



ILCC News

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ILCC.illinois.gov

Don't miss out...FREE seminars on liquor, tobacco sales coming in March!

The Illinois Liquor Control Commission (ILCC) will be holding FREE educational seminars for tobacco and liquor retailers this March. The regional meetings will focus on proper sales techniques for both liquor and tobacco, and will be held in locations throughout the state.



Illinois Liquor Control Commission

Attendees will learn how they can stay within the law by utilizing the following ILCC programs: **The Kids Can't Buy 'Em Here** tobacco campaign; **Beverage Alcohol Sellers/Servers Education & Training (BASSET)** program; **YOUR ACTIONS MATTER!** underage drinking awareness effort; and the new **Parental Responsibility** campaign.

These meetings, coordinated through the ILCC's *Don't Be Sorry* educational arm, will include time for Q&A with ILCC administrators regarding legal and licensing issues. Also on hand will be mayors and other local officials – including village trustees, police chiefs, health professionals, and more.

“The regional meetings will provide information to help retailers avoid potential fines and suspensions,” says ILCC Director Gloria L. Materre. “They also reinforce the message to everyone that we all play a role in ensuring a safer community.”

Turn to pages 4-5 for more details and regional meeting locations!



See back page for online license renewal info!

KNOW THE LAWS



The following article recaps some of the laws affecting Illinois liquor licensees.

Signage to prohibit guns

The new **Firearm Concealed Carry Act** requires Special Event, Special Use, and **on-premise** Retailer license holders (when gross receipts are more than 50 percent alcohol in the past three months) to prohibit the carrying of guns into their establishment (current as of March 25, 2014).

As part of this obligation, liquor license holders may post a sign which clearly communicates that carrying a gun is prohibited on the licensed premises. To print out a sign, license holders can visit the "Latest News" section on the Liquor Commission's home page ILCC.illinois.gov (please follow the instructions provided by the Illinois State Police).

Please note: Some local municipalities, including the city of Chicago, have prohibited the carrying of guns in all on-premise liquor licensed establishments. Therefore, the ILCC encourages licensees to consult with their local liquor licensing authority about local conceal carry rules.

Growler sales

The sale of growlers by retailers is prohibited as the Liquor Control Act requires any off-premise liquor product to be sold in its original container. Only a manufacturer, such as a Brew Pub or Craft Brewer licensee, may sell growlers of their product for off-premise consumption.

For a list of some of the other common retailer violations, please turn to page 3 of this issue.

Happy hours prohibited

With Super Bowl Sunday and the St. Patrick's Day holiday just around the corner, the ILCC reminds liquor licensees that any special events held in conjunction with these events must comply with the **Happy Hours Prohibited** law enacted in 1989.

For example, it is against the law to provide any "all-you-can-drink" specials during a specific time frame. The only exception is if a licensee is hosting a "private function" in a separate area not open to the public. For a function to be truly private, the party host (not the liquor licensee) must pre-pay for a defined amount of alcoholic beverages.

Additionally, the party host must invite the guests (again, 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.

For a detailed pamphlet on regulations regarding the Happy Hours Prohibited law, please see the "Order your FREE ILCC materials today" box on the following page.

E-cig sales to minors now illegal

On January 1, 2014, a new law (Public Act 098-0350) took effect banning the use of alternative nicotine products, or **e-cigarettes**, by those under the age of 18. While electronic cigarettes do not contain tobacco, they do contain nicotine, an additive substance that makes smoking difficult to quit.

Retailers found guilty of selling any alternative nicotine product (or any cartridge or component of an alternative nicotine product) to those 18 years of age are subject to a \$200.00 fine for a first offense, \$400.00 for a second offense in a 12-month period, and \$600.00 for a third or any subsequent offense in a 12-month period. Additionally, some local jurisdictions ban indoor e-cig smoking, so please check your local ordinances.

Continued on p.7

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:
ILCC.illinois.gov

ILCC Email:
ILCC@illinois.gov

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

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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 your staff in a Beverage Alcohol Seller/Server Education & Training (BASSET) class. Visit ILCC.illinois.gov/basnet to learn more.

