



ILCC News

Volume 35
Winter 2010-11

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State develops strategies to prevent college-age alcohol abuse

The Illinois Liquor Control Commission (ILCC) organized a summit with over one hundred key stakeholders from throughout the state on September 27, 2010 to explore ideas for reducing illegal alcohol use in Illinois' college towns.

Hosted in Springfield at the Governor's Mansion, **College Town Summit 2010 (CTS10)** featured college administrators, municipal officials, law enforcement personnel, prevention professionals, and liquor industry executives presenting their unique perspectives on this important issue.

The summit's format was designed to address the problems, concerns, and questions regarding alcohol-related issues unique to each attendee's community. Attendees also had an opportunity to participate in a candid exchange of ideas on the common challenges faced by Illinois' campus communities.



This was the second time the ILCC amassed college town officials to share their experiences and knowledge on college-age alcohol use, with the first summit held in the fall of 2009. The purpose of CTS10 was to build upon the first summit's success and develop strategies to better address underage drinking and the overconsumption of alcohol in the college towns.

To be successful, interaction between the attendees was a key component of this summit. To accomplish this, attendees participated in six breakout groups and were encouraged to share their thoughts during a final strategy review session. "We had a wide-range of professionals, and I think we

continued on page 4

See page 7 for IMPORTANT NOTICE to licensees

Hospitality industry, government work together to combat underage drinking, overconsumption issues

As Red Ribbon Week got underway on October 26, 2010, the Illinois Liquor Control Commission (ILCC) met with nearly 400 North/Northwest Suburban Chicago municipal officials and liquor establishment employees to discuss how to reduce alcohol-related deaths and injuries. Hosted by the City of Des Plaines, the ILCC partnered with a variety of municipalities from throughout the Chicago area to encourage liquor-selling business owners and their employees to attend this important summit.



Illinois State Representative Lou Lang addresses the crowd in Des Plaines.

Naperville Mayor George Pradel provided welcoming comments at the morning session, while Illinois House Deputy Majority Leader Lou Lang did the same during the afternoon.

“We are more effective in combating underage drinking and overconsumption issues when everyone pulls from the same rope,” says Rep. Lang. “Ultimately, the message we are amplifying is this: For those who wish to skirt the law, our state’s liquor licensees are working in tandem with all levels of government to stop you from doing so.”

During the meeting, ILCC staff emphasized the importance of proper alcohol sales and service. “Complying with the law is more than just about saving a few dollars,” says ILCC Agent Supervisor Gary Doyle. “It can mean saving a life. As you can see by the attendance in this room, we have many business owners, store managers, and alcohol sellers/servers who understand this responsibility.”

Held every year during the last week of October, Red Ribbon Week is designed to discourage young people’s use of alcohol, tobacco, and other drugs. This year, millions of Americans will wear red ribbons and participate in community events such as this Des Plaines seminar.

“By hosting this meeting during Red Ribbon Week, we are sending a valuable reminder about the dangers of underage drinking,” says Des Plaines Mayor Marty Moylan. “Protecting our citizens should be our number one priority, and this meeting on responsible alcohol sales and service will go a long way toward doing just that.”

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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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Printed by the Authority of the State of Illinois.
28,000 copies (01/11)
IOCI 202-11



Order your 2011 *Sticker Shock* materials TODAY!

You are invited to stick 'em up and participate in our statewide *Project Sticker Shock* event during the month of April, which is Alcohol Awareness Month! During this month, stickers, window decals, posters, and proof of age signs will be posted in liquor establishments reminding consumers that *Providing Alcohol to Minors is Illegal, Unhealthy & Unacceptable*.

Last year, thousands of Illinois liquor retailers and community groups took part in Project Sticker Shock activities. If you are interested in participating in this important educational effort, please visit www.DontBeSorry.org for more information and to order materials.

