



ILCC News

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Your playbook for a “winning” Super Bowl party

By Gloria Materre, Executive Director, Illinois Liquor Control Commission

Super Bowl Sunday is a uniquely American tradition, one which many consider a holiday onto itself. Similar to other American holiday traditions, alcohol is often a main feature of the festivity. To earn the spoils of victory, liquor licensees must have a solid team in place if they expect to execute a winning game plan.

Before kicking off your Super Bowl Sunday event, let’s meet mid-field to discuss the ground rules, with the Illinois Liquor Control Commission (ILCC) serving as “lead official” to ensure a level playing field. In this role, the ILCC points out the trade practice policy on the Happy Hour Law (TPP-22) to make sure each team plays by the same rules during Super Bowl Sunday – and every other day as well.

This policy, renamed “Prohibition of Consumer Drink Specials, Contests, Giveaways (Happy Hours Prohibited)” in November, was revised to eliminate confusion as to whether “Happy Hours” are allowed. To help determine whether or not you are out-of-bounds of the rules, below are a few interpretations of this policy as it relates to your Super Bowl Sunday party, along with some examples:

Are you offering a meal package?

The focus of the meal package must be on the meal itself and not the alcoholic beverages. As such, any advertising of a meal package must state a reasonable limitation on the number of drinks. For example: “All you can eat Super Bowl Buffet and domestic drafts for \$25” will draw the penalty flag every time, while “All you can eat Super Bowl Buffet and two domestic drafts for \$25” is a legal play.

Similarly, hotels advertising “free” or “complimentary” alcoholic drinks as part of a room package will draw a yellow flag. In other words, the phrase: “Room rate is \$79.95 per night which includes FREE drink coupons at hotel bar” should read “Room rate is \$79.95 per night which includes coupon for two drinks at hotel bar.”

Now, let’s go to the replay booth to interpret the following ruling on the field: Are meal packages required to be offered for the entire day? After further review, the answer is “no.” Since alcoholic drinks are used only to complement the meal package (ie, the meal is the

continued on page 3



Take our quiz on page 3!

BASSET a “watchdog” in Aurora

Responsible alcohol service benefits entire community

The following is one in a continuing series of articles exploring Beverage Alcohol Seller/Server Education & Training (BASSET) communities in Illinois.

When Illinois’ second largest city, Aurora, passed an ordinance requiring all liquor-serving employees to successfully complete a BASSET class in mid-2010, many industry analysts figured it would take several years before full compliance could be achieved. But less than two years later, well over 1,000 Aurora workers now have their BASSET card – an average of over seven BASSET-certified employees per liquor establishment.

“Our business owners want to the right thing and ensure their employees are serving alcohol responsibly,” says Aurora Mayor Tom Weisner, who notes the city accomplished this goal without hiring additional staff. “BASSET provides our businesses with the proper tools and knowledge to operate lawfully.”

Keeping track of the newly-minted BASSET graduates is Aurora City Clerk Cheryl Vonhoff. “The cooperation we’ve received from our license holders is very gratifying,” she says. “Any initial concerns regarding potential problems during the liquor licensing process proved to be unfounded.”

Aurora businesses save money

In fact, as confirmed during regular inspections conducted by the Illinois Liquor Control Commission (ILCC) Investigations Division, one reason most insurance companies provide discounts to liquor retailers with a professionally-trained staff is because they see less problems overall.

“I have seen a dramatic improvement in retailer compliance with state liquor laws since Aurora implemented its BASSET ordinance,” says ILCC Special Agent Susan Williams, whose territory includes the City of Aurora. “Due to their increased awareness of proper operating procedures, Aurora retailers are saving money by avoiding the costs of non-compliance.”

Of course, being business-friendly is not the only goal; BASSET’s real worth can be measured in community safety. “Seller/server training is a proven strategy to reduce underage drinking and over-consumption of alcohol,” says Executive Director Michael Moran of Breaking Free, Inc, an Aurora prevention organization and licensed BASSET provider.

