



ILCC News

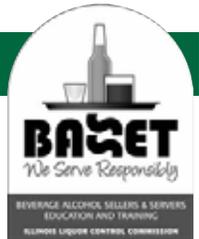
Volume 41
Summer 2012

Inside This Issue

- How to “ace” your liquor inspection2
- List of common violations3
- New BASSET providers3
- Sticker Shock Month4
- The *true* cost of that drink6
- College Parent Guide7
- Nation’s first Cantonese and Mandarin BASSET classes7
- Chinese language classes set for July 17 in Wheeling7
- Video Gaming Act update8

www.state.il.us/LCC

BASSET “Olympics” coming to a town near you!



As people throughout the world gather to watch the 2012 London Summer Olympics, many Illinois liquor establishment owners and employees will be competing in their own important event – the 2012 Summer BASSET Olympics!

The Illinois Liquor Control Commission (ILCC) is partnering with BASSET (Beverage Alcohol Seller/Server Education & Training) providers from throughout the state on a series of FREE classes this summer. Also invited to attend are local officials, who will learn how BASSET can increase public safety and economic vitality in their community.

“This *Olympiad* of alcohol training is designed to promote those programs conducted by our various licensed BASSET providers,” says ILCC Education Manager Ted Penesis. “We specifically encourage business owners to attend these classes, and will limit attendance to two employees per liquor establishment. Hopefully, by providing this *free taste* of BASSET, our licensees will realize the importance of responsible alcohol service to their bottom line, and encourage them to seek training for their entire staff – the cost of which can be offset by a drop in their liquor liability insurance.”

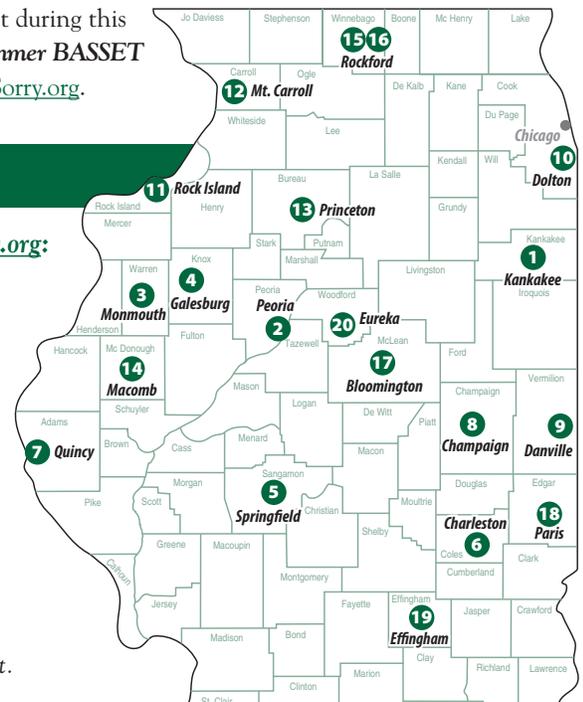
Remember, these classes are being offered at no cost during this promotional period ONLY! To register for a FREE **Summer BASSET Olympics** class near you, please visit www.DontBeSorry.org.

FREE “Summer BASSET Olympics” schedule

To register for below classes—and for more information—please visit www.DontBeSorry.org:

- 1 Mon, July 30, 10am-2pm in Kankakee.
- 2 Mon, July 30, 6-10pm in Peoria.
- 3 Tue, July 31, 9am-1pm in Monmouth.
- 4 Tue, July 31, 2-6pm in Galesburg.
- 5 Wed, Aug. 1, 10am-2pm in Springfield.
- 6 Wed, Aug. 1, 6-10pm in Charleston.
- 7 Thu, Aug. 2, 9am-1pm in Quincy.
- 8 Thu, Aug. 2, 1-5pm in Champaign.
- 9 Thu, Aug. 2, 6-10pm in Danville.
- 10 Fri, Aug. 3, 1:30-5:30pm in Dolton.
- 11 Mon, Aug. 6, 1-5pm in Rock Island.
- 12 Mon, Aug. 6, 6-10pm in Mt. Carroll.
- 13 Tue, Aug. 7, 9am-1pm in Princeton.
- 14 Tue, Aug. 7, 6-10pm in Macomb.
- 15 Wed, Aug. 8, 9am-1pm in Rockford.
- 16 Wed, Aug. 8, 2-6pm in Rockford.
- 17 Wed, Aug. 8, 6-10pm in Bloomington.
- 18 Thu, Aug. 9, 9am-1pm in Paris.
- 19 Thu, Aug. 9, 2-6pm in Effingham.
- 20 Fri, Aug. 10, 8am-Noon in Eureka.

Please note, all classes are subject to change and limited to two employees per licensed establishment.



See page 2 for liquor inspection details

How to “ace” your liquor inspection

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

As many of you know, the Illinois Liquor Control Commission’s (ILCC) Investigations Division conducts mandatory inspections at liquor-licensed establishments throughout Illinois. ILCC special agents complete over 20,000 routine inspections annually and utilize laptop computers to ensure standardized reporting and consistent inspection enforcement.

While the thought of an impending inspection may be a little daunting at first, the licensee should actually view the visit from the ILCC agent as an opportunity.

This is an opportune time for the licensee to ask questions of the special agents, who are some of the most knowledgeable people in the industry when it comes to liquor laws. Our dependable staff will surely have answers to your questions or they can point you in the right direction should an answer elude them.

Your pre-inspection checklist

Preparation is key for a successful inspection and can save time and money. The first thing you should do after the inspection has been scheduled is to put pen to paper and write down a list of questions you would like answered once the agent arrives.

You should also create a checklist and conduct your *own* inspection so you can make sure you have checked all of the boxes. While ILCC’s agents have the right to search the entire premises for compliance, with the exception of connected “living quarters”, they typically will not search through areas with cash unless they have a suspicion of illegal activity.

Your self-inspection of the establishment should include the following:

- Make sure all of your liquor invoices, tap cleaning reports, and other required records are located in one place and easy to find;
- Ensure your State of Illinois liquor license, local liquor license, Illinois Business Tax (IBT) certificate, and government (pregnancy) warning signs are posted in plain view behind the bar; and,
- Instruct staff to tighten the caps on bottles to ensure the container is not contaminated by fruit flies.

Finally, after checking a few more items off your list (see the “List of common violations” on page 3 for some additional items to inspect), you should feel pretty comfortable about showing off your establishment.

On the day of the inspection, the agent will arrive and get right to work after an exchange of a few pleasantries. You are feeling quite comfortable because you have done your homework and expect to pass with flying colors.



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 Pensis

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 (6/12)
IOCI 12-659



List of common violations

Below are brief descriptions of some of the more typical retail licensee violations. Please keep in mind, this is not a comprehensive list and all laws are subject to change without notice:

- ✓ Sales to/from another retailer.
- ✓ State liquor license not displayed.
- ✓ State liquor license not valid.
- ✓ Local liquor license not available.
- ✓ Illinois Business Tax (IBT) certificate not available.
- ✓ Information on documents (state/local license, IBT certificate, stamps, etc.) are not consistent.
- ✓ Pregnancy warning sign not displayed.
- ✓ Happy Hours Prohibited Law violation.
- ✓ Pre-mixed drinks not destroyed weekly, receptacle not cleaned, or cleaning record not kept.
- ✓ Sanitation violation.
- ✓ Unsanitary taps.
- ✓ Taps not cleaned weekly, cleaning record not kept.
- ✓ Brands and taps do not agree.
- ✓ Advertised brands not available.
- ✓ Taps not visible from 10 feet.
- ✓ Shot glasses less than one ounce.
- ✓ Contaminated liquor found.
- ✓ Marrying like brands.
- ✓ Offering or using any unlabeled liquor bottles for service.
- ✓ Purchases without valid license.
- ✓ Transfer of liquor to/from another location.
- ✓ Liquor brought from out of state.
- ✓ 90 days of invoices or waiver not available.
- ✓ Purchased alcoholic liquor, other than beer, while delinquent.
- ✓ Giving away of alcoholic beverages and advertising of same.
- ✓ Warehousing of alcoholic liquor off the premises.
- ✓ No access or refused access to liquor storage.
- ✓ Gambling.
- ✓ Violation of the Cash Beer Law.
- ✓ Sale of 50/100ml in violation of City of Chicago ordinance.
- ✓ Received something of value from distributor.
- ✓ Impermissible signage and/or advertising materials.
- ✓ Sale to minors.
- ✓ Sale of single containers less than 20 oz. in violation of City of Chicago ordinance.
- ✓ Purchases outside designated territory.
- ✓ Civil Rights violation on licensed premises.
- ✓ Failure to produce requested books and records.
- ✓ Cigarette packs do not have proper revenue stamps.

- ✓ Coin operated amusement device(s) without revenue certificates attached.
- ✓ Advertisement containing the terms “free” or “complimentary.”

To gain more confidence in your ability to comply with the law, please consider enrolling you and your staff in a Beverage Alcohol Seller/Server Education & Training (BASSET) class. To learn more about BASSET Program, please visit www.state.il.us/LCC/basset.

New BASSET providers

July 2011

Jamie Dimmick
Family Guidance Centers
FHN Family Counseling Centers
National Hospitality Institute
Serving Alcohol, Inc.

August 2011

Mind Leaders Inc.

October 2011

Baker's Square
City of Oak Brook Terrace

November 2011

Santa Lucia Food Safety Consulting
Regional Institute of Training

December 2011

Addison Lounge
Saddle Up Saloon & Dance Hall

February 2012

Christian County Prevention Coalition
Midlothian Police Department
Westin Hotel Lombard

March 2012

Crew, Inc.
Rockford Park District

April 2012

Healthcare Alternative Systems

May 2012

BASSET By William George
Cantigny Foundation
Drew D. Larson
On the Rock Models





Community volunteers, liquor industry work together to combat

For the fourth consecutive year, the State of Illinois coordinated a statewide educational effort, entitled **Sticker Shock Month**, reminding adults that it is illegal to give alcohol to minors and for minors to use a fake ID.

During the month of April – which is also national Alcohol Awareness Month – thousands of youth and adult volunteers visited liquor establishments. During their visits, volunteers posted Project Sticker Shock materials as a final reminder to customers that providing alcohol to minors is *Illegal, Unhealthy, & Unacceptable*.

“In addition to the sprouting of plants and flowers, April is also when we see the emergence of events typically associated with underage drinking, such as prom and graduation parties,” says Executive Director Gloria L. Materre of the Illinois Liquor Control Commission (ILCC), which has organized the statewide Sticker Shock events for the past four years.

To ensure the safety of Illinois youth, liquor retailers throughout the state partnered with teenagers, parents, law enforcement personnel, local elected officials, and other community leaders to post Project Sticker Shock stickers, window decals, posters, and signs.

“We recently implemented a new parental responsibility component to our educational endeavors, so this year’s Sticker Shock efforts saw an increased emphasis on educating parents,” Materre explains. “We recognize there is no easy fix to the underage drinking problem, and we are asking parents to get involved and take responsibility for their children’s actions.” (To learn more on why parents need to be extra vigilant this summer, please turn to page 6.)

“It is time for parents to stop looking the other way and tell children and teens that underage drinking is never okay,” adds Materre. “Family members, and particularly parents, have the greatest influence on whether young people decide to drink. If all echo the same message, I truly believe we can change behavior and societal norms.”