Please note, late requests for materials may not be filled on time, so **ORDER YOUR MATERIALS EARLY!**



Des Plaines Mayor Martin J. Moylan (sixth from left) and Police Chief James Prandini (fifth from right) joined Dharmesh Bhagwakar (fourth from left) at his Des Plaines Foremost Liquors on *Sticker Shock Day* last April. Also joining the volunteers was Margaret Polovchak (far right) of the Maine Community Youth Assistance Foundation. MCYAF organized the extensive *Sticker Shock* efforts in both Des Plaines and Park Ridge last year, and will do so again this April.

"Hospitality" continued from page 2

One topic, in particular, was discussed in detail – the ILCC's Beverage Alcohol Seller/Server Education and Training (BASSET) program. Currently, the BASSET curriculum is required for liquor retailers in approximately one hundred Illinois communities, plus many corporate business chains.

"BASSET provides important tips and tools on how to prevent minors from accessing alcohol," says BASSET Manager Lee Roupas. "Additionally, retailers can learn how to do prevent their customers from behaving in an unsafe manner, which ultimately lowers their insurance costs and exposure to lawsuits."



Toshi Lukens from the Illinois Secretary of State's Office describes in detail what to look for when checking identification.

Hosted by the ILCC's Industry Education Division, this was the tenth in a series of informational meetings held throughout the state. The ILCC wishes to thank the Des Plaines Park District for providing the venue, and Kim Radoy for assisting in the planning of this event.

To learn more about Illinois' alcohol seller/server training, please click on the BASSET Program link located on the left side of our home page www.state.il.us/LCC. You can also peruse detailed information on the consequences of underage drinking by accessing the ILCC's www.DontBeSorry.org website.



Illinois State Police Sergeant Brian Copple shares how his safety education unit can assist communities with alcohol training instruction.

succeeded in hearing their individual viewpoints on college town alcohol use," says ILCC Education Manager Ted Penesis, who assisted with the planning for the summit. "Particularly successful were the small group discussions. These sessions encouraged all participants to become involved, and it ultimately aided in the development of strategies."



Evaluation of strategies

A total of 21 strategies were discussed during the summit. However, it became apparent in the concluding review session that CTS10 was only the beginning of the process; further input would be necessary to prioritize the numerous ideas and strategies.

To evaluate the various strategies, the ILCC conducted a survey after the summit to gather attendee feedback. Respondents agreed that 14 of the 21 strategies should be pursued, while only one received a thumbs-down (see "College Town Summit 2010 Survey Results" on page 5).



The top overall priority—*Communities should develop a social host ordinance*—was identified as the top strategy by the two largest sub-groups in attendance at the summit: Law Enforcement and Prevention. These two groups were unanimous in endorsing this strategy, which holds accountable individuals who host an underage drinking party.

The survey's second highest ranking strategy—*Provide alcohol education program for underage students and their legal guardians during freshmen orientation*—was identified as the top priority by the three other sub-groups (College Administration, Legal, and Liquor Industry).

The ILCC will continue to consult with all stakeholders to fully develop strategies, and ensure their priorities for reducing illegal alcohol use are implemented in the college towns.

College enforcement efforts drive improvement in compliance rates

More liquor retailers in the college towns are "passing their exams" when it comes to selling to minors. As it does throughout the rest of the state, the Illinois Liquor Control Commission (ILCC) continues to conduct underage compliance checks in Illinois' college towns.

Teams of ILCC special agents, local law enforcement officials, and teen volunteers randomly visit liquor stores, restaurants, and bars to check for ongoing compliance with state laws. Those who sell to minors are arrested, and the business is subject to a fine, suspension, or revocation of its liquor license.

During this past fall, compliance teams visited 165 liquor licensees in the college towns. A total of 17 businesses were cited for violations of liquor control laws. This compliance rate of 90 percent is a marked improvement over the 84 percent rate seen during a comparable period just a year earlier.

Please turn page 6 for suggestions on how you and your employees can sell and serve alcohol more responsibly.



