



ILCC News

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State of Illinois "sticks 'em up" during Alcohol Awareness Month

To kickoff Alcohol Awareness Month, the Illinois Liquor Control Commission (ILCC) partnered with a variety of state and local organizations on April 2nd to increase public awareness on the dangers of underage drinking.

Entitled *Project Sticker Shock*, this new educational effort is designed to focus attention on the consequences of underage drinking through statewide participation.

Thousands of teenagers, parents, law enforcement personnel, local elected officials, and other community leaders were out in force in nearly fifty counties on April 2nd—*Sticker Shock Day*—posting stickers, window decals, posters, and signs to remind communities that providing alcohol to minors is illegal, unhealthy, and unacceptable.

"Getting this message out prior to the prom and graduation season can save lives," says ILCC Executive Director Lainie Krozel, noting that National Highway Traffic Safety Administration data

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Aurora Mayor Tom Weisner (center) addresses one of several *Sticker Shock* teams assembled by the City of Aurora's Ann McBride (standing, at left) prior to visiting over thirty city liquor establishments on the April 2nd *Sticker Shock Day* event. Consisting of Aurora Police Cadets, East Aurora Snowball members, and Youth Court jurors, these teams were chaperoned by Aurora Police Officers during their rounds.



Students from Crystal Lake Central, Crystal Lake South, and Prairie Ridge high schools give Crystal Lake Police Officer Sean McGrath (far right) a 'thumbs up' for organizing their various *Sticker Shock Day* activities. Officer McGrath's colleagues, Dimitri Boulihanis (far left) and Jeff Mattson (back row, center with sunglasses), were also integral in coordinating this effort.

Testing of retailers continues throughout state

Illinois Liquor Control Commission (ILCC) special agents, in conjunction with local and state law enforcement personnel, continue to conduct undercover operations throughout the state.

These operations are part of an ongoing statewide crackdown by ILCC agents to assure compliance with the law that prohibits the sale of alcohol to those under the age of 21 years. During these random checks, agents closely supervise underage youths as they attempt to purchase alcohol.

Those who fail are subject to their liquor license being fined, suspended, or revoked. Below are results of compliance check details from September 2008 through April 2009.

Underage Compliance Stats Summary

Month of Details	Checks Completed	Failures	Compliance Rate
September 08	100	30	70%
October 08	267	72	73%
November 08	145	33	77%
December 08	87	15	83%
January 09	28	11	61%
February 09	70	12	83%
March 09	254	60	76%
April 09	46	10	78%
TOTAL	997	243	76%

The **76 percent** total compliance rate is unacceptably low and needs improvement. Retailers can expect these *stings* to continue well into the future. Want to learn how **not** to become a statistic? Read our special guest column on the next page for advice on reducing your odds of getting *stung* during our next undercover compliance operation.

Coming soon to a mailbox near you...

Winery Shipper's License renewal form

As a reminder, all wineries shipping directly to Illinois residents must have a **State of Illinois Winery Shipper's License** prior to delivery. To download the license application, please visit our website at www.state.il.us/LCC.

If you already have your Winery Shipper's License, a **renewal form** will be mailed to you approximately six weeks prior to your current license's expiration date. Over the past year, nearly 1,000 wineries from throughout the United States have been approved for this new license.

The Winery Shipper's License is required for both in-state and out-of-state wineries. Those shipping directly without an approved license will be issued a cease-and-desist order and/or be reported to the Illinois Attorney General's Office and Federal Alcohol and Tobacco Tax and Trade Bureau (TTB).



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.

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I don't want to sell to minors!!

Special guest column by ILCC Commissioner James M. Hogan

There are many safeguards you can employ to insure you do not sell alcohol to those under the age of 21 years. Following is a short list of safeguards to consider:

- Asking for an ID is not enough—**Check birthdate and ask their age.**
- **Card everyone**—45 years and younger!
- Make **copies** of all ID's.
- Hold **monthly meetings** with servers.
- New employees must wait **30 days** before serving alcohol.
- **Server** pays \$100.00 to licensee if they fail a sting.
- Internal compliance check—**Reward** those who pass.
- Use **ID scanners.**
- Post **Proof of Age signage** indicating the birth year (currently 1988) of those who will be turning 21 “on or before today’s date” (see box below to order in both English and Spanish).
- **LED calendars** with birthdates for alcohol (you must be 21) and tobacco sales (you must be 18).
- **Registers** that require birthdates before the completion of sales.
- Hire a private organization that does **compliance checks.**
- And, most importantly, enroll all employees in a **BASSET class.**

For more information about our Beverage Alcohol Servers and Servers Education and Training (BASSET)—which now features a reduced training time requirement for all retailers—please visit www.state.il.us/LCC/basnet or call BASSET Manager Lee Roupas at 312.814.0773.