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, as in past years, 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 ILCC’s underage drinking awareness efforts – and to order your FREE educational materials – please visit www.DontBeSorry.org.



As in past years, the Westmont Police Department and Operation Snowball combined to put on one of the state’s biggest Sticker Shock events. Over fifty students from Westmont High School, along with their teacher chaperones, participated in the April 11 event.



The above Crystal Lake students were just two of the over one hundred students and adult chaperones who participated in an extensive county-wide Sticker Shock event on April 26. Featured during this day was the unveiling of a new, positive message “Thank you for protecting our youth and not providing alcohol to minors!” Joining area youth in leading this effort were the following adult volunteers: Woodstock School District’s Laurie Crain; McHenry County Sheriff’s Deputy Aimee Knop; Connie Zaio from Jewel/Osco Stores; Crystal Lake Police Officer Kimberley Shipbaugh; Jeff Clark and Terri Dawson from Jacobs High School; Omni Youth Services’ C.J. Locke; Kathy Eiring from the Cary Police Department; and Algonquin Police Detective Misty Marinier. Also playing key roles in the day’s success were the McHenry County Underage Drinking Task Force and beer distributor Chas. Herdrich and Son.

Christian County Sheriff Bruce Kettelkamp assists Sticker Shock volunteers during their visit to the Walmart in Taylorville. Other Christian County communities that were “sticker shocked” included Morrisonville, Kincaid, and Pana.



On April 6, Bradley Police Sgt. Adrian Provost coordinated an effort that visited 48 businesses and featured nine Bradley-Bourbonnais High School Students Against Destructive Decisions (SADD) Chapter members, their sponsoring teacher, and five fellow police officers.



underage drinking during 4th Annual "Sticker Shock" event in April



Two Mundelein teens take a break during their Sticker Shock duties to pose for the camera in an event organized and chaperoned by members of the Mundelein Police Department.



Maria E. Herrera from Chestnut Health Systems organized an impressive list of VIP's and teens to participate in Joliet's April 19 Sticker Shock activities. Among the adults joining a large contingent of teens from the Hispanic Latino Coalition and Project TND (Toward No Drug Abuse) from Joliet Central High School were (top row, left to right): Joliet Police Sgt. Larry Johnson, Jerry Ramirez from Legal Shield, Joliet Police Detective Joe Clement, Joliet Public Schools' Rene Valenciano, Joliet Police Officer Tony Lakota, Barbara J. Stott-Schmoe from the Girl Scouts of Greater Chicago and NW Indiana, Cesar Cardenas from Unidos Network, Joliet Mayor Tom Giarrante, ILCC Education Manager Ted Penesis, Community Development Manager David Valazquez from Merchants & Manufacturers Bank, Ms. Herrera, and Joliet Police Officer John Hanke.

Wheeling Police Sgt. Paul Hardt assists a teen volunteer during their Sticker Shock rounds on April 25. Sgt. Hardt was one of the organizers for Sticker Shock activities in Wheeling and Buffalo Grove, along with Omni Youth Services and the Buffalo Grove Police Department.



Two teen volunteers from Orion get right to work during a Sticker Shock event organized by Henry County Sheriff's Deputy Joseph V. Farnall.



Decatur has traditionally been the site of one of the state's larger Sticker Shock events – and 2012 was no different. Above, Decatur Community Partnership Executive Director Vivian Goodman (at far left with some of her volunteers) once again oversaw the Sticker Shock arrangements.



The City of Rockford's Delicia Harris once again led her Rockford Alcohol Free Teens (RAFT) group on a Sticker Shock excursion to Rockford liquor establishments this year, including a visit to the Al-Mart (above) on the city's West Side.

(At left) This teen was part of Byron Police Officer Jeremy Boehle's battalion, who led the charge into his community's liquor establishments.



Heather Pitts from the Human Resources Center of Edgar and Counties organized a variety of activities in her coverage area, including the at left group consisting of Marshall CAMA Teens and Marshall Leadership Team students.



