



ILCC News

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www.state.il.us/LCC

BASSET Summit held to discuss program changes



Nearly 100 people attended the first-ever BASSET (Beverage Alcohol Sellers/Servers Education & Training) Summit on November 14, 2012 in Bolingbrook. The purpose of the summit was to gather feedback from stakeholders on proposed new rules and regulations by the Illinois Liquor Control Commission (ILCC).

“The discussion of new rules was quite lively and informative,” says ILCC Executive Director Gloria L. Materre. “Attendees expressed strong opinions about the importance of seller/server training, and the critical need to keep the program relevant.”

History of BASSET

In 2000, the ILCC was granted licensing and administrative jurisdiction over BASSET Program. The Commission aimed to create an awareness of seller/server training to the industry and make responsible beverage service training more readily available.

Today, over 40,000 people attend BASSET classes per year. “The ILCC has made it a priority to reduce the number of alcohol-related deaths on Illinois roads and keep alcohol out of the hands of minors through proper training of those selling or serving alcohol,” states ILCC BASSET Manager Lee Roupas.

Since receiving regulatory authority of the BASSET Program, the number of BASSET providers has

continued on page 7



BASSET Provider Tom LoCascio

See page 5 for statewide youth contest!

Letter from the Director

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



ILLINOIS LIQUOR CONTROL COMMISSION



If you have been following the news lately, I am sure you are aware of the increase in bullying and hazing incidents throughout the state. This behavior is often associated with alcohol use.

The Illinois Liquor Control Commission conducts educational programs to combat underage drinking in Illinois; and our highest priority is connecting with parents on this important message. With the negative specter of bullying and hazing serving as a focal point, we have an opportunity to provide parents with a “teachable moment” on the consequences of underage alcohol use.

If you are interested in partnering with us in your community, please turn to page 4 for more information about our *Don't Be Sorry* educational program. While on this page, please be sure to read the item at bottom about our youth contest, which you can pass along to other youth leaders in your community.

The Liquor Commission was also in the news recently. Commissioners voted 4-2 to allow Anheuser-Busch, a manufacturer, to retain its 30 percent ownership stake in the City Beverage distributorship. This decision is a one-time exception to the historic *three-tier system* in the liquor industry, whereby manufacturers, distributors, and retailers are allowed ownership rights in only one of the tiers. In their final order, the Commissioners indicated legislation may be required to ensure Illinois' three-tier system remains in place.

Sincerely,

Gloria L. Materre, Executive Director
Illinois Liquor Control Commission

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.

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Applying for a Video Gaming Location License?

The Illinois Liquor Control Commission (ILCC) wishes to share some pointers to ensure your application for a **Video Gaming Location License** is received and approved by the Illinois Gaming Board (IGB) in a timely manner.

Is your corporate officer information up-to-date?

If the corporate officer/ownership information on your state liquor license does not match the information listed on your IGB video gaming location license application, your gaming license will NOT be processed.



To verify your ownership information, please visit our home page www.state.il.us/LCC and click on the "License Lookup" tab, located on the lower right of the screen. If this information is not current and accurate, you can fill out the "Change of Corporate Officers" form, the link of which is also located on our home page (toward the lower middle of the screen).

Please note, **there is no fee to update the officer/ownership information.** To expedite your changes, please visit either our Chicago or Springfield offices (*see bottom of page 2 for office addresses*). By visiting in person, you will likely be able to resolve any issues with your license.

Should you decide to fax or mail this form, please allow 1-3 weeks for processing. Keep in mind, though, if any information is inaccurate or your supporting documents are not in order, you will receive a statement indicating the issues and/or concerns which need to be resolved prior to these changes being made to your liquor license.

Have you been cited for past infractions?

If your state liquor license was under investigation in the past, the ILCC recommends you keep hard copies of these reports. The same goes for past inspection reports. The Liquor Commission **cannot** provide liquor licensees with hard copies of past reports, so please do not contact the ILCC for these reports. However, these reports are **not** required to apply for your IGB video gaming location license.