Order your FREE ILCC materials today!

The following FREE Illinois Liquor Control Commission materials are available to all licensees by visiting ILCC.illinois.gov and choosing the “Click for Industry Education Materials” link located at the lower right of the screen:

- Illinois Liquor Control Act.
- ILCC/BASSET Rules and Regulations.
- “Happy Hours Prohibited” and “Just the Facts” fliers.
- Alcohol “Proof of Age” and “Pregnancy Warning” signs.
- Past “ILCC News” quarterly newsletters.
- ID Checking Guide and BASSET Program brochure.
- “We Card Hard” decal.
- “Kids Can’t Buy ‘em Here” tobacco kit order form.
- And much more!



FREE seminars on liquor, tobacco sales for *all* members of your community coming

For the first time, both tobacco and liquor retailers will have an opportunity to attend a series of training seminars designed to decrease the State of Illinois' violation rate, beginning this March (see map for dates and locations).

Local municipal and county officials will also be attendance to learn more about how their community can assist in achieving this critical goal. For example, information will be shared regarding the \$1 million in tobacco enforcement grants available for local jurisdictions in Illinois.

"The free regional meetings will focus primarily on how liquor and tobacco establishments can take advantage of Illinois Liquor Control Commission (ILCC) programs to the benefit their business," says ILCC Education Manager Ted Penesis. "State Commission staff will also be on hand to answer your legal and licensing questions."

What is BASSET?

Under the licensing and regulatory auspices of the Liquor Commission, **BASSET (Beverage Alcohol Seller/Server Training & Education)** is the State of Illinois' responsible beverage service program. Seminar attendees will learn how BASSET can help liquor licensees operate more profitable businesses and assists local leaders in promoting their community's economy.

BASSET primarily focuses on how sellers/servers can spot signs of intoxication and how best to intervene; prevent DUIs and alcohol-related

fatalities; and stop the sale and consumption of alcohol by minors.

During the seminars, past experiences will be shared by those who require BASSET instruction for their employees. Currently, there are over 250 local jurisdictions which require seller/server training, plus an uncounted number of local businesses and corporate chains.

On the web: ILCC.illinois.gov/basset

Tobacco retailers: Are you checking ID's?

The State of Illinois continues to meet the federal tobacco requirement of a retailer violation rate (RVR) of less than 20 percent, but just barely. The RVR in Illinois last year was over 16 percent, and the Commission has seen a steady increase in this rate over the past several years (visit ILCC.illinois.gov/tobacco/synar.htm to review the 2014 Annual Synar Report).

Simply put, retailers are selling tobacco to kids under 18 years of age at an increasing rate. To counter this slide, the ILCC will engage in a more concentrated, integrated effort to prevent the sale of tobacco to minors. The March regional seminar series is the first step in this process.

Seminar attendees will learn about the **Kids Can't Buy 'Em Here** program, how to order the program's educational materials, and receive a general overview of the federally-required inspection process conducted by ILCC tobacco compliance specialists.

In addition to conducting underage compliance check operations, these inspections

comprise of a review of tobacco advertising and labeling in tobacco retailer establishments to ensure they comply with new federal laws enacted in 2012. Among the new laws' requirements are larger, more prominent health warnings on all cigarette packaging and advertisements.

On the web: ILCC.illinois.gov/tobacco

Responsibility starts at home

The Liquor Commission realizes that only a fraction of alcohol purchased for minor consumption is actually purchased by those under the legal age; and too often, it is the minor's parents who buy the liquor.

The ILCC's new **Parental Responsibility** campaign is designed to work in concert with local school, health, and government partners. A main component of the campaign is to promote and publicize the message that parents need to start a conversation with their children at an early age about the dangers of underage drinking.

During the March educational seminars, ILCC staff will provide an introduction to this new program and how attendees can become involved in this important endeavor.

Contact the ILCC's Laura Murphy at 312-814-3083 or laura.murphy@illinois.gov to learn more.

YOUR ACTIONS MATTER!

