



# ILCC News

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## Parent education effort launched in Illinois to reduce underage drinking

By Laura Murphy, ILCC Parental Responsibility Coordinator

**U**nderage drinking has reached epidemic portions in this country and the State of Illinois is not immune. Most young people who start drinking before the age of 21 years do so when they are 13-14 years old.

"We recognize there is no easy fix to the underage drinking problem, and we are asking parents to get involved and take responsibility for their children's actions," says Gloria L. Materre, Executive Director of the Illinois Liquor Control Commission (ILCC). "It is time for parents to stop looking the other way and tell children and teens that underage drinking is *never okay*, even during prom and graduation season."

The ILCC has embarked on a new parental responsibility campaign to prevent underage drinking that encourages partners across the state to get involved. Through this effort, the ILCC and its partners are committed to engaging parents in talking with their children at an early age about the dangers of underage and binge drinking.

"Family members, and particularly parents, have the greatest influence on whether young people decide to drink," Materre states. "If all echo the same message, I truly believe we can change behavior and societal norms."

One aspect of the campaign is to educate parents who subscribe to old norms and incorrect theories, such as: "*I did it and survived*," or "*It's a rite of passage*" and "*You're only young once*." While certainly in the minority, parents who allow children to have "just a few beers before prom" can now suffer *real* consequences, including a felony conviction and subsequent jail time if it leads to serious injury or death.

On average, studies show that 60 percent of underage drinkers obtain alcohol from a family member or friend. With this in mind, *Social Host* legislation (House Bill 1554) was introduced in the Illinois



*continued on page 7*

## A short primer on drink sizes, pitchers, and more

By Gloria Materre, ILCC Executive Director

The Illinois Liquor Control Commission (ILCC) realizes the vast majority of our retailers are already in compliance with the Happy Hour limitations of the Liquor Control Act. But it is always prudent for licensees to be aware of a few reminders and clarifications on the policies of what is and is not allowed.

Our goal is to ensure *all* retailers are following proper procedures and not being penalized. Following is an explanation of a few of these policies.



### One drink at a time

Serving two or more drinks to one person for their own consumption is against the law. Similarly, “two-for-one” or “three-for-one” drink promotions are prohibited.

Also, pitchers, buckets, carafes, bottles, or other serving containers customarily sold and consumed by two or more people may not be served to one person unless the container is a standard-sized bottle, flight, or carafe of wine.

### Make mine a double

Drinks that are commonly mixed, like Long Island ice teas and a *shot-and-a-beer* (or “boilermaker”), are considered one drink and can be served to one person for consumption by that person. The expectation, however, is that the cost of the drink be reasonably proportionate to the combined cost of each individual unit of alcoholic liquor contained in the drink on that given business day.

The same goes for *doubles*. The license holder must increase the price of a drink in direct proportion to the increase of the amount of alcoholic liquor contained in the drink. In this case, license holders must use a reasonable approximation calculation to increase the price of the drink in relation to the increase in the amount of alcoholic liquor. The baseline for such measurement will be the regular cost of a drink during the same business day for the same type.

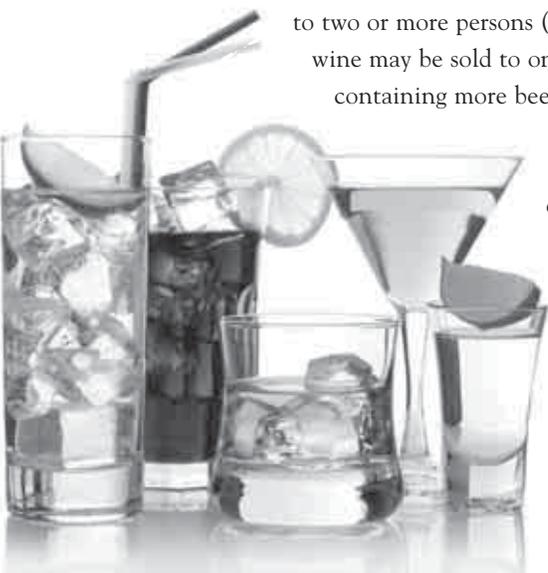
### What is the equivalent of a pitcher?