Handbook available for local officials

The *Local Liquor Commissioner's Handbook* is available for order by all local officials — including mayors, police chiefs, sheriffs, city managers, village trustees, and county chairs.

To order this FREE handbook, please visit the web at www.state.il.us/LCC/LLhandbook.asp.

College Town Summit 2010 Survey Results

Ranking of strategies

Scoring: 5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

Top priorities:

Rank	Strategy	Score
1.	Communities should develop a social host ordinance (whereby individuals hosting an underage drinking party are held accountable)	4.66
2.	Provide alcohol education program for underage students and their legal guardians during freshmen orientation.	4.51
3.	Create messages that reinforce positive behavior.	4.46
4.	Harm reduction strategies should be increased in college towns.	4.39
5.	Ensure sanctions and penalties on student behavior are enforced by the university	4.34
6.	Change student behavior through university policy (increased sharing of info between college town stakeholders)	4.32
7.	You should be 21 years of age to enter a bar.	4.30

Second-tier priorities:

8.	Create an ongoing “College Town Task Force” to further develop ideas and strategies discussed during summit.	4.20
8.	Provide incentives to encourage alcohol seller/server training (ie, free training, licensing fee discount, etc.)	4.20
10.	Parents should be informed of student alcohol-related disciplinary actions	4.19
11.	Communities should enact a keg registration ordinance.	4.12
12.	Survey parents, students, college town residents, liquor licensees, and industry members to determine ongoing issues	4.08
13.	Develop and implement a new alcohol training curriculum that better meets the needs of college towns.	4.07
	<i>Average Score for all Priorities.</i>	4.05
14.	The term “Happy Hour Law” should be replaced.	4.03

Third-tier priorities:

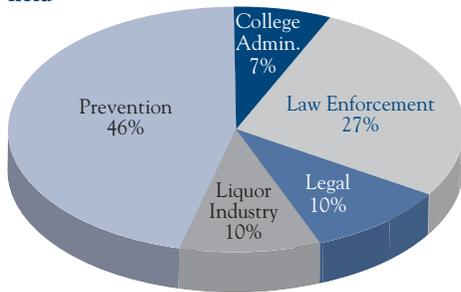
15.	Require alcohol seller/servers to be licensed.	3.98
15.	Alcohol service practices and drink sizes should be better defined	3.98
17.	Change law to increase driver’s license suspensions for underage drinking/alcohol possession charges.	3.76
18.	Provide alcohol seller/server training through non-credit college courses and/or community colleges	3.63
19.	Look for ways to hold landlords responsible for tenant misuse of alcohol.	3.62
20.	Liquor licensees must report any “private functions” hosted at their establishment.	3.50

Strategy should not be pursued (score below “neutral” rating of 3.00):

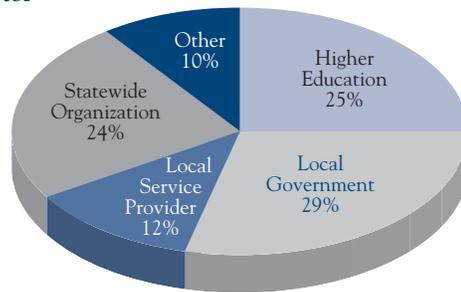
21.	Include question on college application whether student has been involved in past alcohol-related incidents	2.83
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Breakdown of respondents

By field



By sector





Responsible alcohol policies and procedures

By Lee J. Roupas, ILCC BASSET Program Manager

Every licensed liquor establishment should have sound policies and procedures to practice responsible alcohol service. Clearly specified policies and procedures can keep a liquor-serving establishment in compliance with the law and prevent alcohol-related incidents.

These policies and procedures should be written for managers and staff prior to employment, and should be posted where employees can be reminded of them before and during their shift. They should also be in compliance with state and local laws, and conducive to your business. Language should be written clearly, so staff can understand and follow these directions. Disciplinary measures should be enforced for not following policies and procedures.