The ILCC has shared all past investigation/inspection information directly with the Illinois Gaming Board. In other words, if an infraction occurred in the last several years, the IGB has already received this information directly from the ILCC.

Good luck!

Keep in mind, your local jurisdiction must allow video gaming in order to receive your location license. Some communities passed gaming ordinances which also require employees to attend BASSET instruction, so please turn to page 6 to learn more about this important training.

Once you have confirmed all the above information, you are ready to apply for your gaming license. Please visit the "Latest News" section on our home page www.state.il.us/LCC and click on the Video Gaming Location License link for the application.

Remember, there is no need to call the ILCC for past inspection/ investigation reports, but please do check your ownership information by visiting our home page. If you follow the above rules, it's a *safe bet* your IGB video gaming location license will arrive promptly!

ILCC Legal Counsel Ivan Fernandez and Licensing Manager Dusanka Marijan contributed to this article.



Don't Be Sorry in 2013: Partner with ILCC to make a difference in your community

Did you know the Illinois Liquor Control Commission (ILCC) partners with a variety of local groups to educate virtually all members of your community about the safe use of alcohol? Several communities in Chicago's Southland certainly do.

Thanks to a partnership with the ILCC this past October, middle school students, longtime business owners, and all ages in between, heard the **Don't Be Sorry** message in Crete, Monee, and University Park (see photo collage at right).

Don't Be Sorry is the ILCC's public awareness campaign, and is designed to educate adults, teens, and liquor retailers on the consequences of underage drinking. Past local events have included speaker tours, student assemblies, parent meetings, and a variety of other activities.

"While our *Don't Be Sorry* program has been a great success, we are constantly looking for ways to improve its delivery," says ILCC Education Manager Ted Peneis.

For example, the Liquor Commission is sponsoring a statewide youth contest (see below) to develop a replacement activity for the popular Project Sticker Shock campaign. "We want to ensure our educational programs remain fresh and effective for all audiences," Peneis explains. "Teenagers are the best resource to provide us with ideas; after all, they are the target audience."

To learn more about the *Don't Be Sorry* educational program, and to arrange for an event in your community, please call 312-814-4802 or visit www.DontBeSorry.org.

Don't Be Sorry

Illinois Liquor Control Commission



ILCC Parental Responsibility Coordinator Laura Murphy (left) presents to junior high school students in Chicago's Southland.

ILCC BASSET Manager Lee Roupas (below) at an assembly of Crete-Monee Middle School students.



Illinois Secretary of State Police Investigator Thomas Manley (above) delivers the "Operation Straight ID" module during a BASSET (Beverage Alcohol Sellers/Servers Education & Training) class co-hosted by the ILCC and Village of University Park.



Through a simulation, University Park Police Sgt. Dan Murphy (below) demonstrates how alcohol affects all sensory receptors, including a user's perception of sight and sound.



Prior to "walking the line" with FatalVision goggles (which simulate the effect of intoxication), Crete-Monee High School students receive instructions from University Park Police Officer James Young (above).



Youth contest underway!

The Illinois Liquor Control Commission (ILCC) is calling all teens to design a new statewide underage drinking prevention campaign. All copy and artwork must be submitted to www.DontBeSorry.org/contest.htm by the February 15, 2013 deadline.

A panel of judges will review submissions and choose the winning design. In April, the new educational campaign will be unveiled at press events located throughout the state.

There's still time for teens to enter their designs. Visit www.DontBeSorry.org/contest.htm for contest instructions and rules, artwork/copy submission procedures, and more!

2012 College Town Summit addresses coalition-building skills

The Illinois Liquor Control Commission (ILCC) hosted its 4th Annual College Town Summit (CTS12) on October 17, 2012 at the Illinois Governor's Mansion in Springfield. This year's discussion centered on how attendees can better define their role as members of a campus/community coalition.