Remember, a pitcher, bucket, carafe or similar container must be delivered to two or more persons (as mentioned earlier, carafes, bottles, or flights of wine may be sold to one person). This means that “beer towers” containing more beer than a standard-sized pitcher are prohibited.

“Table taps” are permitted, but only under the condition that taps are restricted from dispensing more than the standard pitcher size to two or more persons and no more than 16 ounces of beer to one person.

### Confused about liquor regulations? Give us a call

We hope the above descriptions will help ensure your business’ success. If you need further clarification, please call us at 312-814-2206.



## 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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## College town celebratory drinking events targeted by ILCC special agents

Prior to last fall's College Town Summit (CTS11), a gathering of key stakeholders in Illinois' college towns, the Illinois Liquor Control Commission (ILCC) convened a steering committee to plan the summit agenda. During the planning process, the CTS11 Steering Committee determined that *celebratory drinking events*, which often feature underage alcohol consumption and binge drinking, was worthy of the full attention of summit attendees.

Following the summit, CTS11 attendees evaluated strategies on how to reduce the negative impact of these types of events. At the top of many attendees' priority list was the need to strengthen coalitions and expand coordination between all levels of government.

### ILCC hits the ground running

Putting words into action came shortly thereafter – with special agents from the ILCC's Investigations Division playing a lead role. For the past several years, a celebratory drinking event called Polar Bear has been held in Carbondale near the Southern Illinois University campus. SIU officials asked the Liquor Commission to assist local law enforcement during this past January's event to ensure liquor licensees were following the law.

Among the duties conducted by ILCC agents was the coordination of covert underage compliance check operations. Compliance teams consisted of a Liquor Commission special agent, local law enforcement officer, and an underage participant. Establishments were also checked to ensure they followed all ILCC and Illinois Department of Revenue (IDOR) rules and regulations.

"We had a safe, much tamer event this January than in past years," says SIU Chancellor Rita Cheng. "This was due in no small part to



the combined efforts of all involved, including the Illinois Liquor Control Commission."

A total of 36 liquor license establishments were tested, with six failing and selling to a minor. Sellers were arrested by the Carbondale Police Department, while the liquor establishments will be subjected to a fine, suspension, or revocation of their license. ILCC agents also cited four establishments for numerous "Happy Hour" violations.

### "Unofficial" duty continues

Then, in March, the Investigations Division continued their yearly sweeps of liquor licensees near the University of Illinois during the annual Unofficial St. Patrick's Day celebration.

This is one of the larger celebratory drinking events in the Midwest, which is best illustrated by the tickets issued to those from outside the Champaign-Urbana area. Of the 289 tickets issued (consisting of various offenses, such as possession of alcohol by a minor, public possession of alcohol, throwing dangerous materials from balconies, drug charges, carrying open liquor off premise, and possession of keg without a license), 187 were students visiting from other colleges – including those from all of Illinois' neighboring states.

As for the ILCC agents, a total of 58 businesses were checked for underage sales, with 10 failing the check. 62 "Happy Hour" violations were also issued during this weekend.

"Overall, we accomplished a great deal and our efforts *did* make a difference," says IDOR Chief of Investigations/Enforcement John Chambers. "While the number of violations is still quite high, we are seeing a continued downward trend from previous years."

*Remember, ILCC special agents conduct inspections and underage compliance operations throughout the state. Your best defense against paying the high cost of non-compliance is to enroll your staff in a Beverage Alcohol Seller/Server Education & Training (BASSET) today! Visit [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset) and click on the "Training Class Directory" link to find a class near you.*

### Child off to college...?

Then you'll want to order *The Bottom Line: A College Parent's Guide On Underage Drinking*.

Here's the bottom line: It is illegal for college students under the age of 21 to drink alcohol. This booklet was produced to provide parents with the bottom line facts regarding underage drinking in Illinois, and issues related to the over-consumption of alcohol on our college campuses.

It is our hope that you will share this information with your son or daughter as they begin a new life on their own in college. To order your FREE guide, please visit [www.DontBeSorry.org/CollegeGuide.htm](http://www.DontBeSorry.org/CollegeGuide.htm).



