



ILCC News

Volume 33
Summer 2010

Inside This Issue

Handbook available for local officials 2

State of Illinois hosts 2nd Annual “Sticker Shock Day” 3

2010 newly licensed BASSET providers 6

Social Hosting: A community effort to curb drunk-driving and underage drinking . . 6

State Synar Rate back on track 7

New “Acceptable ID’s” poster available 8

New FDA restrictions for cigarettes, smokeless tobacco 8

www.state.il.us/LCC

ILCC’s summer tour coming to a town near you!

With summer’s symbolic opening — Memorial Day — serving as a backdrop, the Illinois Liquor Control Commission (ILCC) kicked off its regional summit tour on May 25 by meeting with northern Illinois officials in Rockford.

“We are pleased the leaders of Winnebago County take the problem of illegal alcohol use seriously,” says ILCC Chief Legal Counsel Rick Haymaker of the Rockford summit. “Responsible service of alcoholic beverages, promoted by server training, is a positive step toward reducing tragedies associated with over-consumption and underage drinking.”

Among those in attendance were mayors, police chiefs, sheriffs, county board chairmen, state’s attorneys, and various other municipal officials from throughout northern Illinois. “Memorial Day is a time to remember those who have served our country, not mourn the loss of a loved one killed in a drunk-driving crash,” adds Rockford Mayor Larry Morrissey.

Serving as the headlining act during this tour was the ILCC’s Beverage Alcohol Seller/Server Education and Training (BASSET) Program. “Approximately one hundred local government jurisdictions in Illinois have mandated alcohol training, and these forums are designed to assist communities in developing their own BASSET ordinance,” says ILCC Education Manager Ted Penesis, whose Industry Education Division organized and promoted this summer tour of Illinois. “Among the information shared at the northern Illinois summit was a recent Carroll County survey, which revealed that ninety

continued on page 2



The audience at Rockford’s Clock Tower Resort included over 75 local officials from throughout northern Illinois.

percent of past BASSET students believed they were better prepared and more confident to deal with risky customer behavior after attending a training session.”

Opening the Rockford summit was Winnebago County Chairman Scott Christiansen. “We are strongly considering requiring mandatory training for unincorporated Winnebago County,” says Chairman Christiansen. “With our health department professionals and sheriff’s deputies already serving in alcohol prevention and enforcement roles, it only makes sense to take the next step and become trainers.”

Also sharing ideas on how to prevent alcohol-related tragedies during these meetings were administrators from other state agencies, local officials in communities with mandatory training, and representatives from the liquor industry.

“Responsible consumption is not just a catch-phrase,” says Paul Jenkins, executive director of the Wine and Spirits Distributors of Illinois. “We are all *responsible*, from the liquor suppliers all the way down to the clerk at the checkout aisle. That is why I support alcohol training.”



Christopher Greenwood of the City of Rockford was a featured speaker at the May 25 regional summit.

One of the featured speakers during the Rockford summit was Christopher Greenwood, a community health and prevention professional. As one of the key players in pushing for mandatory training in both Roscoe and Rockford, Greenwood is currently working on enacting mandatory training ordinances in other Rockford area communities as well.

“We’re all in this together, and liquor licensees *must* be a partner in this effort,” notes Greenwood. “Similar to the rest of the state, many area establishments — including several corporate chains — have already come to the realization that alcohol training makes good business sense, and currently provide classes to their employees.”

The summer tour then rolled into Danville on June 17, where both Vermilion County liquor licensees and eastern Illinois local officials were part of the crowd. “We discussed state and local laws regarding alcohol sales and service,” says ILCC BASSET Manager Lee Roupas. “Attendees received brochures, posters, and signage reminding minors that they will not be served alcohol, and patrons will not be over-served in their establishment.”

The next tour stop is set for Tuesday, July 27 in Orland Park. All south and southwest suburban Chicago liquor licensees are invited to attend this FREE educational workshop, and can register for the morning session by visiting the web at www.DontBeSorry.org/Orland.htm. An afternoon matinee will present strategies for reducing drunk driving and underage drinking to south and southwest suburban municipal officials.

If you would like to arrange for an ILCC tour stop in your community, please call 312.814.0773. To learn more about the ILCC’s educational programs — and to order FREE materials for your business — please visit www.state.il.us/LCC.

Handbook available for local officials

The *Local Liquor Commissioner’s Handbook* is available for order by 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.