Presenting welcoming comments to the nearly 120 college town stakeholders were Illinois Lieutenant Governor Sheila Simon and State Representative Naomi D. Jakobsson, the chair of the General Assembly's higher education committee.

Providing the syllabus for the day's lesson plan was ILCC Executive Director Gloria L. Materre. "With shrinking budgets and decreasing staff levels now the norm, strong coalitions are more important than ever in reducing underage drinking and the overconsumption of alcohol," says Materre.

As in past years, CTS12 featured free-flowing breakout sessions separated by both of professional field and by college town. Presenting the topics discussed during these sessions were three key members of the CTS12 Steering Committee: Eric Davidson from the Illinois Higher Education Center, Northwestern University's Lisa Currie, and DeKalb Mayor Kris Povlsen.

To review documents from the 2012 summit, please visit the web at www.DontBeSorry.org/CTS12.htm.



Lt. Gov. Sheila Simon



DeKalb Mayor Kris Povlsen



State Rep. Naomi D. Jakobsson



Key college town stakeholders once again gathered at the Governor's Mansion for the annual College Town Summit, held this past October.

Staff training is a good investment

By Lee J. Roupas, ILCC BASSET Program Manager

Many licensees are hesitant about paying for the cost of training their employees in responsible beverage service. With everyone literally counting pennies to save money in today's tough economy, it is easy to understand why they feel this way.

But are business owners being "penny-wise and pound-foolish" by not providing Beverage Alcohol Seller/Server Education & Training (BASSET) instruction to their employees?

As with any industry, it is part of the cost of doing business. The business owner can either pay for training, or the employee can do so as a precondition for employment. By serving alcohol – a legal drug – it is conclusive that training in alcohol awareness and responsible serving practices would be prudent. Since alcohol is a euphoric sedative and addictive drug, it can do great harm to individuals and society.

With alcohol involved in over 14,000 drunken driving deaths, untold property damage, and an unending list of other crimes, paying for seller/server training seems a small price to pay. Other industries and professions require numerous hours of training and licensing; without attending required training and obtaining proper licensing, a business or person would not be able to operate.

So should bartenders and servers of alcoholic beverages have training in their profession? Remember, they are professionals and deal with the public on a regular basis. Let's take a look at the requirements to become a real estate agent. A certified agent has to attend 30 hours of classroom training, and is required to pay a licensing fee, renewal fee, and continuing education.

The training in some professions can cost thousands of dollars to attend, in some cases, hundreds of hours of classes. Compare that to the training requirements for certification in Illinois' BASSET Program, which can be completed in as little as four hours for on-premise establishments (bars, nightclubs, lounges and restaurants), and three hours for off-premise establishments, (grocery stores, gas stations). The cost of BASSET training can range anywhere from \$25 to \$75.

Proper training can prevent a liquor-licensed establishment from getting sued for negligence due to over-serving alcohol to customers. Fines and penalties can be avoided by a trained staff serving responsibly. Servers can be more alert to their customers

and provide better customer service to ensure repeat customers. Not only is more money in the cash register at the end of the night, but proper training allows servers to gain more tips.

While business owners may initially be concerned about the time and cost of training employees, they should be more concerned about the time and cost of fines, lawsuits, and possibly losing their business altogether.

Even if an employee goes elsewhere, he or she can take that training with them and put those skills to practice in another area. That former employee can potentially save a life by preventing an intoxicated person from driving in their vehicle from leaving an establishment. It is a greater likelihood of preventing a drunken driving fatality.

Your investment in training can save lives and YOUR livelihood.

Lee Roupas can be reached by calling 312-814-0773 or via email at lee.roupas@illinois.gov. To learn more about the BASSET Program, please visit www.state.il.us/LCC/basnet.



FREE cashmat available

All valid
"Under 21"
IDs are now in
a vertical format.

