



# ILCC News

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## Don't Be Sorry unveils "shocking" new program

This past spring, with prom and graduation season in full swing, the Illinois Liquor Control Commission's *Don't Be Sorry* program kicked off a new statewide initiative to educate students, parents, and liquor retailers about the legal consequences of underage drinking.



The new *Project Sticker Shock* campaign debuted in Rock Falls, where a similar effort was inaugurated locally last year by Sinnissippi Centers Inc., a community-based behavioral healthcare center serving Carroll, Lee, Ogle and Whiteside Counties.

During this campaign kickoff, stickers were placed on alcoholic beverages reminding adults and teens of their legal obligations in regard to underage drinking. As part of the kickoff activities, traffic safety consultant Marti Belluschi addressed an assembly of Rock Falls High School students about how drinking and driving has affected her life.

When she was fifteen, Marti Belluschi, along with her father, were hit head-on by a drunk driver who was going 90 miles an hour. Both were seriously injured in the crash, with Marti near death.



Rock Falls High School Principal Ron McCord (back row, far left) joined his students in kicking off the new *Sticker Shock* program on May 7.

This past March, on the anniversary date of her crash, she met for the first time the two responding police officers who saved her life.

*Don't Be Sorry* is an educational program designed to teach students, parents, and liquor retailers about the dangers of underage drinking. *Don't Be Sorry* features educators and guest speakers who travel the state to share their personal experiences and the consequences

*continued on page 4*

See Page 3 for direct shipping news

## A letter from the Chairman



As the dog days of summer wind down, college students will begin trickling back into school. This means liquor establishments in the college towns must be on the lookout for those underage trying to sneak a drink at their establishment or using a fake ID to purchase alcohol for consumption elsewhere. I am confident, however, our liquor retailers and their staff are up for this challenge.

Serving alcohol responsibly is more important than ever at this time of year. A recent study showed that college students are the most at risk to die of alcohol poisoning. In fact, the number of college students who drank themselves to death nearly doubled over the seven-year span of the study. Even more tragic, more than half of those who died were under the legal drinking age of 21.

As the above clearly illustrates, over-consumption and underage drinking are a deadly combination, especially for incoming freshmen. These students are more likely to experiment with risky behavior as they get their first taste of living away from home. But don't forget about our high school students either. Retailers should pay extra close attention to those purchasing alcohol during Friday night high school football games; local law enforcement — who often assist with our compliance check operations — report this night as the highest rate of underage drinking in their communities.

To avoid an alcohol poisoning tragedy at your establishment, it is extremely important to have your staff properly trained by a BASSET-approved provider (*see page 6 for more details on the BASSET program*). In addition to preventing a senseless tragedy from occurring, BASSET training will protect your livelihood and lower your insurance costs. Remember, even after they leave your establishment, you are liable for the actions of those who have been over-served should it result in death or injury.

If you would like more information about the law, how to protect your business from receiving an unnecessary violation, or to discover the benefits of alcohol training for you and your staff, please do not hesitate to give us a call at 312.814.2206 (listen to the prompt for a direct connection to the appropriate staffer).

At the Liquor Commission, we take great pride in the conscientiousness of our licensees in serving alcohol responsibly, and I strongly believe that pride will remain during the upcoming school year.

Sincerely,

Irving J. Koppel  
Chairman  
Illinois Liquor Control Commission

## New licensed BASSET providers

### MARCH

- Key Lime Cove of Gurnee
- Anne Kijowski
- Spybar

### APRIL

- The Joynt
- Spaghetti Warehouse Restaurant

### MAY

- Jack Carey
- Asha Mathew
- Walmart
- Westin Hotel Wheeling



## 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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**It's the law**

By Janine Franklin, ILCC Intern

This article addresses some of the more common questions received by Illinois Liquor Control Commission (ILCC) staff.

**What is BYOB?**

BYOB stands for *Bring Your Own Bottle* and is a practice that is used by local businesses, if they so chose, allowing their patrons to bring their own alcohol to the facility. Local businesses usually practice this under three conditions: 1) They can't get a liquor license; 2) They are in the process of obtaining a liquor license; or 3) Their local municipality does not issue liquor licenses.