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

State of Illinois hosts 2nd Annual "Sticker Shock Day"

Yes, those were teenagers congregating in liquor stores on April 1, and no, it wasn't an April Fool's Day joke. This day served as *Sticker Shock Day* in Illinois, where teenagers posted *Project Sticker Shock* materials throughout the state reminding adults that it is illegal to give alcohol to minors and for minors to use a fake ID.

"Underage drinking is no joke; in fact, the consequences are deadly serious," says Lainie Krozel, executive director of the Illinois Liquor Control Commission (ILCC), the agency coordinating this second annual effort. "Through this campaign, it is our hope all adults get the message that providing alcohol to minors is *Illegal, Unhealthy, & Unacceptable.*"

Liquor licensees were encouraged to display these materials throughout April — Alcohol Awareness Month. This month is the start of a particularly dangerous time for teens, as many will

attend proms and graduation parties — events historically associated with underage drinking. To counter this destructive activity, thousands of teenagers, parents, law enforcement personnel, local elected officials, and other community leaders were out in force during April posting *Project Sticker Shock* stickers, window decals, posters, and signs.

But, as many liquor licensees know, not all teenagers are posting educational materials during their visits; some will be attempting to buy alcohol, including those with the blessing of the Liquor Commission. These particular teens are part of the ILCC's underage compliance check operations, which are conducted throughout the state.



continued on page 4

A sampling of *Sticker Shock* events



1



2



3



4



5

1-2 ELGIN: Leading the students on their stickering rounds was Elgin High School's Joann Knaack (front row, right in photo 1) who also serves as a voluntary advisor for the school's Drug Prevention Club. Connie Zaio (far left) was among the Jewel-Osco executives in attendance at the Elgin event, which was organized by staff from the Renz Addiction Counseling Center. In photo 2, adult chaperones Illinois State Representative Keith Farnham and Elgin Police Department Deputy Chief Robert Beeter, assist an Elgin High School student adhere a *Sticker Shock* window decal. Says Rep. Farnham: "Events like this are an effective way to increase awareness about underage drinking and the illegal sale of liquor to minors. I am glad to have participated in this educational event and will continue to work to promote awareness in the community."

3 WHITESIDE COUNTY: A Rock Falls teen posts a window decal during an extensive *Sticker Shock* event organized by Judy Randall of the Whiteside County Health Department. Serving as chaperones were Sheriff Kelly Wilhelm, Rock Falls High School Principal Ron McCord, and various other notable area officials.

4 GRUNDY COUNTY: Led by Paula Goodwin from the No Tolerance Task Force, the Morris High School team poses with one of their chaperones, Minoaka Police Officer Denis Tatgehnorst (left), and store owner Skinder Shuaipaj (right) at CD Wine & Liquors.

5 EDGAR COUNTY: Among those posing at the Paris, IL Walmart (back row, far right) are Edgar County Sheriff Tim Crippes and ILCC Education Manager Ted Penesis, both of whom served as chaperones in *Sticker Shock* activities organized by the Human Resources Center's Cherise Murphy (second from right) and CAMA Teen Coordinator Heather Pitts (far right).

More *Sticker Shock* photos on following pages

State of Illinois hosts 2nd Annual "Sticker Shock Day" continued from page 3

With these increased checks, compliance rates continue to rise. For example, 81.4 percent of retailers passed the underage checks during the past nine months (Oct. 2009-May 2010) — a nearly six percent increase from the 75.7 percent compliance rate during a comparable period (Oct. 2008-May 2009) just one year earlier.

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.

"Illinois retailers have heard the message, now we need to ensure the rest of Illinois' adult population is obeying the law as well," says ILCC Acting Chairman Stephen Schnorf. "Adults remain the primary source of alcohol for minor drinking. If we can prevent these types of situations from occurring in the first place, we can reduce the health and social costs of underage drinking on our society."

And these "costs" are particularly daunting — especially during these difficult economic times. "It is estimated that underage drinking costs the State of Illinois nearly \$1 billion a year in medical care and work loss," says the ILCC's Ted Penesis, whose Industry Education Division created the *Project Sticker Shock* materials. "The cost to Illinois citizens balloons to over \$3 billion a year when including pain and suffering from these injuries."

"Illinois retailers have heard the message, now we need to ensure the rest of Illinois' adult population is obeying the law as well."

So even if a loved one or friend is not injured or killed by the aftermath of underage drinking, the cold, hard facts are these: Underage drinking affects us all."

In addition to the hundreds of local groups fanning out across Illinois, a variety of corporate chains posted *Project Sticker Shock* materials in all their Illinois stores this April. Also, a wide-ranging partnership of statewide organizations — from both the liquor industry and prevention field — signed on to this effort.