## Lt. Governor Simon *kicks off* parent education campaign

### State, local officials “team up” in Macon County prior to Super Bowl weekend

Illinois Lieutenant Governor Sheila Simon *kicked off* a variety of educational activities on January 25 to ensure the safe, responsible, and legal use of alcohol on Super Bowl Sunday.

During the Illinois Liquor Control Commission’s (ILCC) inaugural Parental Responsibility campaign event in Decatur, Lt. Governor Simon transmitted live welcoming comments from Springfield. The meeting was designed to provide parents with the tools they need to reduce the incidence of underage and binge drinking.

“As the mother of two daughters, I understand the importance of talking openly and honestly about the dangers of underage drinking,” says Lt. Governor Simon. “I urge all parents to start these conversations with their children at an early age.”



Decatur Community Partnership Executive Director Vivian Goodman and ILCC Education Manager Ted Penesis prepare for the January 25 parental responsibility kickoff event.



Among the topics discussed at the January 25 meeting in Decatur was how parents and teenagers can view with a critical eye the ever-present and popular beer ads aired during the Super Bowl telecast.

Underage drinkers most often obtain alcohol from their home, or from someone they know who purchased it for them, such as a family friend, parent, or another relative old enough to purchase liquor, according to a recent federal study.



Illinois Liquor Control Commission



Following the January 25 meeting, presenters (from left to right) Dan Clausner from Illinois Licensed Beverage Association and Robyn Block from the Students Against Destructive Decision’s (SADD) state office share a conversation, while ILCC BASSET Manager Lee Roupas looks on and ILCC Parental Responsibility Coordinator Laura Murphy chats with a parent.

“A cultural shift to reduce the tragic results of underage drinking has to start at home,” says ILCC Executive Director Gloria Materre. “Parents must be willing to talk to their children and let them know that underage drinking is unacceptable.”

The following day, on January 26, the ILCC hosted two free Beverage Alcohol Seller/Server Education & Training (BASSET) classes for nearly 400 liquor establishment employees and local elected officials. Through this training, attendees learned how to operate safely, legally, and profitably while conducting Super Bowl Sunday festivities.

Among the speakers was Joliet Police Officer John Hanke, (shown at right) who presented the Safety Training to Encourage Profitable Service (STEPS) curriculum, and trainers from the Illinois Secretary of State’s Operation Straight ID team.



“The Illinois Secretary of State Police has forged a strong partnership with the liquor industry, other state agencies, and local government in our combined efforts to eliminate the use of counterfeit identification in our state,” notes Illinois Secretary of State Police Director Brad Demuzio, one of opening speakers during the training session. “The message we are sending today is clear: If you intend to create or use

a fake ID, we are watching closely and will ultimately catch you.”

Finally, on January 27, Macon Meridian High School students learned about the physical, legal, and mental health effects of underage drinking during an all-school assembly. The presentation concluded with stars from the school’s varsity basketball team providing a persuasive demonstration on how alcohol can affect a user’s perception of reality.

“The assembled students certainly laughed as they watched their classmates struggle on the court while wearing the FatalVision goggles, but they also understood the underlying message: The consequences of alcohol use can be deadly,” says ILCC Education Manager Ted Penesis, who organized the Macon County activities as part of the Commission’s *Don’t Be Sorry* underage drinking awareness program.

The ILCC wishes to thank Decatur Community Partnership Executive Director Vivian Goodman, Macon County Deputy Sheriff Tim Hoffman, and Decatur Mayor Mike McElroy for their invaluable assistance during the planning of these events.



A parent from Decatur listens to Macon County Deputy Sheriff Tim Hoffman (right) following his January 25 presentation.

If you would like to host an ILCC educational event in your community, please visit [www.DontBeSorry.org](http://www.DontBeSorry.org) or call Ted Penesis at 312-814-4802. For more information about the BASSET program, please call 312-814-0773, send an email to [lee.roupas@illinois.gov](mailto:lee.roupas@illinois.gov) or visit [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset).



Nearly 400 liquor employees, mayors, police chiefs, and other local officials from throughout central Illinois attended the two BASSET classes in Decatur on January 26.

## Clerks more likely to sell to minors when minor shows valid ID

By Jeff Barr, Tobacco Program Manager

It defies all logic, but minors participating in compliance checks conducted by the Illinois Liquor Control Commission's tobacco program are now more likely to purchase tobacco products by simply showing their valid ID. An ID which clearly states they are "Under 18 until mm/dd/yy".