Above is just one of the many students who participated in St. Charles' Sticker Shock activities. Crime Prevention Officer Bill Tynan, along with high school liaison officers from both St. Charles North and St. Charles East high schools, led a student brigade to over fifty liquor establishments.



On April 22, Grayslake Police Officer Randy Hegland (below, far right) led his regiment of Sticker Shock youth through a gauntlet of liquor establishments in Grayslake and Hainesville.



Students from Hinsdale Central and Downers Grove South high schools, led by Burr Ridge Police Officer Angie Zucchero, gave up a morning during their spring break to spread awareness about underage drinking by placing Sticker Shock materials in local businesses.

Some of the adults who chaperoned Havana High School students on the April 24 Sticker Shock rounds, organized by Chestnut Health Systems, included Joyce Kramer, Nadia Klekamp, Debbie Yetter, Liz Hamilton, and Deputy Baker.

The true cost of that drink

by Laura Murphy, ILCC Parental Responsibility Coordinator

If it's summer; it must be party season. The pressure for one family to throw a bigger, more memorable party than a graduating classmate has never been greater.

Your child wants the biggest and best and "as a parent" you are eager to oblige. Your "baby" is now 18, a high school graduate, and headed to college in just a month. So what's the harm in giving your child, who is now an adult, a beer when they have a few friends over?



Well, in Illinois the harm is huge. . .

- Parents who allow underage drinking in their home while they are present can be charged with a misdemeanor, punishable with a fine up to \$2,500 and possible jail time. They will be charged with a felony – up to three years in prison and a \$25,000 fine – if the underage drinking leads to serious injury or death.
- Parents can be sued civilly if the child is involved in a car crash that injures another person. Losing a civil case often means losing your home. Renting a hotel room, or paying for the hotel room where you know alcohol will be served, can also result in civil action and the loss of your home.
- Providing alcohol to a minor is illegal and punishable up to a \$2,500 fine and possible prison term.

And it doesn't get any easier for your child. . .

- They could lose their drivers license just for being at the party or in the car, even if they have not been drinking;

- Without a driver's license, they could lose their summer job;
- They could potentially lose any scholarship money.
- Insurance premiums will skyrocket, not to mention the legal costs involved.

Most importantly, though, is the potential for a catastrophic tragic event when young people drink and drive. Do you and your child want to live with an injury or death caused by drunk driving for the rest of your lives?

Is it really worth that drink?

So, what should you, as a responsible parent, do? First and foremost, it's time to talk to your kids. Set rules about not drinking before they are 21 years of age. Set consequences when they break the rules and **enforce** those consequences.

When it comes to underage drinking, **Silence is not Golden; Silence is Permission.** Talk to your kids' friends and their parents. Tell them you do not want your child served alcohol. You will be surprised to learn that the chances are great your children's friends and parents will most likely they will feel the same way! Before you know it, the entire community will embrace that norm.

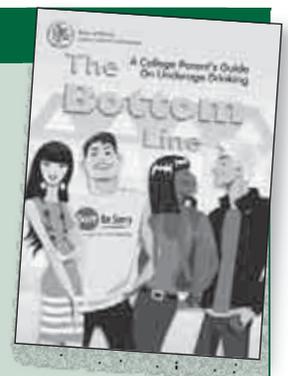
To learn more about the ILCC's parent responsibility effort, please contact Laura Murphy by phone at 312-814-3083 or via email at Laura.Murphy@illinois.gov.

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.



Nation's first Cantonese and Mandarin BASSET classes held in Chinatown

A new public safety initiative was launched on April 23 in Chicago's Chinatown, thanks to a unique coalition of partners at the local, state, and national levels. For the first time in the United States, alcohol training was taught in the Asian languages of Cantonese and Mandarin. During the training, students from the hospitality industry learned how to spot signs of over-consumption and detect fraudulent identification.