BYOB may be prohibited or highly restricted by the local liquor licensing authorities. Because each municipality may have different rules, a retail licensee is strongly recommended to confer with the local licensing authority prior to allowing BYOB at their business. As a general rule, the licensee and/or its agents must avoid serving, storing, or handling alcoholic liquor in any manner. The licensee may also want to consider obtaining host liquor liability insurance coverage to protect them from liability arising from liquor-related incidents, which may arise from the consumption of alcoholic liquor at their location.

**Offer of Compromise**

Has your establishment been cited for a violation? The ILCC often conducts random inspections of liquor licensees. Following these inspections, the ILCC sends an **Offer of Compromise (settlement agreement)** to resolve any violations.

The Offer of Compromise includes a proposed offer for settlement from the ILCC. Licensees will find the violation(s) that originated

from the Field Inspection Report (which is given at the time of inspection) on the bottom left-hand side of the form. The Offer of Compromise will include two options for the licensee:

- 1) Accept the stated agreement, or 2) Dispute the violation.

**Please read the Offer of Compromise carefully.** To accept the offer, a licensee would sign the settlement agreement and mail it to the ILCC along with a money order. If the licensee decides to dispute the alleged violation, he/she would request a disciplinary conference, indicate their preference of location for the conference (Chicago or Springfield), and sign it. This decision needs to be mailed to the Administrative Review Process (ARP) unit.

Phone calls are not sufficient for resolving violations; however, you may call the Legal Division at 312.814.4801 for more information on the ARP process.

*ILCC Paralegal Karen Cole-Kearney and Legal Counsel Ivan Fernandez contributed to this article.*

**License required when shipping wine directly to Illinois consumers**



Since June 1, 2008, over 300 wineries from throughout the United States have been approved for the new *State of Illinois Winery Shipper's License*. Remember, only wineries with an **approved license can ship directly to Illinois consumers.**

To review an alphabetical listing of the approved wineries (with addresses and phone numbers) as well as download a Winery Shipper's License application, please visit the "Latest News" located on the right side of our home page [www.state.il.us/LCC](http://www.state.il.us/LCC).

Those shipping directly without an approved license will be issued a cease-and-desist order and/or be reported to the Illinois Attorney General's Office and Federal Alcohol and Tobacco Tax and Trade Bureau (TTB).

**10 second quiz for licensees**

**Q:** *True or false: It is acceptable for a retailer to purchase product from another liquor store if they run out of stock during operating hours.*

**A:** FALSE.

It has been brought to the attention of several ILCC special agents that distributors have noted the above is acceptable behavior. In actuality, this behavior is prohibited and subject to a \$500.00 fine.



Serving as adult chaperones for the Kendall County *Sticker Shock* kickoff were (back row from left) Plano Mayor Bill Roberts, Plano Police Chief Steven Eaves, Kendall County Sheriff Dick Randall, Joannie Leigh of the Kendall County Network Project, Devin Bates of the Education Service Network (ESN), Manager Terry Bronk of The Vineyard liquor store, and Lieutenant Leo Rasmussen of the Plano Police Department. In addition to securing the cooperation of the above groups, ESN's Bates also partnered with the Plano School District, Grundy-Kendall Regional Office of Education, and Operation Snowball on planning for the event.



A Paris, IL teen places a *Don't Be Sorry* sticker on an alcohol product at a Kroger's grocery store this past May. The two-day Paris event was held in partnership with a variety of local organizations, including SUN (Stop Underage drinking Now), the Human Resources Center (HRC) of Edgar & Clark Counties, Paris Police Department, Paris School District, Edgar County Sheriff's Office, City of Paris, and area liquor retailers.

of underage drinking. Belluschi presented with Ted Penesis, the ILCC's Industry Education Manager, as they offered information and distributed materials about the health and legal consequences of underage drinking.