What is disturbing is that in 54 percent of the sales, the clerk didn't ask for an ID. And of the 46 percent who did ask for an ID, the clerk still sold tobacco to the minor after looking at their ID. Prior to 2011, minors participating in tobacco compliance checks did not present their ID when asked. The Retail Violation Rate (RVR) for 2010 was four percent, which consequently was one of the better RVRs in the nation. For 2011, a 400 percent increase in the RVR occurred simply because our minors now show their ID when asked.

It should also be noted that retailers utilizing registers equipped with age-verification software are not immune to selling to minors. Unfortunately, it is all too common for a minor present an ID which clearly states the date on which they turn 18; observe the clerk enter their date of birth once, twice and even three times (with the system alerting the clerk after each date of birth entry that the customer is underage); and then watch the clerk override the system.

Following are some tips to help you pass a compliance check, and ultimately decrease the ability of minors to purchase age-restrictive products (tobacco and alcohol) outside of compliance testing:



1. Ask for an ID. **No ID – No Sell!**
  - a. In 54 percent of the tobacco sales to minors the clerk didn't ask for an ID.
  - b. Under no circumstances should you rely on a customer telling you the truth if you ask them how old they are.
2. If the customer presents you with an Illinois Drivers License or Illinois State ID that is vertically oriented they are underage for either tobacco or alcohol. (The only exception to this is if they are 21 and haven't yet had their Drivers License updated to the horizontal format.)
  - a. The days of calculating the age by subtracting the date of birth, etc are over. You don't have to calculate anything. There are two phrases on vertical licenses to verify:
    - i. "Under 21 until mm/dd/yy"
    - ii. "Under 18 until mm/dd/yy"
  - b. If the register system has age-restrictive software and it won't accept the date of birth it's a good indication that the customer is underage. Don't automatically override it.
3. The final test: **Is the photo on the ID that of the person standing in front of you.**

If the clerks who sold tobacco to the Commission's minors in 2011 had followed these three steps, an additional 54 percent of the clerks would have asked for an ID and 100 percent would have read the "Under 18 until mm/dd/yy" statement. At that point, it's a simple choice of knowingly selling to a minor.

Another false sense of security retailers have fallen into is thinking that minors participating in tobacco compliance checks purchase only one type of cigarette brand. This is entirely incorrect; we make purchase attempts on all types of tobacco products. We also buy \$15 packs of hookah tobacco, fine cigars, flavored cigars, blunts, smokeless tobacco, discount cigarettes, and single cigarettes.

Stopping sales to minors is easily attainable. Simply ask for an ID; verify the "Under 18 until mm/dd/yr" statement; and is the photo that of the person standing in front of you. Another observation from our countless discussions with minors, retailers, parents, law enforcement and health advocates: **Minors who consume age-restrictive products know which retailers and which clerks will sell to them.** Is this something you want to be known for?

Order your *FREE Tobacco Retailer Kit* today! The kit includes a review of state minimum-age tobacco laws, required signage, and various other educational materials. To place your order, please visit the Commission's "Kids Can't Buy 'em Here!" website at [www.state.il.us/LCC/tobacco](http://www.state.il.us/LCC/tobacco) and click on the "Retail Education" link along the left side of the screen.

## Avoid the "End-of-Month" licensing blues

As many long-time liquor license holders know, you will likely experience a significant wait when renewing your license at either our Chicago or Springfield offices during the last day of the month (the expiration date on most liquor licenses). However, did you know you can renew your state license during an earlier, less crowded time of the month if your local license is unexpired at the time of renewal?

For example, if both your state and local liquor license expire on April 30, 2012, you can renew the state license PRIOR to April 30, since you have a valid local license at the time of renewal.

Remember, though, if you miss your upcoming local license renewal, your state license will no longer be valid once April 30 rolls around.

Of course, you can avoid the crowds completely by mailing in the renewal form, which will arrive at your mailing address approximately 4-6 weeks prior to expiration. If you have any additional licensing questions, please call our Licensing 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, 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](http://www.state.il.us/LCC/mat.asp).