Last year, the State unveiled a first-of-its-kind public awareness campaign designed by youth called **YOUR ACTIONS MATTER!** Through this effort, which is coordinated through the ILCC's *Don't Be Sorry* educational program, teens and adult

To register for a tobacco/liquor seminar near you, please visit
www.DontBeSorry.org

g soon to a town near you!

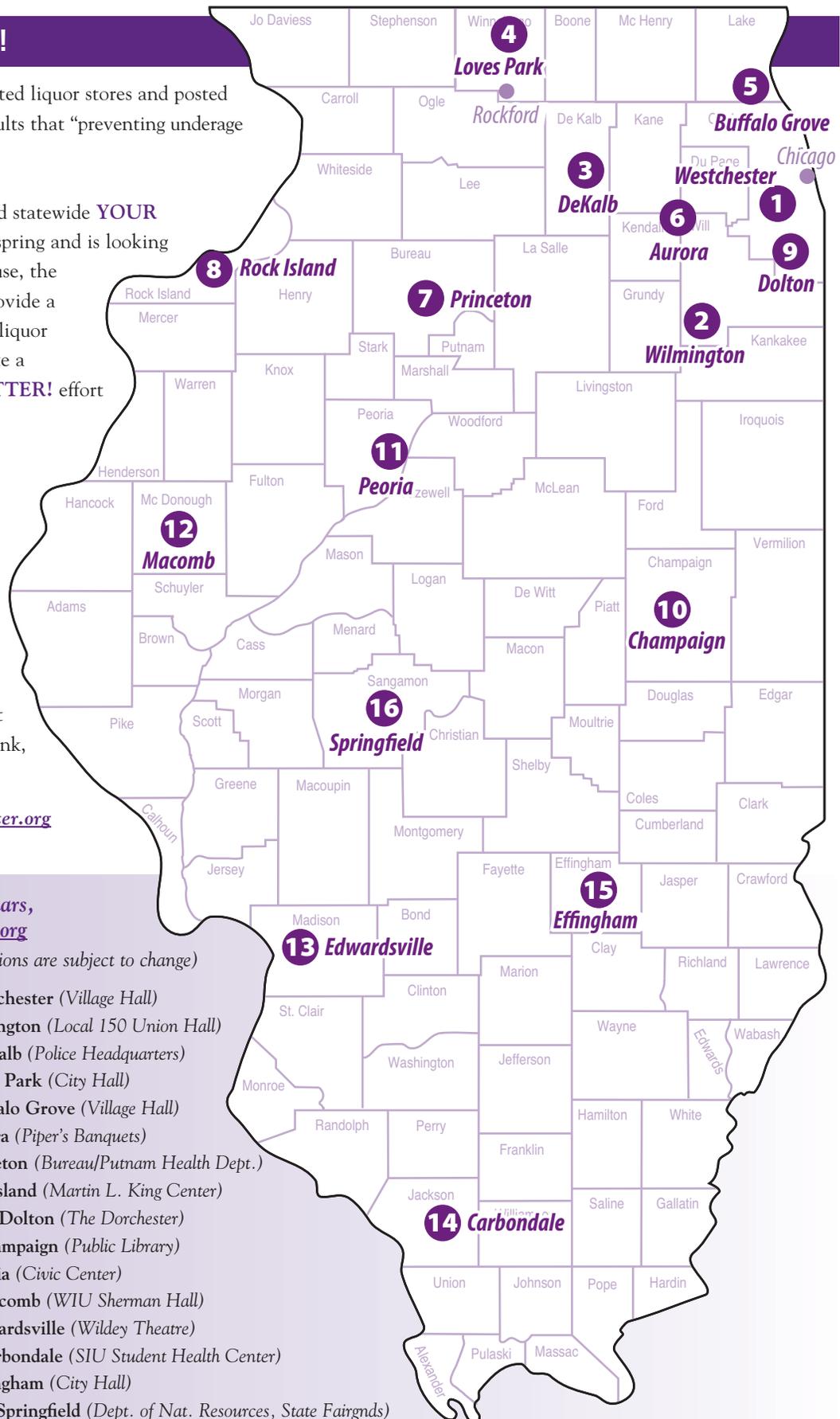
volunteers throughout the state visited liquor stores and posted educational materials reminding adults that “preventing underage drinking is everyone’s responsibility.”

