



ILCC News

Volume 34
Fall 2010

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'BASSET hunt' in the dog days of summer

Communities and businesses team up to learn about proper alcohol sales, service

To reduce the possibility of alcohol-related deaths and injuries during the dog days of summer, the Illinois Liquor Control Commission (ILCC) met in Orland Park with three hundred municipal officials and liquor establishment employees. Participants, from Chicagoland's south and southwest suburbs, discussed proper alcohol sales and service.

The two informational sessions, held on July 27, were co-hosted by the Village of Orland Park and the Southwest Conference of Mayors. During the meetings, there was a focus on how communities and



businesses can encourage Beverage Alcohol Seller/Server Education and Training (BASSET).

"Those in attendance should be commended for taking a pro-active approach, and not waiting for a tragedy to occur, says ILCC Legal Counsel Ivan Fernandez, who presented at the meeting.

Illinois "second city" now a BASSET community

The Orland Park meeting followed closely on the heels of the City of Aurora mandating alcohol training for all its sellers and servers. With the passage of a BASSET ordinance, Illinois' second largest city joins nearly one hundred other BASSET communities located throughout the state.

"In these difficult economic times, protecting public safety with as minimal an impact as possible on the hospitality industry is crucial," says Aurora City Clerk Cheryl Vonhoff. "And BASSET helps us to accomplish this goal. Not only is it inexpensive for city staff to implement alcohol training, but some of our licensees have reinforced that BASSET makes good business sense."

BASSET Instructor Denese Thulin agrees. A long-time liquor industry employee, Thulin has instructed thousands of students for the Illinois Licensed Beverage Association (ILBA) – the nation's

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Your input requested! See Back Page



Palos Hills Mayor Gerald R. Bennett opens the regional meeting in Orland Park on July 27.



Breaking Free's Ann McBride (top center) meets some of Aurora's newly-minted BASSET instructors during an August 9th planning session.



Denese Thulin of the Illinois Licensed Beverage Association discusses responsible alcohol service in Orland Park.

“BASSET hunt’...” continued from page 1

oldest retail hospitality industry association, with a membership exceeding 2,500 Illinois retail businesses.

“ILBA members receive a training discount; in turn, this leads to a reduced rate on insurance costs,” she says. “More importantly, though, BASSET can be good for a business’ bottom line. I have found that BASSET-trained employees offer better service, contribute to a more pleasant business atmosphere, and encourage return visits to their establishment.”

“Additionally, a safe, friendly work environment increases employee retention rates,” Thulin continues. “All things considered, the real question is why a business would not consider offering BASSET to their employees?”

Adds Vicki Bower, a recent BASSET student from America’s Historic (formerly Walter Payton’s) Roundhouse in Aurora: “BASSET offers important tips on how to make smarter choices when selling or serving alcohol. This is especially true for in-class training, where learning is increased due to student interaction. For example, other students can offer input on the best course of action when dealing with unsafe customer behavior.”

With the ultimate benefit being that BASSET can save lives. “Data has shown that responsible alcohol service can reduce underage alcohol sales and arrests for drunk driving,” says Ann McBride of Breaking Free, an Aurora prevention organization and BASSET provider. “Simply put, BASSET can be a community’s – and business owner’s – best friend.”



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.

The next regional BASSET meeting is set for Tuesday, October 26 in Des Plaines. All north and northwest suburban Chicago liquor licensees are invited to attend this FREE workshop, and can register at www.DontBeSorry.org/DP.htm.

To learn more about the BASSET Program, please visit our home page www.state.il.us/LCC or call BASSET Manager Lee Roupas at 312.814.0773.

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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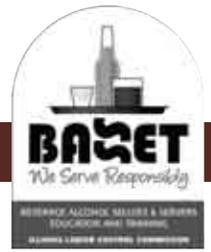
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Printed by the Authority of the State of Illinois.
28,000 copies (09/10)
IOCI 020-11





BEWARE of bar scams

By Lee J. Roupas, ILCC BASSET Program Manager

On a busy Saturday night a customer scolds a server by saying, "You took my drink, I wasn't finished." Another patron will point to a fellow patron across the bar, and will demand the server to, "Put my drink on my friend's tab." These are only a few examples of what servers have to contend with during an establishment's peak hours of operation.

Servers should be trained to be observant and monitor their customer's consumption of alcohol. A server should keep a count or have a moderately accurate estimate of how many drinks a patron has consumed.

By demonstrating responsible alcohol service practices, a server is able to know whether or not a customer did not fully finish a drink, or if a drink was served or not. A well trained server will have some validation if one customer is a friend of another before they demand that their drink goes on someone else's tab. These are common bar scams that patrons will try in order to obtain free alcohol.

Another method used is when a person of legal age is accompanied by an underage person when entering a restaurant that serves alcohol. The person of legal age will order a shot and a beer, which is also called a boilermaker, and the underage person will pour the shot in his or her soft drink when a server or manager turn their back.

Bar scams are not only done by customers, but it is unfortunate that liquor establishments will have dishonest employees who

scam the customers. A common liquor scam, and violation of the Liquor Control Act is pouring lower quality, less expensive alcohol into the empty bottle of a more expensive and prominent brand.

Another common scam that can yield temptation in an economic recession is when a server will ask for a customer's credit card to run a tab. At the end of the night, the customer will elect to pay cash instead of putting the tab on the credit card. The scam occurs when the server pockets the cash without deleting the credit card transaction. The transaction is spotted on next month's credit card statement. The server hopes the customer is too intoxicated to notice or remember.

Both business owners and customers have to be aware of bar scams. A full knowledge of the scams can save businesses money. Dishonest employees who scam customers can produce a decrease in sales and give a once respectable business a bad reputation.

To learn how to become a properly trained server, visit www.state.il.us/LCC and click on the "BASSET Program" link.



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.

"Proof of Age" signs

DO NOT throw away your 2010 "Proof of Age" signs, as these signs will not be printed for 2011. However 2x4 labels (for placement over the old year) will be made available in December.



Please visit the "Latest News" section on the lower right of the Illinois Liquor Control Commission's home page www.state.il.us/LCC to order your 2010 signs and "1990 labels" (for display in 2011).

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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"

Your input requested on ILCC Trade Practice Policies

The Illinois Liquor Control Commission (ILCC) publishes Trade Practice Policies, which are intended to notify industry members and the general public of the ILCC's interpretation of the Liquor Control Act and ILCC Rules and Regulations.

In an effort to continually update and communicate liquor control policies to all interested parties, the Liquor Commission is reviewing, and potentially revising, the below Trade Practice Policies (TPPs):

- TPP-11 Consumer Coupons and Rebates
- TPP-22 Happy Hour Law
- TPP-32 Breakage – Replacement of Damaged or Defective Product

The ILCC welcomes your input. Suggestions and comments on the above policies can be submitted through October 15, 2010 by visiting the "Latest News" section on the lower right of our home page www.state.il.us/LCC.

An open comment period for the initial TPP draft revision will then follow on November 15, 2010, with a final draft available for comment on December 15, 2010. If you have any questions, please contact ILCC Legal Counsel Ivan Fernandez at 312.814.2206.

"College Town Summit" September 27

The Illinois Liquor Control Commission will host its second annual *College Town Summit* on Monday, September 27, 10am-3pm, in Springfield. The summit is designed to address alcohol-related issues unique to college communities. **Space is quite limited**, however, if you are a college town official or school administrator and would like to attend this meeting, please visit www.DontBeSorry.org/Summit.htm to check on space availability.