Once the school day ended, Rock Falls students kicked off the new State of Illinois *Sticker Shock* campaign as they fanned out across the community to distribute stickers, decals, and posters emphasizing the laws regarding underage drinking. "We chose the City of Rock Falls as the statewide kickoff site to honor area officials for bringing this innovative program idea to our attention," says Lainie Krozel, Acting Director of the Liquor Commission. "After all, there would not be a statewide *Sticker Shock* campaign if not for the Sinnissippi Center's previous efforts and success."

*Sticker Shock* posters were hung in area establishments, decals were adhered to glass doors, and stickers were placed on packages of beer, wine coolers, distilled spirits, and other alcohol products that might appeal to underage drinkers. Says Sinnissippi Center's Tedra Mewhirter: "We are thrilled the state chose to expand upon our work. Obviously, this is just one component to an overall prevention strategy, but if this final *Sticker Shock* reminder note ultimately stops someone from purchasing alcohol for underage consumption, then we're doing the right thing."

Among those overseeing the students' work at the Rock Falls liquor establishments was Judy Randall of the Whiteside County Health Department. "This effort enables us to shine a spotlight on the dangers of underage drinking," says Randall. "The health

effects alone should be enough to give one pause, particularly a parent, before purchasing alcohol for a minor."

### Adults reminded to "stick" with program

A recently released study confirmed what prevention professionals and law enforcement personnel already knew: The majority of alcohol consumed by underage drinkers was purchased by someone of legal age.

With this in mind, the campaign's posters contain additional information on the legal consequences of underage drinking for both adults and teens. For example, it lists situations when felony charges can be filed against parents for allowing underage in addition to charges against those who are underage. Other *Don't Be Sorry* materials—such as cashmats, t-shirts, and buttons—were also distributed at the kickoff event to further educate students, parents, and liquor retailers.

"Preventing an underage drinking incident from occurring in the first place is always better than dealing with the potential aftermath," says ILCC Industry Education Manager Ted Penesis. "The message we are sending is simple and to the point: It is illegal to provide alcohol to those under 21. Hopefully, through this campaign, we can educate people about the legal consequences of their actions, and make them think twice before furnishing alcohol to minors."

The Rock Falls event was just one of many *stickering* parties held this past spring. As part of a statewide *Sticker Shock* kickoff tour,

**“...we received outstanding local support for our kickoff event in Woodford County, which was attended by Sheriff James Pierceall and Eureka Mayor Scott Punke.”** *Ted Penesis*

the *Don't Be Sorry* campaign visited all points on the Illinois map—including suburban Chicago and the Peoria area.

“By working together at the local level, we can lessen the negative impact alcohol can have on a community,” Penesis adds. “It was inspiring to see schools, businesses, prevention professionals, and local government officials all coming together to educate their constituents on this important topic. As just one example, we received outstanding local support for our kickoff event in Woodford County, which was attended by Sheriff James Pierceall and Eureka Mayor Scott Punke.”

The tour stop in the eastern Illinois town of Paris was no exception. A large contingent of teens made the rounds at area liquor establishments while various community leaders looked on and assisted in the endeavor.

“Underage drinking is a community problem, one that has been long accepted as the social norm,” says Cherise Murphy, Prevention Coordinator for the Human Resources Center (HRC) of Edgar & Clark Counties. “It’s great that we have so many organizations and businesses working together to bring attention to the issue: students, parents, police, retailers—this is a big statement!”

### **Driving the point home**

Meanwhile, down in the southeastern end of the state, Belluschi, who participated in *Don't Be Sorry* events throughout Illinois over the past year, captivated both parents and students alike during presentations in Saline, Gallatin, and White counties.

“The effect Marti had on students, in particular, was quite remarkable,” says Megan Jackson, Prevention Specialist at the

Egyptian Health Department. “Some of them even fainted right there during her talk.”

Adds Gallatin County School District Project Coordinator Robin Bartok: “When they entered the gymnasium or auditorium, students thought they were attending a typical student assembly, but they were in for quite a surprise.”

