



ILCC News

Volume XXII
Summer 2007

Inside This Issue

Know the laws 2

Order your FREE
Special Event DVD 3

Need information?
Here's who to call. 3

Teens, parents learn
about the dangers of
underage drinking 4

Tobacco Enforcement
Program Eighth Year . . . 6

CARD HARD!!
Underage college
students return 7

New BASSET
Licensees 8

FREE ILCC materials. . . 8

www.state.il.us/lcc

A Letter from the Chairman



In the last edition of *ILCC News*, I wrote about some of the enforcement and compliance programs conducted by the Illinois Liquor Control Commission. While these efforts are important in deterring abuse of alcohol and tobacco, it is more gratifying to educate Illinois residents *before* this use becomes a problem. For this reason, our current issue focuses on preventing illegal activity through education.

On pages 2 and 3, you will find information on proper procedures, new laws, and other topics to help retailers avoid some of the more common violations seen by Liquor Commission staff.

On pages 4 and 5, meet authors Chris and Toren Volkmann, who recently spoke to Illinois students and parents about the dangers of underage drinking. Their speaking tour is just one of the many activities we sponsor to combat underage drinking in our state.

With a state ban on smoking about to become law, on page 6 we take a closer look at our "Kids Can't Buy 'Em Here" tobacco education program, while page 7 offers tips from our Beverage Alcohol Sellers and Service Education and Training (BASSET) staff on how to deal with a common problem retailers will see this summer.

Finally, on our back page, we wrap up this issue with information on how to order free educational materials for your establishment. At the Liquor Commission, we realize the benefits of these pro-active measures far outweigh the monetary advantages gained from enforcement activities. As the old saying goes: *An ounce of prevention is worth a pound of cure.*

Sincerely,

Irving J. Koppel
Chairman
Illinois Liquor Control Commission



Know the laws

Through the years, Illinois Liquor Control Commission (ILCC) staff has noticed a recurrence of specific questions and violations. Below are some of the more common issues:



SHIPPING WINE DIRECTLY TO CONSUMERS

Laws regarding direct shipment of wine to consumers are changing rapidly throughout the United States. In other words, what once was legal may now be **illegal**. Therefore, you are encouraged to call each state prior to shipment. For contact information in each of fifty states, please visit our website www.state.il.us/LCC and click on “Legal Division” (located on the left side of the screen).

As an Illinois licensee, it is **your** responsibility to know the laws in other states prior to shipping alcoholic beverages to an out-of-state customer. Violation of another state’s laws can result in an enforcement action being taken against your license.

IBT CERTIFICATE MUST BE POSTED

ILCC special agents have noticed an increase in the number of establishments unable to furnish their Illinois Business Tax (IBT) Certificate. Agents have theorized business owners did not recognize the free renewals of these certificates after the Illinois Department of Revenue changed its size and color two years ago. If not posted, licensees are subject to a \$250.00 fine.

The new IBT Certificate—which actually reads *Certificate of Registration*—is now printed on 8½” x 11” white paper after previously being printed on 3½” x 5” blue paper (some of which have not yet expired).

BAR ENTRY AGE AND SELLING/SERVING OF ALCOHOL

ILCC frequently answers questions related to minimum age requirements at liquor establishments. According to the Illinois Liquor Control Act (235 ILCS 5/6-16 and 235 ILCS 5/6-16.2), the minimum age is set at 21 years for entering a bar (restaurants that serve alcohol are exempt from this law); however, state law allows those 18-21 years to sell and/or serve alcohol.

Please keep in mind, both of these laws apply only where local ordinances are not in place (235 ILCS 5/6-16.2 allows local jurisdictional control on these matters). In the City of Chicago, for example, you must be 21 years of age to sell or serve alcohol, and children must be accompanied by a parent or guardian to enter a liquor establishment.

One state law that cannot be changed, however, is the legal drinking age of 21.

LICENSE RENEWAL

If mailing your liquor license renewal application, please allow up to seven days before your renewal is processed. If time is of the essence, please visit either our Chicago (100 W. Randolph,

continued on page 3

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

Suite 7-801) or Springfield (101 W. Jefferson) offices to pick up your new license the same day (if, in fact, all your supporting documents are in order).



SEALING AND REMOVAL OF OPEN WINE BOTTLES

A restaurant licensed to sell alcoholic liquor in Illinois may permit a patron to remove one unsealed and partially consumed bottle of wine for off-premise consumption, provided the patron

has purchased a meal and consumed a portion of the bottle of wine with the meal on the restaurant's premises. For patrons to comply with this law, the licensee (or agent of the licensee) shall

provide the patron with a dated receipt for the bottle of wine. Additionally, prior to removal from the premises, the partially consumed bottle of wine MUST be securely sealed and placed in a transparent one-time use tamper-proof bag (there are a number of companies selling this type of bag, but the Illinois Liquor Control Commission cannot endorse any particular product).