With the initial implementation phase now complete, Aurora city leaders have turned their focus to fine-tuning the program. For example, the city council recently approved an ordinance requiring staff at special events to attend training, provided at no cost by the Aurora Police Department.

“There will always be minors attempting to exploit inexperienced servers at special events,” says Aurora Police Chief Greg Thomas. “But it’s important to remember that many staffers are unpaid; oftentimes, they are members of a service group, or other non-profit, volunteering at their yearly fundraising event. Because of this, we felt it necessary to train festival staff for free.”

Ultimately, Chief Thomas believes his department will recoup its costs in the long run. “We are now seeing compliance rates at or near 100 percent during our underage alcohol sales checks,” he states. “And with all of our city’s sellers and servers now trained to spot signs of intoxication – and empowered to intervene when necessary – we can expect to see a drop in DUI’s and other alcohol-related police calls as well.”

See Page 3 to take our BASSET quiz! To learn more about responsible alcohol service – and to find a BASSET class near you – please visit www.state.il.us/LCC and click on the “BASSET Program” link.



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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primary focus), you may offer a meal package at different prices during the same business day. Once again, however, drinks served as part of a meal must be limited and, as always, any discounted drink specials MUST be offered the entire day.

What about promotions and giveaways?

The law prohibiting happy hour promotions and certain types of drink specials was enacted in 1989 to eliminate over-service and over-consumption of alcoholic liquor. Therefore, any "2-for-1" deals or contests awarding prizes for the consumption of alcohol will remain a **personal foul**. Also, licensees must ensure they are compliant with all state gambling laws – even if the consumption or award of alcohol is not involved in the game or contest.

Is your private function truly private?

If a party is private, the party host, having already pre-paid the licensee for a defined amount of alcoholic beverages, may provide drinks to his/her guests without charging them.

Here's a good way to determine whether the event is truly "private" and won't draw a penalty flag: **Private function = Prearranged**. A private function means the party host invites the guests, not the license holder, and does so in a way that is not advertised to the general public. For example, an event promoted via print, electronic, social, or any other form of media is NOT a private function.

As a quick reminder, private functions are "by invitation or

reservation and not open to the general public." Be prepared to show written evidence of the prearrangement between the host and license holder detailing the hosts' costs, alcoholic liquor included in the package, and "predetermined" list of attendees (ie, selling tickets at the door is out-of-bounds).

How do I ensure my staff will follow the law?

Remember, the coach is usually the one who gets fired from a losing team, not the players. As head coach of your team, you are ultimately responsible for getting your team ready for play. So make sure your players know the playbook by enrolling them in a Beverage Alcohol Sellers/Servers Education & Training (BASSET) class.

Will your team score a touchdown this Super Bowl Sunday, or will you fumble the ball away? If you follow these rules, you will win the game. Remember, the ILCC is ready to throw the flag on teams that do not abide by the rules of the game. All football fans and liquor licensees know penalties are costly, and can mean the difference between winning and losing (money).

For full details on Illinois Liquor Control Commission trade practice policy revisions, and to find a BASSET class or provider near you, please visit our home page at www.state.il.us/LCC.



Take our BASSET Quiz!

Many of those working in Aurora's liquor industry attend Beverage Alcohol Seller/Server Education & Training (BASSET) classes at Breaking Free, which offers a variety of drug and alcohol education, prevention, and counseling services.

To improve the instruction provided to students, Breaking Free constantly evaluates student answers during their classes. "What we have found is that many of our BASSET students miss the same questions," says Ann McBride, who leads Breaking Free's alcohol training effort. "When this occurs during the required pre-test, we adjust our class instruction to better meet the needs of the students."

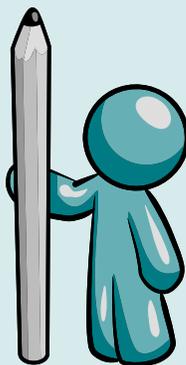
Test your *Alcohol IQ* by answering the four questions below, which McBride says are answered incorrectly the most frequently during Breaking Free's BASSET classes:

1. Alcohol is the predominant factor in which of the following leading causes of death for persons between the ages of 16 and 24?