Spanish and English 2009 “Proof of Age” signs now available

Order your 2009 Proof of Age signs by visiting www.state.il.us/LCC/AgeSign09.asp today! These signs are now available in Spanish.



“State of Illinois “sticks ‘em up” continued from page 1

shows an elevated rate of alcohol-related traffic fatalities at this time of year. “With these grim facts in mind, we asked all of our liquor licensees to post these materials during the entire month of April as a final reminder of the legal consequences of providing alcohol to minors.”

In addition to the numerous local groups fanning out across Illinois, a wide-ranging partnership of statewide organizations—from both the liquor industry and prevention field—signed on to this effort. “As our liquor-selling members are surely aware, family and friends are the primary source of alcohol for minor drinking,” says Bill Fleishli, executive vice president of the Illinois Petroleum

Marketers Association and the Illinois Association of Convenience Stores. “We are proud and excited to support this effort.”

Adds ILCC Chairman Irving J. Koppel: “Having the support of the industry is critical if we are to be successful in our effort to combat underage drinking, but all Illinois residents can make a difference by obeying the law and not providing alcohol to minors. This is an excellent opportunity to educate communities—and, in particular, our parents. By working together, we can truly create safer and healthier communities for our youth.”

Several corporate chains also posted *Project Sticker Shock* materials in all their Illinois stores this April. “We have always taken the issue of underage drinking seriously,” says David F. Vite, president of the Illinois Retail Merchants Association. “We can all play a role in preventing an underage drinking tragedy from occurring.”

Those in the prevention field agree. “We commend Illinois Governor Pat Quinn for promoting the *Project Sticker Shock* program as part of his support for Alcohol Awareness Month,” said Marti Belluschi, vice president of the Alliance Against Intoxicated Motorists (AAIM). “This program creates an exciting opportunity for Illinois’ young people to work together

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THOMSON: Thomson Police Chief Beth Balk and junior high students pause for a photo during their *Sticker Shock Day* rounds.

with adults and officials to prevent underage alcohol abuse. Additionally, the teen participants will set a positive example for their peers."

Which is a primary goal of *Sticker Shock Day* partner Operation Snowball, a statewide group founded on the belief that youth and adults can make responsible decisions when provided with factual information. "This activity sends an important message we can all learn from," says Mary Jo Peavy, Operation Snowball's statewide coordinator. "One of the unique aspects of this program is the fact that our teens are teaching the adults how to act responsibly."

Parent Sharon Brown echoes this sentiment. "As a parent, it is comforting to know we have teens who can educate those parents who tolerate underage drinking in their home," says Brown, the mother of a teenager. "Too often, parents condone their child's alcohol use by saying 'at least they weren't doing illegal drugs,' even though underage drinking is illegal."

This attitude is all too common in today's society, according to teen *Sticker Shock Day* participants. "One of the biggest problems I see is older people buying for younger people," says Kaila Errett, a sophomore at Springfield Southeast High School. "This is one of the main reasons why I think *Sticker Shock* is such a great program!"

Adds fellow Southeast High student, junior Melissa Randolph: "Prevention is a powerful tool at our school. Anything that keeps teens away from alcohol, and stops people from buying for minors is a good idea."



EDGAR COUNTY: Officer Nathan Chaplain of the Paris Police Department was one of the 26 volunteers helping out in this county's effort, which was organized by Cherise Murphy of the Human Resource Center of Edgar and Clark Counties.

Law enforcement officials from throughout the state served as chaperones for the youth on *Sticker Shock Day*. "This day presents us with an opportunity to change the perception that providing alcohol to minors is an acceptable practice," says Henry County Sheriff Gib Cady, president of the Illinois Sheriffs' Association.

Notes Executive Director Stacey Puckett of the Illinois Association of Police Chiefs: "Many of our members jumped on board right away and contacted their local schools

to participate. They believe as I do that *Project Sticker Shock* is a good example of how a community can work together to solve problems."