The ILCC will coordinate its second statewide **YOUR ACTIONS MATTER!** event this spring and is looking for local partners. To further this cause, the March educational seminars will provide a road map of how local officials and liquor licensees can work together to create a successful **YOUR ACTIONS MATTER!** effort in their own community.

YOUR ACTIONS MATTER!

materials were designed by teens to reinforce positive behavior. The vast majority of adults in Illinois do NOT give alcohol to minors nor do the majority of teens drink alcohol. By posting the positive messaging materials in liquor establishments throughout the state, it is hoped that all adults will remember to “stop, think, and prevent” underage drinking!

On the web: www.YourActionsMatter.org



To register for the below seminars, please visit www.DontBeSorry.org

(Please note that all times and locations are subject to change)

- 1 Tue, March 4, 9-11am: Westchester (Village Hall)
- 2 Tue, March 4, 1-3pm: Wilmington (Local 150 Union Hall)
- 3 Wed, March 5, 9-11am: DeKalb (Police Headquarters)
- 4 Wed, March 5, 1-3pm: Loves Park (City Hall)
- 5 Thu, March 6, 9-11am: Buffalo Grove (Village Hall)
- 6 Thu, March 6, 1-3pm: Aurora (Piper’s Banquets)
- 7 Fri, March 7: 9-11am: Princeton (Bureau/Putnam Health Dept.)
- 8 Fri, March 7: 1-3pm: Rock Island (Martin L. King Center)
- 9 Mon, March 10, 11am-1pm: Dolton (The Dorchester)
- 10 Tue, March 11: 9-11am: Champaign (Public Library)
- 11 Tue, March 11: 2-4pm: Peoria (Civic Center)
- 12 Wed, March 12, 9-11am: Macomb (WIU Sherman Hall)
- 13 Wed, March 12, 1-3pm: Edwardsville (Wilkey Theatre)
- 14 Thu, March 13, 9-11am: Carbondale (SIU Student Health Center)
- 15 Thu, March 13, 2-4pm: Effingham (City Hall)
- 16 Fri, March 14, 10am-Noon: Springfield (Dept. of Nat. Resources, State Fairgnds)

Chicago Bears play by the rules when it comes to responsible beverage service



By Lee J. Roupas, ILCC BASSET Program Manager

Alcoholic beverages are found in a wide variety of settings. One very common one is professional sports venues.

Beer companies spend millions of dollars on advertising to encourage fans to enjoy a beverage with the game. With that comes a big responsibility.

The Chicago Bears organization takes responsible beverage service very seriously. That is the reason why the Chicago Bears organization, the National Football League (NFL) and the Illinois Liquor Control Commission (ILCC) have formed a cooperative effort to ensure alcohol is being served responsibly, the fans are safe, and intoxicated motorists remain curbed after the game.

Soldier Field, the home of the Chicago Bears, is located on busy Lake Shore Drive in downtown Chicago. Plenty of law enforcement personnel closely monitor the entrance and exit to and from the stadium.

Though it is not mandatory in the city of Chicago for every server to get trained

through the ILCC's Beverage Alcohol Sellers/Servers Education & Training (BASSET) program, the Chicago Bears organization makes it mandatory for employment as a good business practice. Whether someone works as a server or in a security role, they must be trained.

During game day observations of all aspects of the Bears' Soldier Field operation, staff can be seen adhering to the techniques and practices taught in BASSET training. Most noticeable is the diligence in carding everyone that appears to be under the age of 35 years, and asking the right questions to ensure their customers were not purchasing alcohol for a minor.

When it came to serving, the Soldier Field staff avoided the bad practice of stacking drinks and took the time to observe whether a fan showed any obvious signs of intoxication.

