



# ILCC News

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

## More retailers have the “right stuff”



Do you and your staff have the *right stuff* to pass the test?

**M**ore retailers throughout the state have saved some cash — and maybe their liquor license too — based on the latest results of the Illinois Liquor Control Commission’s (ILCC) underage compliance check operations. These operations, conducted by ILCC special agents in conjunction with state and local law enforcement, feature teenagers attempting to purchase alcohol from Illinois-licensed liquor retailers.

Over the past year, the compliance rate for retailers has jumped dramatically. For example, **87.6 percent** of retailers passed the underage checks during the most recent four-month period available at press time (Oct. 2009-Jan. 2010), while only **75.1 percent** passed these checks during a comparable period just one year earlier (Oct. 2008-Jan. 2009).

“We are very pleased with these latest figures,” says John Chambers, who, as tax enforcement administrator for the Illinois Department of Revenue, oversees the ILCC agent staff. “Our agents are very committed to this program and would rather see compliance than issue a citation.”

Those establishments found in violation during these checks are subject to a fine, suspension, or revocation of their license. And the consequences are harsh on the arrested employees as well, as they can ultimately face up to a year in jail and a maximum \$2,500.00 fine.

With this mind, it’s critical your entire staff knows the law. One way to ensure they have the *right stuff* and don’t sell to minors is to enroll all employees in a Beverage Alcohol Seller/Server Education and Training (BASSET) class. For more information and class locations, please visit our home page [www.state.il.us/LCC](http://www.state.il.us/LCC), and click on the “BASSET Program” link located on the left side of the screen.

**“87.6 percent of retailers passed the underage checks during the most recent four-month period...while only 75.1 percent passed these checks during a comparable period just one year earlier.”**

## From the Licensing Division

By Dusanka Marijan, ILCC Licensing Manager

The licensing staff at the Illinois Liquor Control Commission is here to assist you with any questions or concerns you may have. Should you need to visit in person, our Springfield and Chicago offices are open weekdays from 8:30am-5:00pm to complete your liquor licensing needs.

If all supporting documents and signatures are in order, you can usually receive your new license the same day. However, when visiting in person, please note the following schedule:

- The processing time for **new applications** can vary — there may be times when we need to contact the local municipality regarding your application, or we need them to fax over missing information. Therefore, new applications must be received no later than 4:30pm. After this time, no new applications will be processed. Please plan your day accordingly in case of issues that need further review.
- **Renewal applications** must be received no later than 5:00pm. After this time, no renewals will be processed.

As always, to ensure we have sufficient time to complete your request, it is imperative you plan your travel accordingly. We thank you in advance for your cooperation.

### Credit cards now accepted!

The Licensing Division will accept credit cards for all licensing transactions at its Chicago and Springfield offices.



A 2.1 percent convenience fee will be charged when using your MasterCard, American Express, or Discover Card for payment (Visa is not accepted). **Credit card payments can ONLY be made in person.** You cannot pay for your liquor license by credit card over the phone. Please also remember that all supporting documents and signatures must be in place to receive your license.

## 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.

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# WARNING

It is **ILLEGAL...**

- To provide alcohol to a person under age 21.
- For a minor to use a fake ID.

Don't Be Sorry [www.DontBeSorry.org](http://www.DontBeSorry.org)

## 2nd Annual Sticker Shock Day is April 1st!

April is Alcohol Awareness Month. You can do your part in raising awareness of the consequences of selling to minors by posting *Project Sticker Shock* materials in your store!

On April 1st — the 2nd Annual Sticker Shock Day — thousands of students, parents, teachers, elected officials, law enforcement personnel, and health/prevention professionals will be out in force throughout the state placing stickers, decals, and signs in participating liquor establishments. These volunteers may be contacting you to ask for your participation.

We encourage all retailers to post *Sticker Shock* materials during the entire month of April. To place your order and learn more about *Project Sticker Shock*, please visit [www.DontBeSorry.org](http://www.DontBeSorry.org).



## State, local officials discuss responsible alcohol service in Aurora



DeKalb County State's Attorney John Farrell conveys to attendees what is happening in the court system regarding alcohol-related cases during ILCC's most recent regional meeting.

To kick off the holiday season last year, Illinois Liquor Control Commission (ILCC) administrators met with over one hundred local and state officials in Aurora to present strategies for reducing drunk driving and underage drinking. One topic, in particular, was discussed in detail: the mandating of alcohol service training in their communities.