For more information about the *Project Sticker Shock* campaign and other ILCC underage drinking awareness efforts, please visit www.DontBeSorry.org. While there, you can order a variety of free educational materials, which are made available for posting at your establishment.





7



8



9

6-7 BUREAU AND PUTNAM COUNTIES: Putnam County (photo 6) and Princeton (photo 7) high school students were among those volunteering for *Sticker Shock* duty in a two-county effort organized by Community Partners Against Substance Abuse (CPASA).

8-9 ROCKFORD: Even the little ones helped educate the adults on underage drinking laws (photo 8). Delicia Harris from the Rockford Alcohol Free Teens (RAFT) coalition instructs students on *Sticker Shock* procedures prior to visiting nearly fifty Rockford stores (photo 9).

10 CARROLL COUNTY: (From left) Lanark Police Chief Troy Randall and Officer Dewayne Hamilton assist students at the Lanark Food Center. Countywide *Sticker Shock* activities here were organized by the Carroll County Substance Education Coalition (CCSEC).

11 GURNEE: A Warren High School student adheres a window decal at one of the 54 stores visited by teen volunteers on *Sticker Shock Day*. Escorting Warren and Zion-Benton high school students on this day were Gurnee Village trustee Cheryl Ross and Gurnee Police Department's Tom Agos, along with three of his colleagues.

12-14 KANE COUNTY: Countless volunteers chipped in on this effort led by Greater Fox River Valley Operation Snowball's Mary Heinrich. Posing with the teen volunteers in photo 12 are Geneva Mayor Kevin Burns (far left), East Aurora High School's Jake Stewart (third from left), St. Charles Mayor Don DeWitte (fifth from right), St. Charles Police Chief James Lamkin (third from right), Haines School's Melissa Byrne (second from right), and East Aurora School District's Sara Stead. In photo 13, Rosary Catholic High School students take a break from their stickering activities. With Geneva Police Sgt. Tim Baker (back center) in photo 14 are students from Geneva, Burlington Central, Rosary Catholic, East Aurora, and Kaneland high schools.

15 DES PLAINES: Des Plaines Police Officer Angela Burton (second from left) and Chief Jim Prandini (right) with just a few of the dozens of Maine West High School students and faculty who participated in *Sticker Shock Day* activities organized by the Maine Community Youth Assistance Foundation (MCYAF).

16 PIKE COUNTY: Overseeing this effort was Peggy Johns of the Mental Health Centers of Western Illinois. Chaperones included Griggsville/Perry High School's Cassandra Lightle (far left), Sara Howell (second from left) and Pike County Sheriff's Officer Clint Weir.

17 PARK RIDGE: Flanked by Park Ridge Police Chief Frank Kaminski and Mayor David Schmidt, members of the two-time defending state champion Maine South High School football team were among the nearly one hundred volunteers organized by MCYAF.

18 MACON COUNTY: Some of the thirty volunteers recruited by Decatur Community Partnership's Vivian Goodman. Macon County Sheriff and Decatur Police personnel escorted the teens during store visits.

19 WILMETTE: Flanking Warming House Youth Center volunteers are Wilmette Police Officer Julie Parisi and Ron Telley from Foremost Liquors.

20 VERNON HILLS: Margaret Pither and her Vernon Hills High School students place stickers in an effort led by Vernon Hills Police Officer Jim Koch.

21 SPRINGFIELD: Bill Fleischli from the Illinois Petroleum Marketers Association (a *Sticker Shock* statewide partner) gets a hug from his son after stickering several establishments with Springfield Mayor Tim Davlin.

22 COLES COUNTY: The Community Coalition's Barbara Smith (at right) led an extensive effort featuring a number of participating groups in this county, including numerous law enforcement agencies, Eastern Illinois University, and various prevention organizations.

23 BRADLEY: 44 area businesses were stickered in an effort led by Bradley Police Detective Adrian Provost and Bradley-Bourbonnais High School Students Against Destructive Decisions (SADD) members. Adult chaperones included Bradley Mayor Bruce Adams (top row, far left) and Police Chief Steve Coy (second from left).

24-25 CLARK COUNTY: Marshall Police Officer Jeff Sanders (far right in photo 25) was among those chaperoning teen volunteers in this county. Activities here were organized by the Human Resources Center, and featured SADD members and CAMA teens.