## Bulletin on "of-value" violations

The Illinois Liquor Control Commission (ILCC) has been asked to make a statement regarding the Commission's policy on the awarding and accepting of prohibited items by licensed distributors and retailers, a concept commonly-referred to as "of-value" violations. Under Article VI of the Illinois Liquor Control Act of 1934, licensed distributors are strictly prohibited from providing at no charge, or "giving away", any items, unless specifically permitted in the law.

Conversely, licensed retailers are strictly prohibited from accepting without payment, or "receiving" any item, that is not specifically permitted in the law. In order to ensure that the law is followed and to help reduce the number of violations, the Commission will subject both the distributor and retailer to disciplinary action whenever "of value" violations are discovered.

Depending on severity of the offense and each licensee's disciplinary history, penalties assessed for these violations range from a \$500 administrative fine to license suspensions or revocations for the most serious infractions. Please note, the Commission and its staff will review each incident individually and use its discretion to advise a penalty. If you have any further questions regarding this matter, please contact the ILCC Legal Division at 312-814-2206.

*Parent education effort launched..." continued from page 1*

General Assembly last year. If it becomes law, those allowing underage drinking in their home will be subject to a Class A misdemeanor (up to a year in jail and a \$2500 fine).

"By focusing our educational efforts on parents, we have the greatest chance of being successful at changing behavior," explains Materre. "Parents must be aware of the facts if we expect them to make responsible choices. The only way for them to know the facts is to engage them in the process and teach them the consequences of underage drinking."

To this end, the campaign will provide parents with the most up to date information available about underage drinking. For example, a recent study conducted by the *Journal of Studies on Alcohol and Drugs* (May 2011) found that children who drank alcohol in front

of their parents tended to drink more and encounter more alcohol-related trouble later on, including more fights, blackouts, regrettable sex, and binge-drinking incidents.

"We have a lot of work ahead of us to change the culture of underage drinking in our society," Materre adds. "Getting parents to understand the vital role they play in preventing underage drinking and the harmful, often tragic consequences of binge drinking would represent a solid first step in that direction."

*To arrange for a visit with parental responsibility staff in your community, please contact the ILCC's Laura Murphy at 312-814-3083 or via email at [laura.murphy@illinois.gov](mailto:laura.murphy@illinois.gov). Please turn to page 4 to review the ILCC's first parental responsibility campaign event, which featured Illinois Lieutenant Governor Sheila Simon.*

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## Local liquor survey results – Part II

The Illinois Liquor Control Commission (ILCC) surveyed all local liquor licensing authorities regarding alcohol sales and service. The Winter 2011-12 edition of *ILCC News* featured information about local alcohol training requirements. In this issue, we focus on other ordinances currently in place at the local level.

### Local ordinances

- **Under 21 allowed in bars?** While over half of the responding jurisdictions indicated they allow at least some underage patrons to enter a bar/tavern, **less than 10 percent** allow them to enter without a legal guardian present. Please note, the Illinois Liquor Control Act (235 ILCS 5/6-16.2) allows local jurisdictional control on the bar entry age (restaurants that serve alcohol are exempt from this law).
- **Keg registration:** A total of **60 local jurisdictions** require retailers to keep a register of keg sales. While varying by jurisdiction, most local keg registration ordinances require an identification tag to be affixed to the keg and for the purchaser to indicate where the keg will be consumed.
- **Number of liquor licenses capped?** Over **61 percent** of Illinois' liquor-selling jurisdictions have an ordinance which "caps" the number of liquor licenses available. It should be noted that some local jurisdictions allow this cap to be raised on a case-by-case basis.

Over 1,000 survey responses were received by the ILCC from municipalities and counties throughout the state. Later this year, all collected local liquor information will be posted online. In the meantime, future issues of *ILCC News* will continue to publish a summary of the collected data.

## Order your FREE ILCC materials today!

The following FREE materials are available on our home page [www.state.il.us/LCC](http://www.state.il.us/LCC) (click on the "Industry Education Materials" link on the right side of the screen):

- Illinois Liquor Control Act and ILCC/BASSET Rules & Regs.
- "Happy Hour Law" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and Government Warning "Pregnancy" signs.
- BASSET Program Brochure.
- Overview of the ILCC.
- Past *ILCC News* newsletters.
- And more!