



# ILCC News

Volume 47  
Winter 2015



The new Beverage Alcohol Sellers/Servers Education & Training (BASSET) law takes effect on July 1, 2015. Since the signing of this law (Public Act 098-0939), preparation work for its implementation has been conducted by Illinois Liquor Control Commission (ILCC) staff, who have also fielded numerous inquiries from both BASSET instructors and servers alike. Below are frequently asked questions.

**Q: Who will be required to attend a BASSET class under the new state law?**

**A:** All liquor servers and “bouncers” (ie, those whose job description entails the checking of identification for entry into a liquor-licensed

## Q&A on new alcohol server training law

premise) in Cook County bars and restaurants will need to complete a four-hour BASSET class. Please note, there are currently about 200 local jurisdictions in Illinois who already require at least some of their liquor seller/servers to attend BASSET (visit the “Local Survey” results page on the web at [www.illinois.gov/ILCC/SitePages/Survey.aspx](http://www.illinois.gov/ILCC/SitePages/Survey.aspx) to determine whether your community requires BASSET).

**Q: What is required as proof of training?**

**A:** Your BASSET instructor will issue either a certificate of completion or temporary card to those students who successfully completed the class. This certificate or temporary card will be valid as proof of training for 60 days or until receipt of the ILCC-issued BASSET card.

**Q: I lost my BASSET card.**

**Will I have to pay a \$15 fee to replace my card?**

**A:** The Liquor Commission is currently developing a “BASSET Card Lookup” web feature that will allow a BASSET student to print out their valid card as proof of training certification. Once in place, there will be NO CHARGE for students to access this system. Until this time, the \$15 BASSET card replacement fee will remain in place.

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**ILCC.illinois.gov**

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## State continues work on reducing underage tobacco sales



The Illinois Liquor Control Commission (ILCC) is the state agency designated to develop strategies for reducing the illegal sale of tobacco products to minors. As part of this effort, the Commission's tobacco compliance specialists inspect tobacco retail establishments and conduct compliance check operations with minors to ensure retailers do not sell tobacco products to minors.

Federal regulations require that all states must maintain a compliance rate of at least 80 percent, demonstrate that minimum-age tobacco laws are reasonably enforced, and complete the Annual Synar Report to evaluate retailer compliance to minimum-age tobacco laws.

Illinois' retailer violation rate continues to exceed the federally required compliance rate for tobacco sales. However, more work is needed as the ILCC has seen a steady decrease over the past several years, with last year's rate at only 82.9 percent (*see chart below*).

### New smoking laws and ordinances

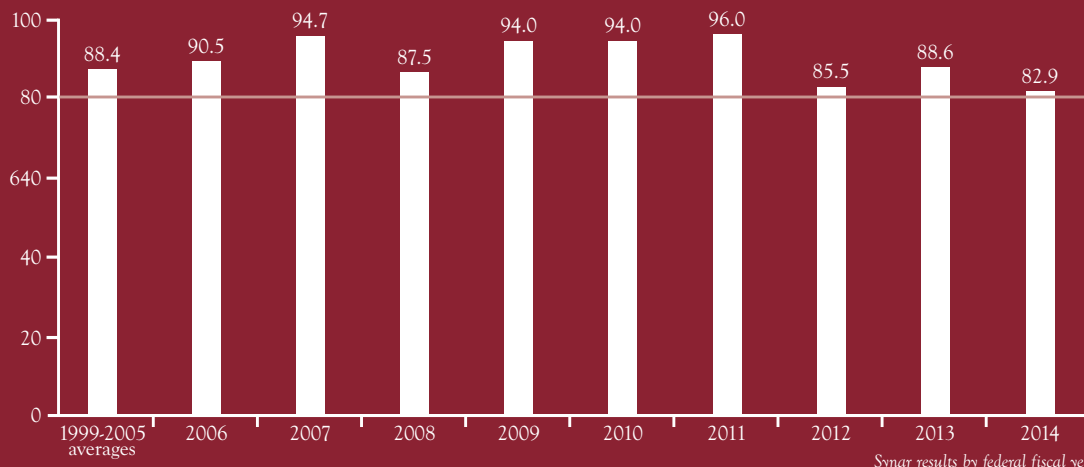
Following are some new regulations designed to reduce child access to smoking and tobacco products:

- **Age to buy/sell tobacco:** The minimum age to purchase tobacco products in Illinois is 18 while the minimum age to sell is 16 (those under 16 years of age who can prove they are the son or

daughter of a family-owned business owner can also sell tobacco). However, several local jurisdictions have ordinances overriding state law. For example, this past November, Evanston raised the age to buy/sell tobacco to 21.