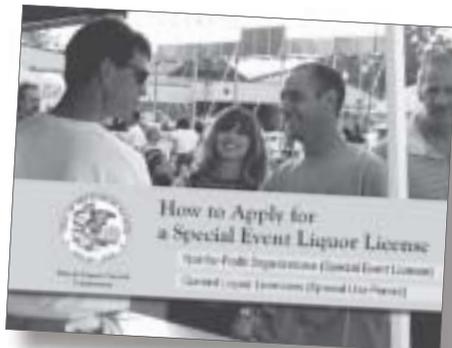
Wine that is resealed in accordance with the above provisions will not be considered an "unsealed container" for the purposes of Section 11-502 of the Illinois Vehicle Code.

Need to brush up on all the liquor laws? The Liquor Commission provides a variety of educational materials free-of-charge to retailers and local government officials. Please turn to the back page for ordering information.

Order your FREE Special Event DVD

Summer is here, and special events abound in the State of Illinois. Are you the person in charge of organizing this year's picnic, village festival, or farmers' market?

Or maybe you're a retail liquor licensee hosting a special event away from your licensed premise?



Either way, the Illinois Liquor Control Commission knows you have a big job ahead of you and would like to lighten your load. To make the process of applying for your special event license easier, the Liquor Commission 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 copy, please visit our website at www.state.il.us/LCC and click on the "FREE Special Event DVD" link, located on the right side of the screen.

Need information? Here's who to call:

When placing a call to either our Chicago (312.814.2206) or Springfield (217.782.2136) offices, you can be immediately connected to the correct department by choosing one of the four main options below:

PRESS 1 for Licensing and then select the appropriate sub-menu option.

PRESS 2 for Legal if you wish to speak with ILCC's legal counsel.

PRESS 3 for Investigations. Please note, you may visit our website at www.state.il.us/lcc to file a complaint.

PRESS 4 for Industry Education. Please choose this option to contact the tobacco, underage, and retail (BASSET) education programming staff.

Teens, parents learn about the dangers of underage drinking

Mother and son share their struggles with teen drinking as part of the *Don't Be Sorry* campaign

Thanks to the Illinois Liquor Control Commission (ILCC), thousands of children and parents learned firsthand about the consequences of underage drinking as mother Chris Volkmann and her son, Toren, shared their struggle with teen drinking during visits to a number of Illinois communities.

Timed to coincide with National Alcohol Awareness Month and high school prom season, the April whirlwind tour featured parent presentations and student assemblies at schools in the Chicagoland area, Peoria area, and northwest Illinois.

Co-authors of the nationally respected book *From Binge to Blackout*, Chris and Toren have traveled the country to share their true story of a family confronting the fear, pain, and denial of underage drinking. Those who heard the Volkmanns' message in Illinois ranged from middle school sixth graders to high school seniors—including a special presentation for those with social, emotional, and academic challenges.



Chris and Toren Volkmann speak with a parent during a book signing event at the Peoria Barnes & Noble.

In addition to making an impression on Illinois students, the Volkmanns struck a chord with parents as well. “Seldom is the occasion when young adults are spoken to on the topic of drinking where they don’t feel preached to,” says State Senator Michael Noland, who assisted in making their visit to Elgin a reality.

“Chris and Toren’s non-judgmental manner really connected with the students as they offered up straightforward, real life experiences for the students’ consumption,” adds Sen. Noland.

“I will always remember how transfixed the student’s expressions were, and the sense I had that this was one of those rare moments where a difference was made in the lives of young people. Thank you, Chris and Toren.”

The Volkmann speaking tour was presented by *Don't Be Sorry*—an ILCC educational campaign designed to educate teens, parents, and liquor retailers on the dangers of underage drinking and the consequences of providing alcohol to minors. Those who witnessed one of their presentations learned invaluable facts and figures about the growing epidemic of teen drinking, alcoholism, and what parents can do to protect family and friends.

Chris and Toren’s first stop, following an early morning television interview, was at Newark High School in Kendall County—one of eight Illinois counties where alcohol is tracked by ILCC special agents when underage alcohol consumption is suspected in an incident that results in injury or death.

Under this nine-month-old program, dubbed **TrAIL (Tracking Alcohol in IL)**, first responding officers on the scene of one of these incidents—such as a car crash, underage drinking party, alcohol poisoning/overdose, sexual assault or other event—call a 24-hour hotline to deploy a TrAIL investigator, who assists in the collection of evidence and determines where the alcohol was purchased or served.

“The goal is to hold accountable those who provide alcohol to minors and, ultimately, keep alcohol out of our teens’ hands,” says Ted Penesis, ILCC’s Industry Education Manager. “But law enforcement measures do not address the root cause of our society’s underage drinking problem. We need to educate our communities before an incident occurs.