"We want our businesses to operate profitably and legally, and alcohol training is a key component in achieving these goals," says Illinois Liquor Control Commission (ILCC) Executive Director Gloria L. Materre. The ILCC regulates alcohol training in Illinois through its Beverage Alcohol Seller/Server Education & Training (BASSET) program.



Attending the kickoff event prior to the nation's first Chinese language classes were (from left to right): Chinatown Chamber Director Dominic Lai, ILCC Education Manager Ted Penesis, Asian Health Coalition Executive Director Edwin Chandrasekar, Pauline Chin of Charter One Bank, Chinatown Chamber Advisory Board Co-Chair Gene Lee, ILCC Executive Director Gloria L. Materre, NRA Industry Relations Manager Sam Stanovich, and CASL Executive Director Esther Wong.

The first step in making foreign language BASSET instruction a reality was the willingness of the Asian Health Coalition, a Chicago-based non-profit healthcare agency, to fund the translation of the National Restaurant Association's (NRA) ServSafe curriculum.

Once complete, the NRA was responsible for training bilingual community members to be instructors. "Our top priority was to recruit local trainers from the Chinatown community," says Edwin Chandrasekar, Executive Director of the Asian Health Coalition. "We were thrilled when the Chicago Police Department's beat officer in Chinatown was among the first to answer the call. This will allow the training to be more personal and responsive to the community's needs."



Chicago Police Officer Albert Choi instructing the thirty Mandarin language students in Chicago's Chinatown on April 23.

Finally, with the continued support and assistance from two other key partners – the Chicago Chinatown Chamber of Commerce and Chinese American Service League (CASL) – throughout the entire process, class times were set.

"This is the *Year of the Dragon* in Chinese astrology," notes ILCC Education Manager Ted Penesis, who brought together all of the partners for this effort. "The dragon is revered in eastern culture and symbolizes good fortune, so I am excited we were able to inaugurate this new training opportunity during a special year on the Chinese calendar."

Adds Materre: "Due to this partnership, we have an opportunity to train those who may not have a solid grasp of the language, but want to do the right thing. We are a nation of immigrants, and the hospitality industry is one that opens its arms to all those who want to live the American dream. But that dream can turn into a nightmare if alcohol is not sold and served properly."

The ILCC is planning for bilingual BASSET instruction in other languages as well, including Spanish. Please be sure to read future editions of *ILCC News* for details on the rollout of these classes.

To learn more about alcohol training in Illinois, please visit the ILCC home page www.state.il.us/LCC and click on the "BASSET Program" link.

Next Chinese language classes set

Expanding upon the success of its Chinatown kickoff event, the ILCC and its partners will hold several Chinese BASSET classes throughout the state over the coming months.

The next classes in Cantonese and Mandarin will be held on **Tuesday, July 17, 10am-2pm at Wheeling Village Hall, 2 Community Blvd. Wheeling IL 60090.** For more information and to register, please visit www.DontBeSorry.org.

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

Video Gaming Act update

Applications are now being accepted by the Illinois Gaming Board (IGB) for a **Video Gaming Location License**. To download the application, please visit the *Latest News* section on the Illinois Liquor Control Commission's home page www.state.il.us/LCC and click on the "Video Gaming Location Application" link.

The Video Gaming Act of 2009 allows for video gaming terminals to be placed in on-premise liquor-licensed establishments in Illinois; **however**, 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.

Therefore, before submitting the above application, you are encouraged to contact your local licensing authority to confirm video gaming terminals are allowed to be placed in establishments within their local jurisdictional control.

For further questions and information regarding the Video Gaming Act, please visit the IGB's website www.igb.illinois.gov.

Teens in liquor stores?



*Yes! This Grayslake teen was just one of thousands of volunteers throughout Illinois who visited liquor stores during the 4th Annual **Sticker Shock Month** this past April. See pages 4 and 5 for more photos from local events and a statewide roundup of activities.*