- a. car accidents
- b. suicides
- c. both 1 and 2
- d. none of the above

2. Which identification documents are more likely to be counterfeited or altered?

- a. duplicate drivers license
- b. original drivers license
- c. state ID card
- d. both 1 and 3



3. The three primary factors that determine Blood Alcohol Concentration are:

- a. type of drink, number of drinks, time between drinks
- b. weight of drinker, mood of drinker, type of drink
- c. time, weight, amount of alcohol consumed
- d. none of the above

4. The Liquor Control Act establishes:

- a. third party liability
- b. direct liability
- c. vicarious liability
- d. none of the above

Answers to questions at bottom of page 7.

Celebratory drinking prevention the focus of 2011 College Town Summit

If college towns wish to prevent or reduce celebratory drinking on their campuses, they need to strengthen coalitions within their communities. This was the overall theme heard during the Illinois Liquor Control Commission's 3rd Annual College Town Summit (CTS11).

Variations on the coalition-building theme permeated the discussion during the October 19, 2011 summit, which featured a gathering of over 175 college administrators, local leaders, prevention professionals, liquor industry executives, and other key college town officials. Held on the campus of Illinois State University in Normal, CTS11 focused on celebratory drinking prevention, the role of social media, how to work together to manage underage drinking, and related issues.



Sgt. Scott Friedlein of the Champaign Police Department.

Following an introductory presentation by Champaign Police Sergeant Scott Friedlein, representatives from the Bloomington-Normal Community Campus Committee, led by ISU Police Chief Aaron Woodruff, took center-stage for the day's featured presentation.

"The highlight of CTS11 was a discussion and examination of how ISU and its community partners pro-actively defused a potentially negative situation last year after learning of a social media-driven celebratory drinking event in

their community," says ILCC Executive Director Gloria Materre, who served as summit moderator. "By all accounts, this year's summit was the most productive and informative to date."



Chief Aaron Woodruff of the ISU Police Department.

This was due, in no small part, to the work of a steering committee, formed in early 2011 to develop the conference agenda and meeting format (see "CTS11 Steering Committee" sidebar on page 5 for list of members).

"All key stakeholder groups in the college towns were represented on the steering committee," Materre notes. "Without question, the committee's knowledge and input during the planning process was critical in our success."

Along with a couple dozen other volunteers, many CTS11 Steering Committee members served as breakout session facilitators and recorders. During lunch, summit attendees were

College Town Summit Mission Statement

"Key college town stakeholders will partner to address collegiate alcohol misuse and abuse. Sharing their community's concerns, needs and successes, steering committee members will present actionable strategies to assist both campus and community in developing a comprehensive approach."



CTS11 was attended by over 175 college town stakeholders.

grouped by field, where they discussed their role in curbing celebratory drinking issues. Then, in the afternoon, attendees were split up by region to explore their own town's unique alcohol-related issues, and how to address these issues based upon the morning presentations and lunch discussions.

"The facilitators and recorders were responsible for distilling information from each breakout group," Materre explains. "During the final portion of the agenda, each facilitator and recorder relayed their group's top strategy ideas for review by all summit attendees."

Immediately following the review session, work began in earnest on the planning for CTS12. In addition to evaluating the 2011 summit and sharing thoughts on how to improve future events, a request was made asking for proposed topic ideas for next year (special thanks to Eric Davidson and the Illinois Higher Education Center for creating and scoring the evaluation forms).

Following are the top topic suggestions for CTS12:

- Best practices for building or developing campus/community coalitions.
- Primary prevention and evidence-based techniques addressing collegiate alcohol use.
- Environmental strategies (including responsible beverage service, alcohol-free activities, and law enforcement programs).
- Addressing off-campus parties/housing.

For a complete recap of CTS11 – including a list of celebratory drinking prevention strategies presented during the October 19 summit – please visit www.DontBeSorry.org/CTS11.htm on the web.



New Commissioner named

In October 2011, Illinois Governor Pat Quinn appointed Bill Morris to the Illinois Liquor Control Commission. Mr. Morris is a retired investment banker who specialized in creating municipal bonds primarily for local and county governments in Illinois.