Additionally, the security staff was well alert of their surroundings and equipped to deal with rowdy fans. When necessary, boisterous fans are taken to a secluded area

and dealt with in a diplomatic manner. Throughout the process, staff was always on hand in case questions needed to be answered and worked together if they noticed anything suspicious.

At the end of the game, security personnel were very attentive and courteous as fans were leaving the stadium. If someone tried to leave the stadium with a beverage, the staff would kindly ask them to deposit it in a nearby garbage can.

Adds Bob Laskowski, Director of Stadium Experience for the Chicago Bears: "We appreciate the assistance, guidance, and good working relationship with the Illinois Liquor Control Commission for the best and safest game day experience for our fans."

The Chicago Bears truly play by the rules to avoid service to minors and intoxicated fans to keep the game day a memorable experience and keeping Chicago safe when the game is over.

Lee Roupas can be reached at 312-814-0773 or lee.roupas@illinois.gov. To find a BASSET class near you, visit ILCC.illinois.gov/basset.

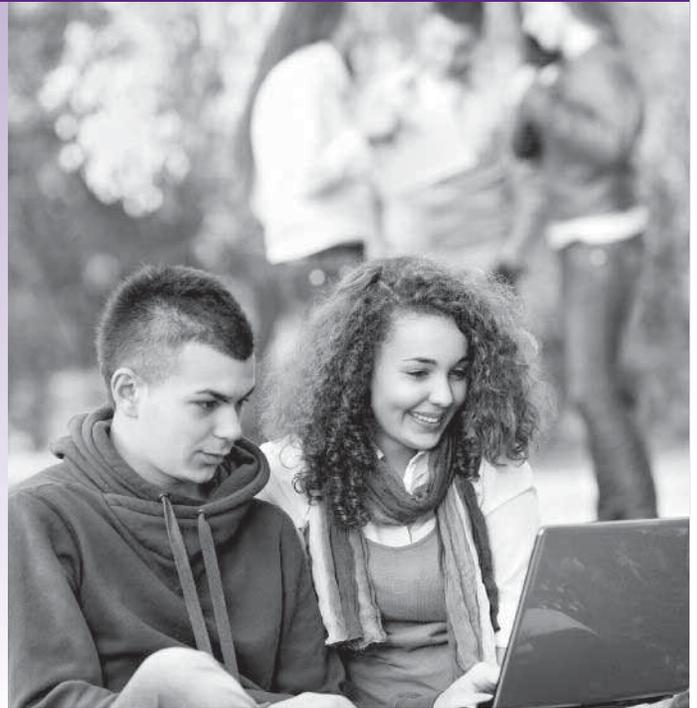
College Town Summit is February 19!

Space is still available, but limited, for the 5th Annual College Town Summit on Wednesday, February 19 at the University of Illinois in the student union's Illini Room (1401 West Green Street, Urbana). To register, please visit www.DontBeSorry.org.

All college town stakeholders – including local elected officials, school administrators, prevention professionals, hospitality industry employees, and law enforcement personnel – are invited to attend. Agenda items to be discussed during the summit include:

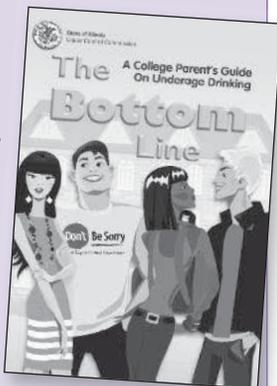
- Responding to alcohol issues at the University of Illinois.
- Alcohol diversion programs at Eastern Illinois University.
- Overview of party buses.
- Local initiatives addressing private parties.
- Reducing high-risk alcohol consumption.

Lunch will be provided for FREE to all attendees. Remember, space is very limited, so visit www.DontBeSorry.org today! For more info, call 312-814-4802 or send an email to ted.penesis@illinois.gov.



Order your College Parent Guide, other educational materials

The Illinois Liquor Control Commission (ILCC) provides a variety of educational materials free-of-charge, including *The Bottom Line: A College Parent's Guide On Underage Drinking*.



