



ILCC News

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www.state.il.us/LCC

Gov. Quinn taps Gloria Materre to lead Liquor Commission

Gloria Materre was appointed by Governor Pat Quinn to serve as Executive Director of the Illinois Liquor Control Commission (ILCC) on March 17. She will be responsible for implementing decisions on licensing, disciplinary measures, and policy determinations of the seven-member Commission. ILCC also oversees enforcement of laws prohibiting underage alcohol and cigarette sales.



“An experienced attorney, Gloria brings the vital skills needed to take on this new role and continue serving the State of Illinois,” says Governor Quinn. “Her strong working relationship with the public and business community will be a true asset at the ILCC.”

Prior to her ILCC appointment, Materre served as Executive Director of the Illinois Housing Development Authority since September, 2009. As the Executive Director, she coordinated the state’s efforts to finance the creation and preservation of affordable housing for low-and moderate-income residents in Illinois. Prior to taking that post, Materre served as deputy chief of staff under Governor Quinn, playing an instrumental role in housing initiatives, legislative matters, economic and business development and community stabilization.

A graduate of the University of Wisconsin and University of Illinois College of Law, Materre has an extensive legal background – she was principal of Materre and Associates, P.C. for over 13 years – as well as other professional experience.

Do you have the latest government warning sign?



To provide a means for pregnant women to seek assistance for substance abuse, Illinois Governor Pat Quinn signed Public Act 96-0387 in 2009 which added the following language to the required government warning sign: **If you need assistance for substance abuse, please call the Office of Alcoholism and Substance Abuse (OASA) at 1.800.843.6154.**

If the sign in your liquor establishment does not include the above language, please visit the “Latest News” section on the lower right side of the Liquor Commission’s home page www.state.il.us/LCC to order your signs. Remember, the posting of this sign is required in all Illinois liquor-licensed establishments

See back page for “Project Sticker Shock” event

Gov. Quinn proclaims April as Alcohol Awareness Month

ILCC kicks off statewide educational activities

On March 31, Governor Pat Quinn proclaimed April as Alcohol Awareness Month in Illinois as state, county, and city officials gathered with liquor licensees, teenagers, hospitality industry executives, and prevention professionals to raise awareness about the dangers of underage drinking.

“We have a duty to ensure the safety of our young people and reducing underage drinking is vital to that mission,” says Governor Quinn. “By presenting a united front with prevention professionals, law enforcement, and officials at all levels of government, we are sending a powerful message to our youth: we care about their future and will do whatever it takes to help them make good decisions.”

As part of a month-long public awareness campaign organized by the Illinois Liquor Control Commission (ILCC), thousands of youth and adult volunteers visited liquor stores throughout the state with signs, posters, decals, and stickers reminding adults that it is illegal to provide alcohol to minors and for minors to use fake identification.

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The March 31 kickoff event featured high school students and a wide array of VIPs from throughout the state.

New Illinois Lottery management team offers great opportunities for retailers

On March 1, Northstar Lottery Group became the first private manager of the Illinois Lottery. Our current liquor retailers may have already started seeing some of the changes being implemented to make their businesses run more efficiently. These changes were designed to help our lottery sales agents – many of whom are already using the new lottery terminals – enhance and grow their business.

For those liquor retailers who are currently not selling lottery tickets, this is a great opportunity to reconsider that choice. For example, the footprint of the new lottery equipment is smaller and ticket sales are faster. Additionally, Illinois Lottery retailers will notice a better, more efficient ticket delivery system – all done with the goal of making lottery management easier, so lottery sales agents can focus on their core business.

Lastly, Northstar will offer more performance-based sales incentives – so the more you sell, the more you earn! To learn more about how the Illinois Lottery can improve your bottom line, please call 855-MY-LOTTO (855-695-6886).



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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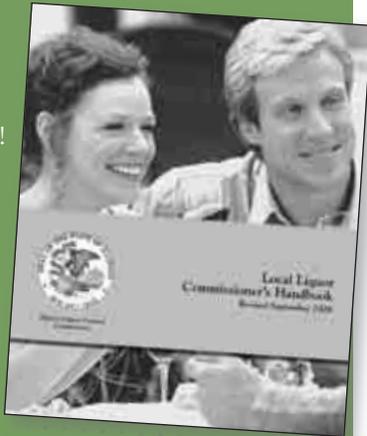
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Handbook available for local jurisdictions only

Promote your local economy and ensure a safer community by ordering the *Local Liquor Commissioner's Handbook* today! This handy publication will serve as a solid resource for all local officials — including mayors, police chiefs, sheriffs, city managers, village trustees, clerks, and county chairs.

To request your FREE handbook, please visit the web at www.state.il.us/LCC/LLhandbook.asp. Please note, only orders from local officials will be filled.