“That’s where Chris and Toren come in. I strongly believe this trip was a resounding success even if we affected only a tiny fraction of the thousands of children and parents who heard their message.”

After visiting with Elgin Area School District U-46 students and officials, the Volkmanns traveled to the Peoria area for their next stop on the tour. “Their story and information certainly made an impact with Woodford County students and parents,” says Jeanne Brady, who heads the county’s CASA (Citizens Against Substance Abuse) Coalition and was responsible for bringing the speakers to the Peoria area.



State Senator Michael Noland, Toren and Chris Volkmann, and Elgin Area School District U-46 administrators Morris Mallory, Steve Klein, and Marlene Berman take a moment to pose for the camera after Chris and Toren's presentation to U-46 students.



Grundy-Kendall Regional Office of Education Prevention Coordinator Joannie Leigh (center) was instrumental in arranging for the Volkmanns' visit to Kendall County. Pictured above (left to right) are ILCC Industry Education Manager Ted Penesis, Toren Volkmann, Ms. Leigh, Chris Volkmann, and Kendall County State's Attorney Eric Weis following the parent meeting in Oswego.



Freddie Preston (second from left), the site coordinator for Sinnissippi Centers' Enforcing Underage Drinking Laws (EUDL) program, helped arrange for Chris and Toren's visit to northwest Illinois. Enjoying lunch at a Mt. Carroll restaurant are (clockwise from left) Carroll County Assistant State's Attorney John Beardsley, Ms. Preston, Chris Volkmann, Sinnissippi Centers Prevention Specialist Dawne Elliott, Savanna Mayor Bill Lease, West Carroll Middle School Principal Jeanette Ashby, West Carroll Middle School Counselor Candance Silvius, West Carroll Intermediate School Principal Pam Delp, Carroll County Youth Board Member Ron Preston, Toren Volkmann, and West Carroll EUDL Coalition Member Steve Hidalgo.

"Typifying their visit was a memorable exchange with students at El Paso-Gridley High School," Brady continues. "In between their television interview and a talk with a newspaper reporter,



Toren Volkmann is summoned for some Q&A with students and their classroom teacher outside El Paso-Gridley High School.

some students and their classroom teacher beckoned Toren over for an additional Q&A session just outside a school window. Like any good presenter, Toren took his seat in the grass, poked his head through the classroom window, and talked until students and teacher appeared satisfied with the extra connecting time."

"Equally assuring for me was when a mother came running in late for the evening Metamora High School presentation. While hurriedly signing in, she explains the reason she was attending: her daughter completely opened up to her after hearing Chris and Toren talk at the school earlier in the day. Observing and hearing that impact makes me wonder what I would have heard from the 1,400 other students who were in attendance that day."

Early the next morning, it was off to northwest Illinois to meet with local dignitaries in Carroll County and speak with middle school students. "The Volkmanns talked about the exact concerns we have in the educational community for our students," states Principal Pam Delp of West Carroll Intermediate School.

"Their message was given in a manner that the kids could easily understand. One could see the connection between the Volkmanns and the students."

The Volkmanns returned to the Chicago area the next day for yet another television interview, and then traveled to far west suburban Oswego for two more presentations to students and parents.

"It is inspiring to speak about the subject of binge drinking," says Chris Volkmann. "Families are empowered to learn that teen drinking is not necessarily a rite of passage, and that information about the brain and genetics can help with decision-making."

Adds Toren: "It was a great opportunity to meet with so many different students in Illinois. Just like any part of the country, it seems like most students are dealing with the same issues. The more chances we have to educate them, and share our personal experiences, the better chance they will have to make informed decisions."

The above speaking engagements, the **Don't Be Sorry** campaign, and the **TrAIL** Program were all made possible thanks to a \$100,000 traffic safety grant from the Illinois Department of Transportation (IDOT).

Please visit www.DontBeSorry.org to learn more about underage drinking laws in Illinois and to order your FREE educational materials. For more information about Chris and Toren Volkmann and their book, please visit the web at www.bingetoblackout.com.

Commission's Tobacco Enforcement Program in its eighth year

By Jeff Barr, Tobacco Program Manager

Each year the Commission receives a \$1 million appropriation from the Tobacco Settlement Fund to its Tobacco Enforcement Program. As a result, approximately 300 Illinois communities receive grants to conduct comprehensive retail education and enforcement programs.

Communities participating in the program must provide "Kids Can't Buy 'Em Here" educational materials to each tobacco retailer prior to conducting three compliance checks on each retailer. During FY 2006, over 10,000 educational kits were distributed throughout the state and over 17,000 compliance checks were conducted. The educational and enforcement efforts resulted in the tobacco retailers achieving their highest compliance rate ever with an overall 92 percent.