This booklet was produced with the advice from college professionals, and provides parents with the bottom line facts regarding underage drinking in Illinois and issues related to the over-consumption of alcohol on our college campuses.

To order this FREE guide as well as other ILCC liquor education materials, visit www.DontBeSorry.org/DontOrder.htm.

Know the laws *(from p. 2)*

Undocumented immigrants "TVDLs" now being issued

Undocumented immigrants can now obtain a State of Illinois **Temporary Visitor's Driver's License (TVDL)** from the Illinois Secretary of State's Office. These new cards allow holders to drive a vehicle and obtain auto insurance in Illinois.

While business owners who sell tobacco products and alcoholic liquor may verify legal purchasing age and likeness of a person by requiring to see a government issued identification card, a TVDL expressly states "not for identification purposes" on its face. As with any driver's license or other form of valid identification, business owners have the right to refuse the sale of tobacco products (legal minimum selling age: 18 years of age) or alcoholic beverages (21 year of age) to any customer who appears to be under the legal age.

To protect your business from being sued for discriminatory practices, the Illinois Liquor Control Commission (ILCC) encourages liquor and tobacco retailers to implement a written policy as to whether the acceptance of a TVDL will be allowed and, if so, under what circumstances. For example, your store policy can include language which requires a secondary form of photo identification with birth date for customers who appear to be under 30 years of age.

To ensure your business follows proper ID checking procedures, the ILCC strongly advises retailers to enroll their entire staff in a Beverage Alcohol Seller/Server Education & Training (BASSET) class. Please visit ILCC.illinois/basnet and click on "Training Class Directory" for a class near you. To learn more about BASSET, plan to attend one of the FREE seminars being held this March. Turn to pages 4-5 for details and locations.

Illinois Liquor Control Commission



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

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Governor

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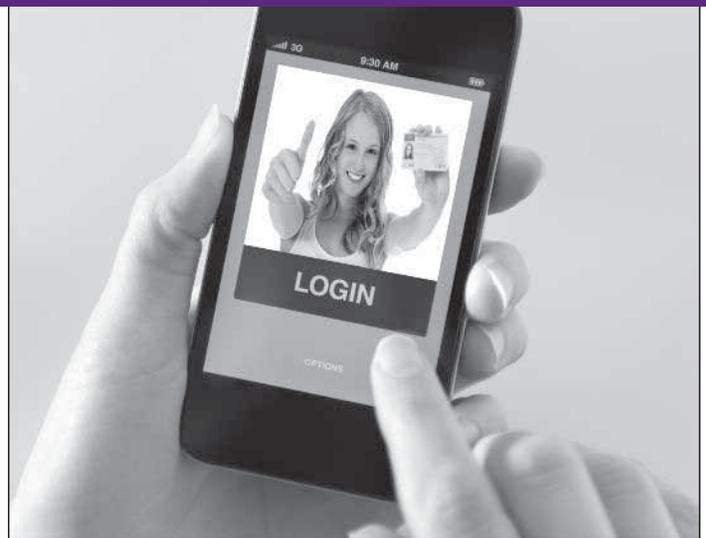
NEW! Renew your license, manage your liquor account online

Are you one of the hundreds of liquor retailers who have renewed your license online? If so, congratulations on making your life easier and eliminating the hassle of mailing in your paper renewal!

If your license expires soon, then now is the time to set up your liquor license account in the MyTax Illinois online management system. Once complete, you will be able to do the following online:

- View your account information.
- Renew your liquor license.
- Make payments.
- Check the status of your renewal.
- Print your liquor license.
- Change corporate officer and owner information.
- And much more!

Remember, ALL State of Illinois liquor license holders can now renew online. To learn how to add online access to our liquor license account, please visit the "Latest News" section on the Illinois Liquor Control Commission's home page at ILCC.illinois.gov.



New format for State liquor license

Please note that the format for the printed State of Illinois liquor license you receive in the mail has changed. It is now printed on plain white paper, which matches the format used when printing out your state license through the MyTax Illinois online management system.

See page 1 for info on liquor/tobacco seminars

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