He has a long history of government and community service, including serving as a state senator in northern Lake County and as mayor of the City of Waukegan from 1977 to 1985, where he also served as local liquor commissioner.

CTS11 Steering Committee

The following individuals, representing all sectors of Illinois' college town and higher education communities, were charged with developing the format and agenda for this year's summit:

- Shannon Alderman, Alcohol Program Coordinator, Illinois Department of Transportation Division of Traffic Safety
- Ken Ballom, Associate Vice Chancellor for Student Affairs, University of Illinois
- Lisa Currie, Director, Health Promotion & Wellness, Northwestern University
- Eric Davidson, Health Education Resource Center, Eastern Illinois University
- Bill Feithen, Chief of Police, DeKalb Police Department
- Scott Friedlein, Sergeant, Champaign Police Department
- Jason Gillman, Wellness Center Director, Southern Illinois University
- Liz Hamilton, Community Project Coordinator, Chestnut Health Systems, Bloomington-Normal
- Mary Margaret Harris, Beu Health Center Director, Western Illinois University
- Lyndsey Hawkins, Alcohol Education Coordinator, Bradley University
- Shantel High, Program Administrator, Illinois Department of Human Services
- Wayne Karplus, Asst. Corporation Counsel, Town of Normal
- Jay Keeven, Commander, Illinois State Police
- Amy Kurson, ILCC Board Member
- Gloria Materre, ILCC Director
- Donald O'Connell, ILCC Board Member
- Ted Penesis, ILCC Education Manager
- Kris Povlsen, Mayor, City of DeKalb
- Julia Rietz, State's Attorney, Champaign County
- Mary Russell, Clinical Counselor, University of Illinois
- Jessica Wright, Associate Director, Illinois Higher Education Center

Don't Be Sorry does Red Ribbon Week...

Parents, teens, mayors, law enforcement, judges, liquor licensees, mental health professionals all part of week's educational activities



Illinois State Police Trooper Bridget Rice speaks during a parent/student meeting at Massac County High School. Panelists during the October 26 discussion on underage drinking prevention included (from left to right) Metropolis Police Chief Mike Worthen, Massac County Sheriff Ted Holder, Massac County Community Mental Health Center's Sandra McCurdy, ILCC Parental Responsibility Campaign Manager Laura Murphy, and the Fellowship House's Mickey Finch.

The Illinois Liquor Control Commission's (ILCC) *Don't Be Sorry* underage drinking awareness campaign partnered on a variety of Red Ribbon Week educational activities in southern Illinois during the last week of October to discourage young people's use of alcohol, tobacco, and other drugs.

"The programs explored the legal, mental, health, and social costs of underage drinking from start to finish," says ILCC Education Manager Ted Penesis, who organized the southern Illinois tour. "For example, liquor retailers, parents, and students alike learned how they will be held accountable when alcohol is provided for minor consumption."

Among the tour highlights was a thorough examination of underage drinking attended by Massac County High School students and their parents. Co-hosted by the Illinois State Police, the October 26 seminar featured a panel discussion with community leaders and mental health professionals from throughout southern Illinois.



Underscoring the legal consequences of underage drinking was Massac County State's Attorney Patrick Windhorst (above) and area law enforcement officials.

Other Red Ribbon Week activities

The ILCC's *Don't Be Sorry* team began its Red Ribbon Week tour of southern Illinois locales by hosting a

sold out Beverage Alcohol Sellers/Servers Education & Training (BASSET) class at Rend Lake Resort in Whittington, IL. Over 100 mayors, police chiefs, liquor licensees, and other hospitality employees received their BASSET card after successfully completing the October 25 program.



October 25 BASSET class at Rend Lake Resort.

Then, prior to the Massac County High School seminar, it was off to Centralia High School for an all-school student assembly on October 26, where local dignitaries joined the ILCC's Ted Penesis and Lee Roupas in explaining the various consequences of underage alcohol consumption.