A consistent and recognizable outcome from conducting compliance checks is that compliance rates are directly linked to the type of interaction a clerk initiates with underage customers. Specifically, if the clerk does not verify the customer's age the compliance rate is a mere 39 percent. In all other purchase attempts when the clerk **does** attempt to verify the customer's age the compliance rate is at least 97 percent. Meaning, it is imperative clerks ID their customers.

To order your Tobacco Retailer Kit, please call 312.814.6884 or visit www.state.il.us/lcc/tobacco



Illinois ranked 7th in the nation for tobacco compliance rates

Annually, the Commission is federally required to test tobacco retailers for compliance to minimum-age tobacco laws. Currently, Illinois' 93.6 percent compliance rate is 7th in the nation. In large part, the success of the state's ability to achieve these federal

Synar Regulations can be attributed to the success of the Commission's Tobacco Enforcement Program.

In 1993, Synar Regulations requiring all states to reduce the sale of tobacco products to minors were introduced and subsequently the Commission was designated as the state agency responsible for complying. Failure to achieve these regulations can result in a reduction of the state's Substance Abuse Prevention and Treatment Block Grant funding. In Illinois, this represents a potential \$27 million loss.



CARD HARD!! Underage college students return home

By Lee J. Roupas, ILCC BASSET Program Manager

They are back! Who? Local college students throughout Illinois have returned to their hometowns for summer vacation. This is the time liquor license holders have to anticipate underage college students attempting to purchase alcohol or gain access to their liquor establishments.

Liquor licensees should be reminded that persons underage attempting to purchase alcohol do not care about their establishment's standing regarding the privilege of holding a liquor license, whether a licensee faces a fine or revocation of their liquor license. That is why it is important to **CARD HARD!**

Minors use various methods to try to purchase alcohol or try to sneak into a bar or nightclub. A common strategy often used by underage people is to enter an establishment during its peak hours when a checkout line is long or the place is packed with patrons. When there is a long line of customers, servers and clerks must serve them in an expedient manner. With this in mind an underage person will capitalize on this as an opportunity to purchase alcohol hoping the server or clerk would not check the ID or fail to accurately check the birth date and other important information and features to detect a fake.

Business owners need to establish strict guidelines for their employees and customers stating that only valid driver's licenses, valid state identification cards, valid passports and valid armed forces identifications will be accepted. By setting a stringent and consistent policy that closely scrutinizes IDs, you will decrease your establishment's risk of serving someone underage and facing a fine.

Licensees should seek out education and training for themselves and their employees. The Illinois Liquor Control Commission's Beverage Alcohol Sellers and Servers Education and Training (BASSET) program not only provides employees with techniques in responsible alcohol service but also the skills to detect a fake identification card, or one that has been tampered with false information.

In addition to training, the use of technology could enhance the likelihood of success in spotting underage persons attempting to purchase alcohol. Investing in video cameras and ID scanners could prove useful in stopping underage people from jeopardizing your local license.



Order the "We Card Hard" pack

DOOR DECAL

The door decal features the popular logo stating, "We Card Hard." Display the door decal on the front door of your establishment. Convenient stores can place them on cooler doors. It will remind your staff to "card hard" and send the message out to minors that they will be carded and their ID scrutinized.

ID CHECKING BROCHURE

The new user-friendly "We Card Hard" brochure gives identification checking techniques to help spot fake or fictitious ID's. This brochure displays the features on a valid state of Illinois driver's license and an under 21 drivers license.

POSTER

The famous ILCC slogan "We Card Hard" shows a stern-looking bouncer carefully checking information on a young woman's driver's license. This poster sends the message that your establishment "cards hard" and will not serve minors nor allow entrance in a liquor establishment.

For more information, or if you would like to order materials, please contact Lee Roupas at 312.814.0773 or visit www.state.il.us/lcc/basset on the web.



Illinois Liquor Control Commission



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

Rod R. Blagojevich
Governor

Irving J. Koppel
Chairman

Don W. Adams
John M. Aguilar
Daniel J. Downes
James M. Hogan
Lilibeth Lopez
Stephen Schnorf
Commissioners

New BASSET Licensees

MARCH

- Itasca Police Department
- Park District Risk Management
- Village of Glen Ellyn

APRIL

- Duffy's Sports Bar

MAY

- 115 Bourbon Street
- Chestnut Health Systems



Order your FREE ILCC materials today!

The following FREE Liquor Commission materials are available to all licensees by visiting the web at www.state.il.us/lcc/IEmaterials.asp or calling 312.814.4802:

- 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.
- BASSET Program Brochure and Age-Verification Guide.
- "We Card Hard" decal and Liquor Licensee Employee Training Guide.