- **E-cigs:** It is against the law to sell alternative nicotine products, such as electronic cigarettes, to minors under 18 years of age. With the passage of two new state laws, liquid refills will need to be sold in child-proof packaging, and e-cigs themselves must now be sold from behind the counter, in an age-restricted area, or in a sealed display case. Additionally, several local jurisdictions, including the City of Chicago, have also begun regulating e-cigs the same as tobacco (the U.S. Food and Drug Administration is also exploring new federal regulations for e-cigs).
- **Cigarette licensing:** In 2016, a new state law will take effect requiring retailers of cigarettes and other tobacco products to obtain a yearly \$75 license from the Illinois Department of Revenue. However, many local jurisdictions already require a license or permit to sell tobacco products. Retailers should contact their local jurisdiction (either municipality and county) to verify whether a local tobacco license is required. *Continued on p.3*

### Underage tobacco compliance rates



## 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 (01/14)  
IOCI 0215-15



## 6th Annual College Town Summit held in Springfield

Over 130 stakeholders from throughout the state attended the Illinois Liquor Control Commission's (ILCC) **6th Annual College Town Summit**, held on November 18, 2014 in the Illinois State Fairgrounds' Artisans Building. Discussions focused on how to address high-risk alcohol use as it relates to the following topics: Social hosting, alcohol poisoning immunity, licensing of liquor servers, and party buses.

"As was the case in our past summits, conversations among the stakeholders was quite lively," says ILCC Education Manager Ted Penesis. "I wish to thank the College

Town Summit Steering Committee for their help in creating a solid agenda and facilitating the discussions."

In the coming months, the Steering Committee will refine the proposals presented during the November 18 meeting, and decide the direction of future summits. If you are a college town stakeholder and wish to serve on the steering committee—or have any questions regarding the summit—please send an email message to [ted.penesis@illinois.gov](mailto:ted.penesis@illinois.gov).

Please visit [www.DontBeSorry.org](http://www.DontBeSorry.org) for a recap of this year's summit discussions.

### College Town Summit Mission Statement

*Key college town stakeholders will partner to reduce collegiate alcohol misuse and abuse. Sharing their community's concerns, needs and experiences, participants will review, recommend and advocate for data based strategies to assist both campus and community leaders in developing effective approaches.*



Bill Gentes from the Lake County Health Department/Community Health Center facilitates the "social hosting" breakout discussion during the November 18, 2014 College Town Summit.

### Quick quiz for retailers

During an inspection visit by an Illinois Liquor Control Commission (ILCC) special agent, do I need to provide an invoice for a bottle of liquor on display for sale that was purchased over 90 days ago?  
**TRUE OR FALSE**

**TRUE.** Retailers must provide proof of purchase for all alcohol being sold within the licensed premise. While only 90 days of invoices are required by law, you are still required to show proof of purchase for any product being sold—even if it was purchased over 90 days ago. For this reason, ILCC special agents recommend holding onto your invoices for longer than 90 days, especially if your place of business does not sell a large quantity of liquor.

*Continued from p.2*

### \$1 million in grant money available to communities

To protect the health of our children and comply with federal law, the Commission implements the Tobacco Enforcement Program (TEP) which educates retailers on how to enforce minimum-age tobacco laws.

The ILCC awards over \$1 million in grants to communities throughout the state willing to participate in the program. Over 200 TEP grants were distributed this past year, but to achieve statewide saturation of the program – and decrease Illinois' overall retailer violation rate – more grant recipients are required in the state's lower population density areas.

Realizing that sufficient staffing levels are a concern in many rural communities, the Commission encourages local government partnerships in conducting the required

grant activities. For example, community health department personnel can administer the TEP grant while sheriff's office personnel and other local law enforcement officers conduct the required three compliance check operations in their area.