If an establishment has an approved or licensed Beverage Alcohol Sellers/Servers Education & Training (BASSET) program, the policies and procedures should be included in conjunction with the BASSET training curriculum. Should an establishment hire a licensed BASSET trainer, the establishment can request time for the trainer to cover these policies and procedures.

Suggestions for implementing alcohol policies and procedures at your establishment

- Keep policies and procedures for selling/serving alcohol separate from other policies regarding drink mixture requirements.
- Monitor or count drinks to prevent over service.
- Keep lines of communication open among co-workers and managers how much your patrons are consuming.
- Immediately cut off service the moment of signs of intoxication are recognized.
- Set a time limit for patrons to remain on the premises once intoxication is observed.
- Call the police if the patron insists on driving or is refused safe transportation.
- Never lose sight of an intoxicated patron.
- Post your “house rules”, for example – (We only accept VALID State of Illinois Driver’s Licenses and State Identification).
- Document incidents and potential incidents.
- Promote food or provide low cost snacks for alcohol absorption to prevent intoxication.
- Keep in compliance with maximum occupancy requirements for your establishment.
- Enroll and make it mandatory for all staff to attend BASSET training.

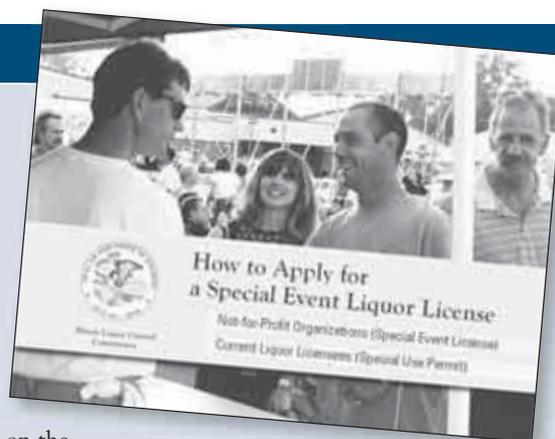
To learn more about the BASSET Program – and to find a class in your area – visit www.state.il.us/LCC and click on the “BASSET Program” link located on the left side of the screen.

Order your FREE Special Event DVD

It may be quite cold outside, but planning for your warm weather outdoor event has probably already begun. If you will be featuring alcohol at your event, the Illinois Liquor Control Commission has made navigating the process of applying for your special event liquor license easy.

The Liquor Commission has produced a DVD entitled *How to Apply for a Special Event Liquor License*. Designed for both non-profit organizations and licensed retail establishments, this short video provides step-by-step instructions and tips on how to stay within the law.

To order your FREE disk, please visit our website at www.state.il.us/LCC and click on the “FREE Special Event DVD” link, located on the right side of the screen.



Notice to licensees on the sale of *Joose, Max, and Four Loko*

by Richard Haymaker, ILCC Chief Legal Counsel

The U.S. Food and Drug Administration (FDA) issued warning letters to two Illinois non-resident dealers, United Brands and Phusion Projects, which stated their trademarked caffeinated alcoholic beverages, Joose, Max (United) and Four Loko (Phusion) are adulterated or unsafe for consumption. As a result of the FDA warning letters, the Federal Tax and Trade Bureau (TTB) issued a statement that the aforementioned brands of alcoholic liquor are mislabeled because they are adulterated.

Neither the FDA nor the TTB has taken any immediate enforcement action against the sale of these products other than to issue warning letters to the manufacturers. The manufacturers of these products have indicated that, as a result of the federal government actions, they will reformulate their products to make them safe for consumption.

Therefore, in light of these developments, the Illinois Liquor Control Commission (ILCC) makes the following statement:

1. Based upon the actions of the FDA and TTB, the Commission strongly recommends that retailers discontinue the sale of the above mentioned products to consumers. Continuing to sell adulterated and mislabeled products may increase the risk of civil liability if it is proven that the consumption of these products caused public harm.