The assembly concluded with Centralia High School star athletes offering a persuasive demonstration of how alcohol negatively impacts a user's perception of reality.

continued on page 7



Centralia basketball players shoot free throws, both with and without FatalVision goggles, during a simulation of how their skills would be affected by alcohol consumption.

“Don’t Be Sorry…” continued from page 6

Here comes the judge!

During the morning of October 27, Judge Christy Solverson of the Illinois Judges Association (IJA) presented *7 Reasons to Leave the Party*. Created by the IJA’s Mark Drummond, this award-winning program is directed to teenagers with the goal of altering their perception about what is “cool.”



Judge Christy Solverson

Judge Solverson shared real life stories with the students of what happens in her court room when underage drinkers are arrested. She gave them “7 reasons to leave the party” to prevent them from ending up in the court system and losing their freedoms.

Finally, later that day, the ILCC wrapped up its Red Ribbon Week activities by presenting yet another sold out BASSET class for area liquor license holders – this time at Shawnee Community College’s Metro Center campus.

Providing opening remarks was Metropolis Mayor Billy McDaniel, who personally delivered class invitations to his liquor licensees. As was the case at Rend Lake, an official from the Illinois Secretary of State’s Operation Straight ID unit presented information on how to detect a fake ID, while staff from the ILCC’s Industry Education and Investigations divisions provided valuable insight on how to serve responsibly and stay within the law.

The Liquor Commission wishes to thank the following individuals for their valuable assistance in making this tour of southern Illinois a reality: Massac County High School Principal Jason Hayes, Yvette Glasgow from Centralia’s Community Resource Center, Illinois State Police Trooper Bridget Rice, Rend Lake Resort’s Gena Atchison, Deneal Bullock from the City of Metropolis Mayor’s Office, and Dr. Sally West from Shawnee Community College.



Mayor Billy McDaniel

Upcoming stops on the *Don’t Be Sorry* tour will be held in central Illinois and the city of Chicago. The event schedule includes FREE Beverage Alcohol Seller/Server Education & Training (BASSET) classes on January 26 in Decatur and in February for businesses in Chicago’s Chinatown neighborhood.

For more details about these and other ILCC education activities, please visit www.DontBeSorry.org.



Prior to their last southern Illinois tour event, ILCC’s Lee Roupas and Ted Penesis pause for a photo under the Superman statue in Metropolis.

Answers to BASSET quiz on page 3:

1. c 2. d 3. c 4. a

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Local liquor survey results

This past December, a final request was made for responses to our 2010 **Questionnaire for Municipalities/Counties**. The Illinois Liquor Control Commission (ILCC) wishes to thank the over 1,000 jurisdictions that replied with details on their local liquor laws.

Later this year, all collected local liquor information will be posted online. In the meantime, upcoming editions of *ILCC News* will publish a summary of the compiled data. This issue will focus on local alcohol training ordinances.

Alcohol training

- Over 150 municipalities and counties require at least some form of alcohol training for their liquor-licensed establishments. This means nearly **one of five local jurisdictions (19 percent)** that permit alcohol to be sold within their boundaries have a liquor training ordinance in place.
- Excluding unincorporated areas (which are regulated by counties), the population of communities mandating alcohol training is **6 million, or 47 percent**, of Illinois' total population of 12.8 million (based on 2010 U.S. Census data).
- Of the local jurisdictions that require training, **83 percent** require all sellers and servers to be trained.

More survey data will be made available in the Spring 2012 edition of the *ILCC News* newsletter. For a more focused look at alcohol training, please turn to page 2 for an in-depth exploration of one community's mandatory training efforts.

Stick 'em up this April!

April is
Sticker
Shock Month in

Illinois. During this month, thousands of Illinois liquor retailers and community groups will be posting "Project Sticker Shock" stickers, window decals, posters, and proof of age signs reminding consumers that *Providing Alcohol to Minors is Illegal, Unhealthy & Unacceptable*.

Are you planning to participate in the Illinois Liquor Control Commission's fourth annual event? If so, please visit www.DontBeSorry.org for more information and to order your materials.