Among those in attendance were mayors, police chiefs, sheriffs, county board officials, state's

attorneys, and various other municipal officials in Chicago's far western suburbs. "The Liquor Commission is in a unique position," says ILCC Education Manager Ted Penesis. "In addition to regulating the Illinois liquor industry, we coordinate a variety of education programs designed to reduce illegal alcohol sales. By hosting this regional meeting, we are able to bring all stakeholders into the discussion."

Opening the meeting was Kane County Sheriff Pat Perez. "One of the most unpleasant tasks for law enforcement is dealing with the carnage after a drunk driving crash. That's why what we are doing here today is quite unique, but also necessary; instead of responding to a tragedy, we may actually *prevent* tragedy."

Also sharing ideas on how to prevent alcohol-related tragedies were experts from other state agencies, professionals in the

### Order your FREE Special Event DVD

Warm weather is almost here, which means outdoor special events featuring alcohol will soon be in full swing throughout the State of Illinois. To help you navigate the process of applying for your special event liquor license, the ILCC has produced a DVD entitled *How to Apply for a Special Event Liquor License*.

Designed for both non-profit organizations and licensed retail establishments, this short video provides step-by-step instructions and tips on how to stay within the law.

To order your FREE disk, please visit [www.state.il.us/LCC](http://www.state.il.us/LCC) and click on the "FREE Special Event DVD" link at right.

### "License Lookup" search feature now available online



Ever want to find out how many bars are located in a town? Or maybe you would like to know who owns the bar down the street? Well, this information is now available online to the general public.

Simply visit our home page [www.state.il.us/LCC](http://www.state.il.us/LCC) and click on the *eyeglasses* graphic at upper right.

prevention field, representatives from the liquor industry, and various local officials in communities where alcohol training is mandated. For example, Yorkville Mayor Valerie Burd — along with Yorkville Police Sergeant Barry Groesch described her community's experience after recently passing of a mandatory training ordinance, and Euclid Beverage's Larry Johnson explained why many in the liquor industry believe as he does — that seller/server training makes good business sense.

"It's not often the prevention field, liquor industry, and government work together to achieve the same goal," says Aurora Mayor Tom Weisner. "Judging by the turnout, it appears we have many who feel as I do — we need to explore all avenues to protect our residents from harm."

Mayor Weisner and Aurora city staff are currently evaluating mandatory alcohol training in Illinois' second largest city. If ultimately approved, Aurora will join approximately one hundred other communities throughout the state who have already taken this important step.

This was the fifth in a series of regional informational meetings for Illinois' local officials, with future meetings being conducted throughout the state this year. Special thanks goes out to the City of Aurora Youth Department (Ann McBride and Anna Soderstrom) and Kendall County Network Project (Joannie Leigh and Anita Young) for their assistance in the planning of this meeting.

To learn more about the ILCC's educational programs — and to order FREE materials for your business — please visit [www.state.il.us/LCC](http://www.state.il.us/LCC) and click on the "Industry Education Division" link located on the left side of the screen.

# Illinois Liquor Control Commission



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## 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:

- "Overview of the ILCC" and "Industry Education Guide"
- Illinois Liquor Control Act and ILCC/BASSET Rules and Regulations
- "Happy Hour Law" and "Just the Facts" fliers
- Alcohol "Proof of Age" and Government Warning "Pregnancy" signs
- BASSET Program Brochure and "Quick Guide for Servers"

## Video Gaming Act update

The *Video Gaming Act* (Public Act 96-0038), signed into law in 2009, will allow for video gaming terminals to be placed in on-premise liquor-licensed establishments in the State of Illinois.

As of press time, the Illinois Gaming Board (IGB) — the state agency in charge of administering and enforcing the Video Gaming Act — continues to work on finalizing rules and regulations as well as reviewing bids for the central communication system. Please also note many *incorporated municipalities* (the local licensing authority for establishments located in cities, villages, and towns) and *counties* (which regulate licensed establishments in unincorporated areas) have banned video gaming terminals within their jurisdiction.

Please visit the "Latest News" section on our home page [www.state.il.us/LCC](http://www.state.il.us/LCC) for updated information on the Video Gaming Act when it becomes available.



## Illinois Happy Hour Law

In an attempt to promote responsible drinking, discourage overconsumption, and lower incidents of alcohol-related criminal behavior, the Illinois Liquor Control Commission is continuing to actively and aggressively enforce the Illinois Happy Hour Law. This includes advertising illegal acts listed in the law. For a listing of what activities are prohibited under the law, please visit the "Latest News" section on our home page [www.state.il.us/LCC](http://www.state.il.us/LCC).