12



13



14



16



19



21



22



24



25

2010 newly licensed BASSET providers



JANUARY

- City of Highland Park Police Department

FEBRUARY

- Gibson's Steakhouse

MARCH

- Illinois St. Andrew Society
- Village of Addison Police Department

APRIL

- The Cheesecake Factory
- La Barca
- Rokit Ranch Productions

MAY

- Prevention Partnership
- Village of Morton Grove

Social Hosting: A community effort to curb drunk-driving and underage drinking

By Lee J. Roupas, ILCC BASSET Manager

Summer brings holiday celebrations, block parties, and other outdoor activities in different neighborhoods. Citizens of a community must be vigilant and do their part to prevent underage drinking and alcohol-related incidents. Consequences of overconsumption and underage drinking at these events can result in traffic accidents, accidental injuries, property damage, violence, and sexual assaults.

Recent underage drinking deaths have prompted more Illinois communities to push their elected officials to enact social hosting ordinances. These laws hold responsible those hosting a gathering when underage drinking, public intoxication, or illicit drug use occurred. Police officers also monitor locations such as hotels, banquet halls, vehicles, and watercraft.

Parents, in particular, should not be hosting underage drinking parties. What example is being set to their underage kids and their friends? They are teaching them to break and disregard the law. Are these the type of citizens we want kids to become?

Additionally, according to state law, any parent who knowingly allows underage drinking to occur in their home is subject to a felony (1-3 years in prison and up to a \$25,000 fine) if it leads to injury or death.

A social hosting ordinance can also offer protection to a host if a gathering gets out of control and the police are contacted. Here are some tips for hosting a social gathering:

- Make sure you know your guests
- Provide plenty of food, appetizers and high protein, fatty snacks



- Avoid serving from a keg or punch bowl
- Supply plenty of non-alcoholic beverages
- Comply with the law by not serving minors; if a minor has an alcoholic beverage, confiscate the beverage
- Stop serving alcohol late at night or one hour before the party ends
- Discontinue service to any guest visibly intoxicated
- Provide or coordinate alternative transportation
- Call the police if a gathering gets out of control or if drunk drivers are on the road

For more information on the consequences of underage drinking — and to order a variety of free educational materials — please visit www.DontBeSorry.org.

State Synar Rate back on track

By Jeff Barr, ILCC Tobacco Program Manager

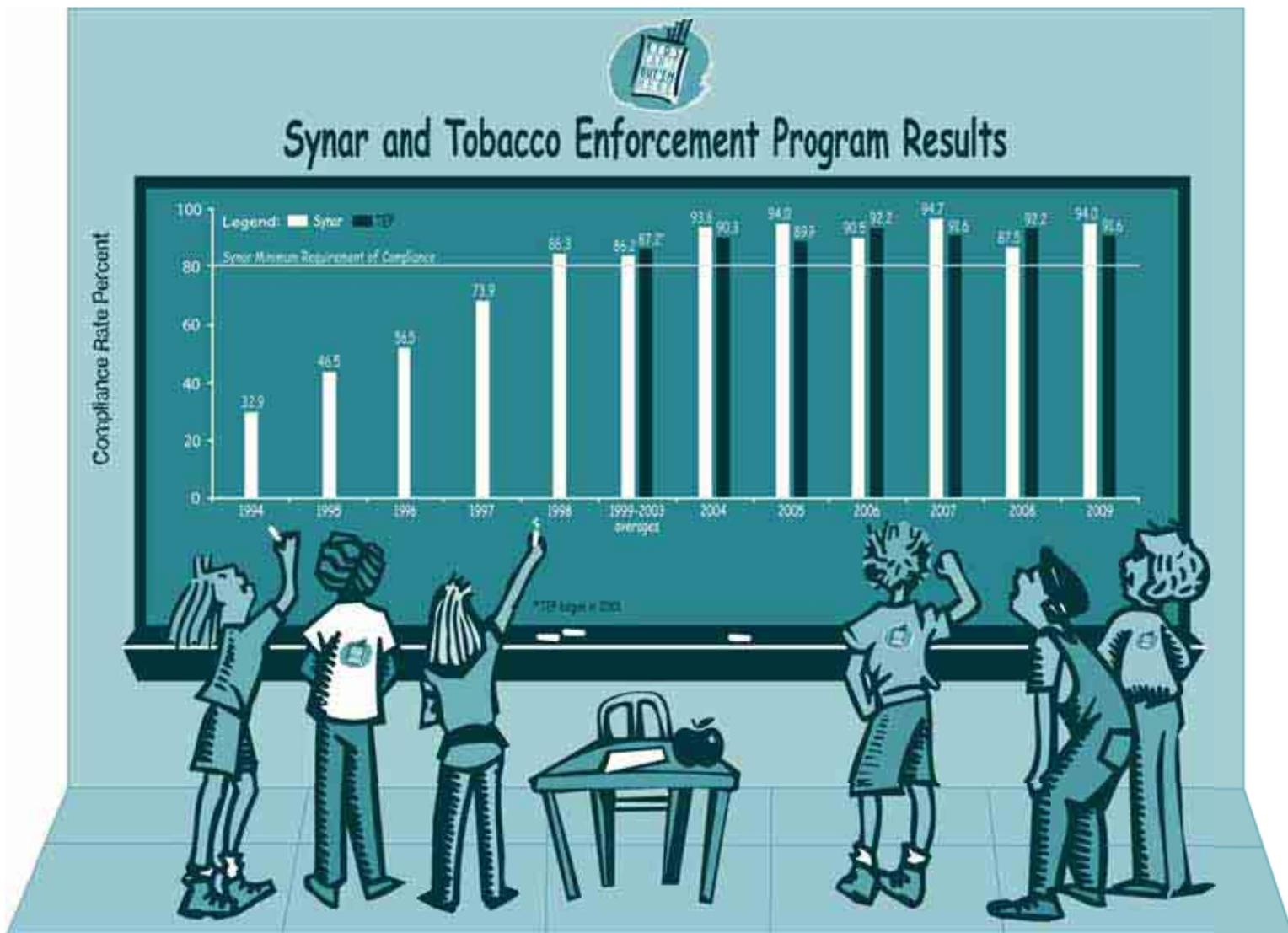
Annually, the Commission is federally required to test tobacco retailers for compliance to minimum-age tobacco laws. All states must maintain a Retail Violation Rate (RVR) under 20 percent. Failure to achieve this rate and other Synar Regulations can result in a reduction of the state's Substance Abuse Prevention and Treatment Block Grant funding. In Illinois, this represents a potential \$27 million loss.