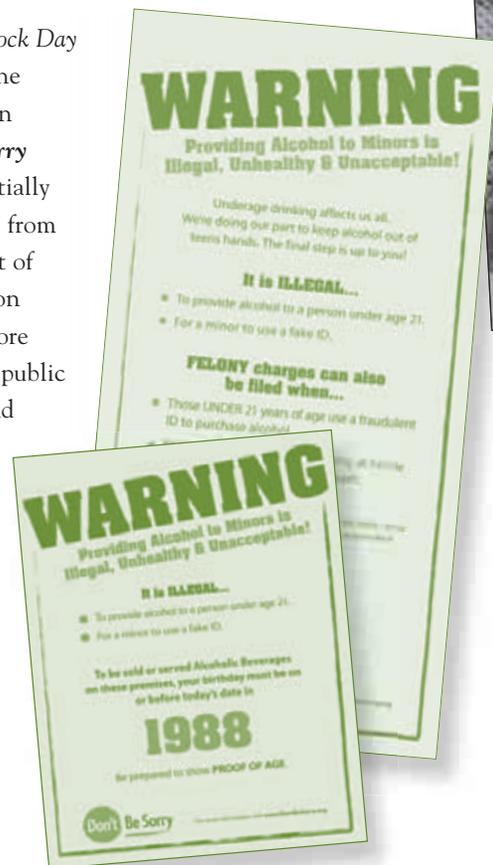
A theme often repeated by those involved was working toward a common goal. "By bringing all stakeholders into the fold, we sharply increase our effectiveness in combating society's underage drinking problem," says ILCC Education Manager Ted Penesis. "Through this combined effort, all parties are able to recognize their role in fighting this serious issue."

This philosophy is heartily endorsed by Paul Jenkins, executive director of the Wine & Spirits Distributors of Illinois. "We will never solve this issue with blinders on," he says. "Not only is it important that everybody's viewpoints are respected, but that their opinions are actually heard."

Materials for *Sticker Shock Day* were created through the ILCC's public education arm—the *Don't Be Sorry* program—which is partially funded through a grant from the Illinois Department of Transportation's Division of Traffic Safety. For more information about this public awareness campaign and to order the FREE *Project Sticker Shock* materials, please visit www.DontBeSorry.org.



CHICAGO: Cook County Sheriff Tom Dart (center) chats with ILCC BASSET Manager Lee Roupas (left), ILCC Chief Legal Counsel Rick Haymaker (second from right) and Cook County Sheriff Executive Director Willie Winters (far right) prior to kicking off *Sticker Shock Day* at Brother Rice High School in Chicago.