The Illinois Liquor Control Commission's popular 15x10-inch countertop cashmat, to be displayed wherever alcohol is sold, includes a representation of all current underage ID cards. Also included is a listing of penalties on BOTH the seller and customer.

Remember, it's a 2-way street; remind your employees and patrons that alcohol purchased for underage consumption has consequences! Order your FREE cashmat today by visiting our website at www.state.il.us/LCC/mat.asp.



"BASSET Summit" continued from page 1

increased from 77 to 210, while the number of municipalities requiring training went from 43 to nearly 200.

"If we expect the program to continue moving forward, then we must address the needs of all stakeholders," says ILCC Education Manager Ted Penesis. "These needs have evolved over time, so receiving their input into our proposals is essential if we expect to realize this goal."

Bringing the stakeholders together

During the November 2012 BASSET Summit, key stakeholders from throughout the state gathered to discuss proposals for modifying the BASSET Rules and Regulations. Members from law enforcement, prevention, and the liquor industry attended the Summit.

"The ILCC has made significant progress in reducing the number of alcohol-related deaths and preventing underage sales, but there is still much work to be done," Materre told the audience during her welcoming speech. "The fact that we have a full house here today shows you share in this commitment."

Following Director Materre's introductory remarks, Tom LoCascio from Advance Design & Concepts put the summit's objectives in an historical context.

A longtime BASSET provider who was involved in the development of BASSET's original curriculum framework, LoCascio noted the need for BASSET from the very beginning: "Does it make sense that the State of Illinois requires 1900 hours of training, certification, and licensing to style hair; 900 hours of training, certification and licensing to decorate fingernails; and none to sell or serve alcohol?"

Finally, during the second half of the meeting, the ILCC's Ted Penesis and Lee Roupas led an interactive discussion on the proposed rule changes. "Attendees greeted the revisions with enthusiasm," states Penesis, adding that only one rule change (charging a per student fee) received a "thumbs down" from the audience.

"Their input also led to the tweaking of some of the proposed rules," he continues. "For example, while nearly all in the room thought online training was inferior to in-person training, many believed a state-run online program would be an acceptable alternative to a reduction in this type of program delivery."

Next steps

ILCC staff is currently evaluating all the comments and feedback from the BASSET Summit. Once complete, the ILCC Board of Commissioners will make the final determination on which proposed rules to present to the Joint Committee on Administrative Rules (JCAR). Should JCAR approve the recommended changes as expected, the new BASSET Rules & Regulations will be put into place later this year.

For the complete list of proposals and comments from the November 14 BASSET Summit, along with the list of all registrants, please visit www.DontBeSorry.org/BASSET.htm.

Special thanks to Bolingbrook Park District General Manager Jim Sawyer and his Boughton Ridge Golf Course staff for hosting the 2012 BASSET Summit.

Order your FREE ILCC materials today!

The following FREE Liquor Commission materials are available to all licensees by visiting www.state.il.us/LCC and the "Click for Industry Education Materials" link, located at the lower right of the screen:

- 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.
- Past "ILCC News" newsletters.
- "ID Checking Guide" order form.
- And much more!



Illinois Liquor Control Commission



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Local liquor selling/serving rules now online

To eliminate confusion about what is and is not allowed by local liquor licensing authorities, the Illinois Liquor Control Commission (ILCC) has posted comprehensive details on local liquor ordinances at www.DontBeSorry.org.

To date, approximately 80 percent of the over 1,200 local governmental units, including both counties and municipalities, have responded to the ILCC's request for information.

"We are pleased to make these regulations available to the general public for the first time," says ILCC Education Manager Ted Penesis, who developed the survey and compiled the data. "Local jurisdictions are allowed considerable latitude in determining how liquor is sold within their corporate boundaries. Hopefully, this wealth of information will clear up misconceptions on the various local policies regarding liquor sales and service."

Visit www.DontBeSorry.org to view the survey results today! If you have any questions regarding the local data, please call 312-814-4802 or send an email to ted.penesis@illinois.gov