For the 2010 Annual Synar Report, Illinois' RVR was 6.0 percent. The 2010 rate rebounds after last year's 12.5 percent and ties for the second lowest RVR in state history. Illinois achieved a 6.0 percent RVR in 2005 with the lowest RVR

occurring in 2007 when it was just 5.3 percent. Excluding last year, the state has not exceeded a 10 percent RVR since 2003.

A considerable factor in the state's success is the Commission's Tobacco Enforcement Program (TEP). TEP is a grant program in which communities annually provide retail education to their tobacco retailers and conduct three compliance checks on each retailer within their community.

Demonstrating the importance of the TEP is a comparison between RVRs within communities that do and do not participate. Communities that participate in TEP have a RVR of 4.5 percent, while those who do not participate have a RVR of 10.1 percent.



Illinois Liquor Control Commission



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

Pat Quinn
Governor

Stephen Schnorf
Acting Chairman

Lainie Krozel
Executive Director

John M. Aguilar
Sam Esteban

Amy Kurson

Michael F. McMahon

Martin Mulcahey

Donald O'Connell

Commissioners

Presorted Standard

U.S. Postage

PAID

MT. PROSPECT, IL

Permit #87

New "Acceptable ID's" poster available

A new poster is available listing the acceptable forms of identification for proof of age during alcohol sales. Retailers should plan to hang this poster near the point of sale as a reminder — to both checkout clerks and patrons — of the valid forms of ID allowed under the law.

To order this FREE poster, along with the complete CARD HARD pack of materials, please visit the "Latest News" section on our home page www.state.il.us/LCC.



New FDA restrictions for cigarettes, smokeless tobacco



A new federal law designed to significantly curb youth access to cigarettes and smokeless tobacco products became effective on June 22.

Among other things, this new law prohibits the sale of cigarettes or smokeless tobacco to people younger than 18, prohibits the sale of cigarette packages with less than 20 cigarettes, prohibits distribution of free samples of cigarettes, restricts distribution of free samples of smokeless tobacco, and prohibits tobacco brand name sponsorship of any athletic, musical or other social or cultural events.

The U.S. Food and Drug Administration (FDA) is working closely with states to ensure retailers comply with this law. The FDA is also working with the retail community to educate them about the new requirements and assist them in understanding how to comply with them and help protect our children and adolescents from these addictive products. Manufacturers and retailers who do not comply with the rule may be subject to enforcement action.

For additional information, including a copy of the final rules, fact sheets, and a set of general questions and answers, please go to www.fda.gov/protectingkidsfromtobacco.