information and to register, please visit www.DontBeSorry.org.



Angel Wang (standing) instructs students during her Chinese language BASSET class in Wheeling last July.

Your input needed

For the past four years, the liquor industry and prevention field have come together to combat underage drinking through the Illinois Liquor Control Commission's (ILCC) yearly **Project Sticker Shock** campaign.

While the participation level from our local partners – which includes high schools, police departments, prevention groups, and many others – continues at a high rate, next year we would like to try something new to ensure our combined overall message remains fresh and effective.

If you have any ideas on how to improve next year's effort, please contact ILCC Education Manager Ted Penesis at 312-814-4802. As in past years, the program will kick off statewide in April, just before prom and graduation season.