“I have no doubt many left with a new perspective of how underage alcohol consumption of alcohol can affect their lives, and more specifically, the tragic results of drinking and driving,” says Bartok, who oversees the *Drug Free Communities* grant for the Southeastern Illinois Coalition Against Drug Abuse (or SICADA).

Jackson and Bartok also organized a community forum attended by over fifty people—with Belluschi and the *Don't Be Sorry* campaign as the main draws. The panel discussion featured a variety of prevention, treatment, and law enforcement professionals, including Saline County Sheriff Keith Brown.



Traffic Safety Consultant Marti Belluschi speaks to over 120 people at Stevenson High School, located in Chicago's north suburbs. The *Don't Be Sorry* campaign was the featured attraction at the kickoff for a new Lake County group called People Rallying to Oppose Underage Drinking (PROUD), whose aim is to reduce underage drinking at the school.

Marti Belluschi is proud of the work she and Liquor Commission have done over the past year, and believes it has truly made a difference in changing the “culture” of underage drinking that pervades our society. “*Don't Be Sorry* is a pro-active campaign that is saving lives and preventing tragedies by providing significant community education about underage drinking and the deadly consequences of drinking and driving,” she states.

“As an experienced traffic safety advocate, I commend the Blagojevich administration and the ILCC for their significant outreach and positive impact on the lives of Illinois citizens.”

*If you are interested in holding a Don't Be Sorry event in your community, please call 312.814.4802 or visit [www.DontBeSorry.org](http://www.DontBeSorry.org) on the web.*



Marti Belluschi, Gallatin County High School Principal Lucinda Schmitt, Gallatin School District Superintendent Les Oyler, Ted Penesis, Megan Jackson, and Robin Bartok pose for a photo after a student assembly. Jackson and Bartok assisted ILCC staff in planning for *Don't Be Sorry* events throughout southeastern Illinois.

## Alcohol training and education seminars available

By Lee J. Roupas, ILCC BASSET Program Manager

Mayors, local liquor commissioners and police departments can schedule mandatory local and regional education and training seminars for licensees in their community.

The Illinois Liquor Control Commission (ILCC) conducts these seminars to explain the state laws regarding sales to minors, how to acquire servers training for employees, dram shop laws, and how to prepare for a compliance check. Additionally, Illinois Secretary of State personnel presents information on the various security items located on state ID's and driver's licenses.



Representatives from over 100 liquor establishments in Chicago's southwest suburbs attended a July 15 training and education seminar at the Orland Park Civic Center. The forum was co-sponsored by the Southwest Conference of Mayors, whose president—Mayor Gerald R. Bennett of Palos Hills—served as opening speaker. Worth Mayor Ed Guzdziol also addressed the attendees.

### Seminar information includes:

- Duties and requirements for liquor license holders and their staff.
- Information on ILCC programs and materials.
- Responsible alcohol service techniques.
- Prevention and intervention techniques to discourage over-consumption of alcohol.
- Identifying false identification.
- Education on liquor laws.

Please contact Lee Roupas at 312.814.0773 or [lee.roupas@illinois.gov](mailto:lee.roupas@illinois.gov) to schedule an alcohol training and education seminar in your area.

## BASSET on the web



Visit the BASSET (Beverage Alcohol Sellers and Servers Education and Training) website at [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset) to lay down the law for potential underage persons who can put your business in jeopardy.

While there, click on the “Training Class Directory” link on the left side of the screen to locate a BASSET class in your area. **NEW: A clickable map showing the location of BASSET providers is now available!**

You can also order the “Card Hard” pack for your business. The **FREE** pack includes a door decal, ID checking brochure, and poster with the famous ILCC slogan “We Card Hard.” Get the message out there that your place will **CARD HARD**.

For more information about the BASSET program or to order your free materials, please contact Lee Roupas at 312.814.0773 or online at [www.state.il.us/LCC/basset](http://www.state.il.us/LCC/basset)

## Updated cashmat available

To assist licensees in identifying underage ID cards, the Liquor Commission has developed a countertop mat, or cashmat, to be placed wherever alcohol is sold. Entitled “It’s a 2-way street...” one side of the mat is oriented toward the cashier, showing the different types of “Under 21” cards available in Illinois and the penalties involved in “selling” alcohol for underage consumption. The other side faces the customer, and details the penalties involved if “buying” alcohol for underage consumption.