2. Because the TTB has determined said products are mislabeled, distributors should not continue purchasing these products until they have been properly reformulated to meet FDA standards.
3. While the Commission does not mandate that retailers return said products or distributors accept their return, the Commission will not consider the voluntary return of these products for cash or credit as an illegal return or consignment sale. However, if a distributor accepts a return from one retailer, then the distributor must accept a return from all other retailers who request return. All returns and credits and reasons for such should be properly documented on a written invoice.
4. While this statement does not apply to the sale of any other caffeinated alcoholic beverages other than those specifically mentioned in this statement, all license holders are on notice that future federal, state and local government actions may prohibit the immediate sale and distribution of all other similar products. Therefore, a purchaser of similar products may be at risk of being prohibited from selling the same and purchase at their own risk.

For further questions on this issue, please contact the ILCC Legal Division at 312-814-2206.



FREE cashmat available

ALL valid "Under 21" IDs are now in a vertical

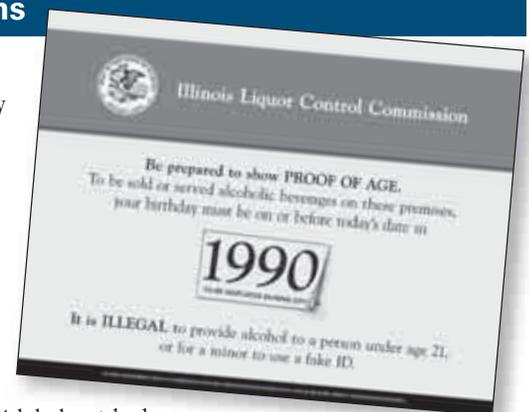
format. The Illinois Liquor Control Commission's popular 15x10 inch countertop cashmat, to be displayed wherever alcohol is sold, has been updated to include a representation of all current underage ID cards.

Also included is a listing of penalties on BOTH the seller and customer when alcohol is purchased for underage consumption. To order your FREE cashmat today, please visit www.state.il.us/LCC/mat.asp.

2011 stickers now available for "Proof of Age" signs

Remember, do NOT throw away your old "Proof of Age" signs! The Illinois Liquor Control Commission will no longer print these signs; however,

you can order 2x4 labels with the year "1990" printed on them (for placement over the old year). To order your FREE "1990" labels – or to print your own 2011 proof of age signs – please visit the "Latest News" section on the lower right of the home page www.state.il.us/LCC.



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Order your FREE ILCC materials today!

The following FREE Liquor Commission materials are available to all licensees by visiting our home page www.state.il.us/LCC and clicking on the "Industry Education Materials" link, located on the right side 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 Government Warning "Pregnancy" signs
- BASSET Program Brochure and "Quick Guide for Servers"

State, Chicago Bears TEAM up to keep roads safe

The Chicago Bears were not only successful on the field this year, they were winners off of it as well. Prior to their December 26, 2010 home game, the Bears were recognized during an on-field ceremony as one of the top teams in signing up fans to be designated drivers. During this past season, Illinois Liquor Control Commission staff helped the Bears sign up fans as part of the league-wide "Responsibility Has Its Rewards" campaign.

Organized by the TEAM Coalition (Techniques for Effective Alcohol Management), this campaign rewards National Football League fans for pledging to be designated drivers, and ensuring a safe ride home from the game for their friends and family.

"Over 8,000 fans signed the pledge at Soldier Field this year," says TEAM Coalition Executive Director Jill Pepper. "A new record for responsibility!"



As Chicago Bears President/CEO Ted Phillips (center) looks on, Illinois State Police Acting Director Jonathon Monken (right) greets MillerCoors Vice President Jackie Woodward (left) during a September 27, 2010 ceremony honoring the Bears commitment to keeping drunk drivers off the road.