BASSET classes more popular than ever



In 2010, THOUSANDS of Illinois liquor establishment employees and owners made our state a safer place by attending a Beverage Alcohol Seller/Server Education & Training (BASSET) class. Below are the BASSET totals for calendar year 2010 (from data submitted by 60 percent of Illinois' state-certified BASSET providers):

Sellers/servers trained:	45,414
BASSET classes held:	12,933
Businesses represented:	3,274

Additionally, more and more communities and businesses in Illinois are requiring their liquor employees to attend a BASSET class. Have your employees learned how to spot a fake ID and serve alcohol responsibly? If not, please contact BASSET Manager Lee Roupas today at 312-814-0773 or visit www.state.il.us/LCC (click on the "BASSET Program" link at left) to find a class near you.

"Awareness Month" continued from page 2

"Friends and family over the age of 21 remain the primary source of alcohol for underage drinking," says ILCC Executive Director Gloria Materre. "Parental responsibility, in particular, is one of the messages our volunteers are sharing with their communities. Thanks to the outstanding statewide support from state liquor licensees, parents are learning the effects of alcohol consumption on their children's health and mental well-being. I am confident this valuable information will encourage both adults and teens to make more responsible choices."



Chicago Alderman James Balcer addresses the audience at the March 31 kickoff event for April's statewide educational activities.

City of Chicago Alderman James Balcer (11th Ward) says his ward serves as a good microcosm of society, featuring diverse ethnic neighborhoods and residents at nearly every income level. "The health and social consequences of underage drinking cuts across all socio-economic groups," observes Ald. Balcer, who helped kick off the month-long activities at the Chicago Police Department's District 9 headquarters in the city's Bridgeport neighborhood.

"The consequences of underage drinking can last a lifetime, and be detrimental to a healthy, successful existence," he adds, while noting a recent American Medical Association study which

revealed minor drinking can cause long-term and irreversible damage to the still-developing teenage brain.

"It's important for families to understand that the health effects of alcohol consumption are very different for teenagers than for adults," says Cook County Commissioner John P. Daley. "Underage drinking is a serious problem, and the beverage industry is doing the right thing by raising awareness and promoting responsibility."

A community-driven partnership to counter the devastating effects of underage drinking is underway on Chicago's South and Southwest Sides called the *Be United Multi-Neighborhood Collaborative*, which features a number of local and state organizations who have signed on as participants. According to Chicago Police Department Commander David Jarmusz, one example of the partnership is with the Illinois Liquor Control Commission in hosting a Beverage Alcohol Seller/Server Training & Education (BASSET) class.

"We are excited about this collaborative effort because we know it will help bring awareness and prevention of underage drinking," says Commander Jarmusz. "That is why we are asking all District 9 liquor establishment owners, managers, and seller/servers to participate in a training class which will further carry out the mission of preventing underage drinking."

See box at top right of page for more details about the BASSET Program. For further information about the ILCC's underage drinking awareness efforts, please visit www.DontBeSorry.org.

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"Sticker Shock" partners in prevention

The Illinois Liquor Control Commission's (ILCC) 3rd Annual "Project Sticker Shock" event this past April featured hundreds of local partners – and thousands of volunteers – from throughout the state. Also signing on as partners for this month-long educational activity were the following statewide organizations from both the liquor industry and prevention field:

- Operation Snowball (state and local chapters);
- Associated Beer Distributors of Illinois (ABDI);
- Wine & Spirits Distributors of Illinois (WSDI);
- Illinois Retail Merchants Association (IRMA);
- Illinois Restaurant Association;
- Illinois Petroleum Marketers Association (IPMA);
- Illinois Licensed Beverage Association (ILBA);
- Mothers Against Drunk Driving (MADD);
- Illinois Municipal League;
- Alliance Against Intoxicated Motorists (AAIM);
- Students Against Destructive Decisions (SADD);
- Illinois Association of Chiefs of Police;
- Illinois Sheriffs' Association;
- IL Alcoholism and Drug Dependence Association; (IADDA);
- Illinois Food Retailers Association;
- Illinois Drug Education Alliance (IDEA);
- Illinois Association of Convenience Stores (IACS);
- Prevention First, Inc;
- Community Behavioral Healthcare Association of IL (CBHA).



With the help of Prevention First Executive Director Karel Homrig, a Chicago De La Salle High School student posts a Spanish "Sticker Shock" decal.

"By bringing all stakeholders into the fold, we sharply increase our effectiveness in combating society's underage drinking problem," says ILCC Education Manager Ted Penesis, whose Industry Education Division created the Sticker Shock materials and coordinated the statewide activities. "Through this combined effort, all parties are able to recognize their role in fighting this serious issue."

See page 2 for the kickoff to this month-long educational activity