The cashmat includes the latest design changes to the cards issued by the Illinois Secretary of State’s Office earlier this year. Please note, drivers’ licenses and ID cards with the previous design remain valid until the indicated expiration date. Additionally, cards for drivers under the age of 21 remain vertically oriented, however, “Under 21” horizontal cards issued prior to 2005 remain valid until the indicated expiration date.



To order the 15x10 inch mat for your establishment (shown above), please visit [www.state.il.us/LCC/mat.asp](http://www.state.il.us/LCC/mat.asp) or call 312.814.4802.

## National conference hosted by Liquor Commission a smashing success

An unprecedented 400 attendees from throughout the United States—and even a few from other parts of the world—attended the 74th Annual National Conference of State Liquor Administrators (NCSLA) June 29–July 3 at the Fairmont Chicago Hotel.

Among the conference's highlights was a tribute to Illinois Liquor Control Commission (ILCC) Chairman Irving J. Koppel. Sharing their personal experiences with Mr. Koppel—and of his lifetime commitment to liquor regulation—were a *who's who* of political, liquor industry, and regulatory heavyweights.

Chicago Mayor Richard M. Daley speaks at the luncheon honoring ILCC Chairman Irving J. Koppel.



Mayor Daley and Chairman Koppel share a light moment.

### PAYING TRIBUTE TO A LEGEND

Top Photo: Director Krozel, Chicago Ald. Edward Burke, Mayor Daley, Chairman Koppel, Attorney James Webster, NCSLA President Cordrey, Illinois Dept. of Commerce and Economic Opportunity Legal Counsel William O'Donoghue, and former Gov. Thompson during the luncheon honoring Mr. Koppel for his lifetime commitment to liquor regulation.

Bottom Photo: Commissioners Daniel Downes, James Hogan, Lilibeth Lopez, Industry Education Manager Ted Penezis, Mayor Daley, Commissioner Stephen Schnorf, Chairman Koppel, Director Krozel, and Associate Director Bugielski.



NCSLA Executive Director Pam Salario addresses the conference attendees.

Top Photo: Illinois Secretary of State Jesse White opens the 2008 NCSLA Annual Conference as Chairman Koppel, ILCC Acting Director Lainie Krozel, NCSLA President Jack Cordrey of Delaware, and NCSLA Director Salario look on.

Bottom Photo: Former Illinois Gov. James R. Thompson enjoys lunch with ILCC Associate Director Robert Bugielski.



Lou Bright of the NCSLA Executive Committee congratulates Hawaii's Eric Honma after being installed as the conference's new president.



The conference's social agenda included dinner at Navy Pier's Crystal Gardens. All funding for the 2008 Annual Conference was provided by the NCSLA Executive Committee.

## Illinois Liquor Control Commission



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### When renewing your license

Please remember to bring all supporting documents along with the renewal form that includes your ORIGINAL signature (not a copy of the signature). Please also note, if you plan to renew at the end of the month, there will likely be a wait time before getting your license. The best time to visit is in the middle of the month.

For a complete list of documents and information required PRIOR to applying for your state license, please visit our home page at [www.state.il.us/LCC](http://www.state.il.us/LCC) and click on the appropriate application form.



### Order your FREE ILCC materials today!

The following FREE Liquor Commission materials are available to all licensees by visiting the web at [www.state.il.us/lcc/ILmaterials.asp](http://www.state.il.us/lcc/ILmaterials.asp) or calling 312.814.4802:

- Illinois Liquor Control Act and ILCC/BASSET Rules and Regulations.
- "Happy Hour Law" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and "Pregnancy Warning" signs.
- BASSET Program Brochure and Age-Verification Guide.
- "We Card Hard" decal and Liquor Licensee Employee Training Guide.