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Sticker Shock Day photos

- 1 **ROCK FALLS:** *Slammin' Sammy*—the new mascot for Sauk Valley College—was among the over one hundred Sterling/Rock Falls area volunteers assembled by Judy Randall of the Whiteside County Health Department on *Sticker Shock Day*.
- 2 **WOODFORD COUNTY:** Do you think more than twenty volunteers would have shown up at Casey's General Store in Roanoke if they knew Manager Rhonda Hartman would be providing free pizza? Kathi Paxton of the CASA Coalition of Woodford County was in charge of this town's *Sticker Shock Day* activities, and CASA's Jeanne Brady organized an extensive county-wide effort.
- 3-4 **PRINCETON AND HENNEPIN:** Bureau County volunteers (photo 3) and Putnam County High School teens (photo 4) participate in *Sticker Shock* events in Princeton and Hennepin, respectively. Bureau/Putnam County Health Department's Dawn Conerton and North Central Behavioral Health Systems' Claudia Bachman worked with the Community Partners Against Substance Abuse (CPASA) and Bureau County Youth Development (BCYD) coalitions in visiting various *Sticker Shock Day* sites in the Bureau, LaSalle, and Putnam counties.
- 5 **SHERMAN:** Sherman Police Officers Phil Brown (left) and Adam Westlake (right) pose with their teen *Sticker Shock Day* volunteers.
- 6 **SAVANNA:** Students from West Carroll High School "sticker" a multi-pack of alcohol on *Sticker Shock Day*. Savanna Police Officer John Loechel served as chaperone for area high schoolers in this town, one of six visited by teens in an effort led by Freddie Preston and Carol Geary from the Carroll County Substance Education Coalition (CCSEC).
- 7 **CRYSTAL LAKE:** Teens pose with *Corky*—a full-size character made completely of corks at the 1776 Restaurant!
- 8 **CHANNAHON:** As Channahon Community Service Officer Dan McDonald (back) looks on, *Sticker Shock* youth from Morris and Minooka high schools give the 'thumbs up' for a job well done at USA Liquors, one of thirty stores visited by Paula Goodwin and her "No Tolerance Task Force" teens.
- 9 **HAVANA:** A Havana High School student enjoys *Sticker Shock Day* activities, which were coordinated in Mason County by Jason Blanchette from Chestnut Health Systems.
- 10 **SPRINGFIELD:** It was a real team effort for Southeast High School students, who bonded during their *Sticker Shock Day* rounds led by faculty member Serena Craner.
- 11 **KNOX COUNTY:** Abingdon High School Principal Chad Cox pauses for a photo with two of his students. Abingdon was just one of several Knox County towns hosting *Project Sticker Shock* activities in an effort coordinated by Bridgeway Prevention Services' Debby Jo Metsker and Knox County Substance Abuse Prevention Coalition's Cheryl Geitner.
- 12 **JO DAVIESS COUNTY:** *Project Sticker Shock* activities in this county were organized by Hollie Shultz from the FHN Family Counseling Center. On *Sticker Shock Day*, high schoolers from Warren Jr./Sr. High School receive assistance from Jo Daviess County Health Department Administrator Peg Murphy (far left), Jo Daviess Sheriff's Office Lieutenant Kevin Turner (second from right), and Warren Chief of Police Bryan Bohnsack.



Smoke-free Illinois Act amended

By Jeff Barr, ILCC Tobacco Manager

On February 4, 2009 Governor Pat Quinn signed Public Act 095-1029 in an effort to bring

clarity to the **Smoke-free Illinois Act**. Effective immediately, the Act more clearly defines how violations to the Smoke-free Illinois Act are to be processed. The original Act lacked processes in which violators could contest violations. This absence of due process resulted in not only confusion, but also reluctance to pursue enforcement.

Public Act 095-1029 can be viewed in its entirety at: www.ilga.gov/legislation/publicacts/. An abbreviated summary is as follows:

1. Provides exemptions to accredited universities or government facilities where the activity of smoking is for research;
2. The definition of a "Retail Tobacco Store" is amended;
3. With conditions, allows common smoking rooms in long-term care facilities operated under the authority of the Illinois Department of Veterans' Affairs;
4. Describes what must be contained in a citation including but not limited to requesting a hearing;
5. Establishes the guidelines for the enforcing agency and Illinois Department of Public Health (IDPH) when a hearing is requested;
6. Identifies the locations for hearings as regional offices of the IDPH;
7. Amends the dollar amounts of fines;
8. Rulemaking authority for the amendments of the Act is conditioned upon the rules being adopted by the Illinois Administrative Procedure Act and the procedures of the Joint Committee on Administrative Rules.

Despite the Act taking effect immediately, there will still be a period of time before the rules to the Act have been adopted per the Illinois Administrative Procedure Act and the Joint Committee on Administrative Rules. The Commission will provide further details as they become available. In addition, you can visit the IDPH's website: www.smoke-free.illinois.gov for information.

Smoke-free Illinois and its effect on renewals

The new Smoke-free Illinois law did not appear to have any effect on the number of liquor license renewals in the State of Illinois. In fact, the number of renewals actually *increased* after the new law took effect on January 1, 2008.

Smoke-free Illinois prohibits smoking indoors in all Illinois liquor-licensed establishments. Below is a comparison of State of Illinois Retailer License renewals in calendar years 2007 vs. 2008 (eg, one year prior and one year after the effective date of the ban):

2007 Retailer Renewals = 18,648
2008 Retailer Renewals = 18,805

State experiences an increase in underage tobacco sales

In 2008, Illinois' Retail Violation Rate (RVR) during tobacco compliance checks was 12.5 percent. This marks the first time since 2003 the state has been above 10 percent. In addition, the rate almost doubles the 6.8 percent average for the last four years (*Note: The RVR has a ± 3 percent margin of error*).

While Illinois' RVR has been under 20 percent (the federally required rate for compliance to minimum-age tobacco laws) since 1998, this year's increase is notable and warrants close monitoring. The Commission feels the state's RVR has leveled off and will continue to fluctuate around an average. However, if the RVR continues to increase or consistently remains above 10 percent, it could indicate a change in retailer performance.

Updated Handbook available

The *Local Liquor Commissioner's Handbook* has been updated and is available to all local officials—including mayors, police chiefs, sheriffs, city managers, village trustees, and county chairs. To order this FREE book, visit the web at www.state.il.us/LCC/LLhandbook.asp.



Someone using indoor pyrotechnics on your premises?

Make certain they have a license and a permit

Do you allow customers to use centerpieces with sparkler-type devices in them, or allow musical acts or other guests to use indoor fireworks, including propane flame effects, on the premises? If you do, make certain the person igniting the fireworks or propane, also called pyrotechnics, has a Pyrotechnic Operator license issued by the Office of the State Fire Marshal (OSFM).

In addition, before anyone can use pyrotechnics within your premises, they must have a display permit issued by the local governmental authority. Subsection 6-32(a) of the Liquor Control Act, 235 ILCS 5/6-32(a), states that “[a] retailers on premise consumption licensee may not permit the use of any pyrotechnic device within its licensed premises without the prior authorization of the Illinois State Fire Marshal. . . . Violation of this subsection (a) by any licensee or any employee or agent of a licensee is a Class 4 felony.”

FREE cashmat available

Order your FREE countertop cashmat today by visiting www.state.il.us/LCC/mat.asp.



In addition to assisting licensees in identifying underage ID cards, the popular 15x10 inch mat lists the penalties should customers buy alcohol for underage consumption.

How do you know whether the person has prior authorization of the Illinois State Fire Marshal? Make certain he or she has the proper OSFM-issued *Pyrotechnic Operator* license. OSFM issues three types of Pyrotechnic Operator’s licenses: An Outdoor Professional License, a Proximate Audience license, and a Flame Effect license.

If the person is going to use indoor pyrotechnics within your premises, he or she must have a valid Proximate Audience license. If the person is going to use propane flame effects within your premises, he or she must have a valid Flame Effect license. OSFM maintains a list of authorized Pyrotechnic Operators on its website, www.state.il.us/osfm, through its Fire Prevention Division.

In addition, the person must have a display permit issued by the local governmental authority to use pyrotechnics within your business. Before he or she can obtain a display permit, the fire chief of the local jurisdiction must have inspected the site and determined that the display can be performed in full compliance with the permitting rules implemented by OSFM, including, but not limited to, the premises being fully protected by an automatic sprinkler system.

If the fire chief of the local jurisdiction has not inspected your business for the display, if the operator does not have a display permit issued by the local governmental authority to perform a display within your premises, or if the operator does not have the proper OSFM Pyrotechnic Operator license, the person does not have prior authorization from OSFM to use pyrotechnics within your business premises.

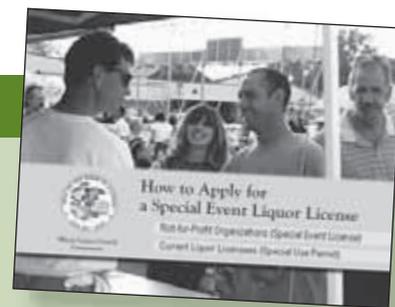
Order your FREE Special Event DVD

Warm weather has *finally* arrived, which means outdoor special events featuring alcohol will soon be in full swing throughout the State of Illinois. Are you the person in charge of organizing one of these events? If so, the Illinois Liquor Control Commission knows you have a big job ahead of you and would like to lighten your load.

To make navigating the process of applying for your special event liquor license as easy as possible, the Liquor Commission has produced a DVD entitled *How to Apply for a Special Event Liquor License*. Designed for both licensed retail establishments hosting

a special event away from their licensed premise and non-profit organizations, this short video provides step-by-step instructions and tips on how to stay within the law.

Remember, you are required to have proper licensing when selling alcohol at any event open to the public. To place your order, please visit our website at www.state.il.us/LCC, and click on the “FREE Special Event DVD” link located on the left side of the screen.



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Teens in liquor stores? See cover story on this SHOCKING development!



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 and clicking on the "Industry Education Materials" link, located on the left 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 "Pregnancy Warning" signs.
- BASSET Program Brochure and Quick Guide for Servers.