All staff time spent on TEP activities is reimbursed through the state grant. To obtain a TEP grant application, please visit our website [ILCC.illinois.gov](http://ILCC.illinois.gov) and click on the "Smoking and Tobacco" link under the **Education** tab. The deadline for submission is March 31, 2015.

For more information on the ILCC's Tobacco Program, please call 312-814-3083 or send an email to [laura.murphy@illinois.gov](mailto:laura.murphy@illinois.gov). Visit [ILCC.illinois.gov](http://ILCC.illinois.gov) and click on the menu bar's FAQs link for answers to some of the more common smoking- and tobacco-related questions received by ILCC staff.

## Have you visited our new website yet?

Whether you wish to download a license application, review local ordinances, or request our FREE educational materials, the Illinois Liquor Control Commission's (ILCC) newly redesigned website is your "one-stop shop" for all liquor-related information.

You can navigate to all available website information and specific areas of interest via the ILCC home page as shown in the below illustration. Whether you are seeking a general summary of the Liquor

Commission or more specific and detailed information, you can find it simply by visiting [ILCC@illinois.gov](http://ILCC@illinois.gov).

### Print out your 2015 "Proof of Age" and order "1994" stickers today!

Visit [ILCC@illinois.gov](http://ILCC@illinois.gov) (click on the menu bar's **Resources** tab, then choose "Order Materials") to download printable 2015 "Proof of Age" signs or to order 2x4 labels with the year "1994" (for placement over the old year on your current sign). While

on our website, plan to visit the **FAQs** tab should you have any questions regarding required signage in your establishment.

### We want to hear from you!

The new website was designed based upon feedback from users like you, and we welcome your continued assistance to ensure its functionality well into the future.

Please send your suggestions or ideas for improving the site to [ILCC@illinois.gov](mailto:ILCC@illinois.gov).

The image shows a screenshot of the ILCC website with several callout boxes pointing to different features:

- Locate all ILCC educational programs here:** Points to the 'Education' menu item.
- Quickly navigate to more information under all ILCC divisions:** Points to the 'Divisions' menu item.
- Find dates for board meetings and other ILCC events:** Points to the 'Calendar' menu item.
- Download liquor license applications and other forms:** Points to the 'Applications' menu item.
- Order materials, view educational videos, and more:** Points to the 'Resources' menu item.
- Interact with the ILCC on social media!** Points to the social media icons (YouTube, Facebook, Twitter, Instagram).
- Click for a summary of general ILCC information:** Points to the 'About' menu item.
- Scroll through the slide show to access hot topics and other timely info:** Points to the 'ONLINE LICENSE RENEWAL' banner.
- Click here to view general licensing information, including how to set up your online management account, how to apply for a liquor license, and more:** Points to the 'LICENSING INFORMATION' button.
- Click for answers to the most frequently asked questions of ILCC staffers:** Points to the 'FAQs' menu item.
- All you need to know about ILCC hearings and meetings can be found by clicking here:** Points to the 'BOARD MEETINGS & HEARINGS' button.
- A listing of the most popular pages on the ILCC website:** Points to the 'Most Visited Site Pages' link.
- Liquor laws, rules and regulations, local ordinances, and more can be found here:** Points to the 'LEGAL' button.
- Parents can click here to access resources on underage drinking prevention:** Points to the 'PARENT PORTAL' button.
- Here you will find links providing instructions for common licensing procedures:** Points to the 'Get a liquor license' link.

## YOUR ACTIONS MATTER! DAY set for April 23

This year, to maximize penetration of the underage drinking prevention message, the Illinois Liquor Control Commission (ILCC) will kick off a new **YOUR ACTIONS MATTER! DAY** event in Illinois on Thursday, April 23, 2015, just prior to prom and graduation—two events that see an increase in underage drinking.

During this day, thousands of volunteers will visit local businesses to distribute **YOUR ACTIONS MATTER!** bottleneckers, drink coasters, necktags,

window decals, signs, and posters to participating stores with the goal of changing the behavior of adults who think it is okay to give alcohol to minors.

“The materials were designed by teens to reinforce positive behavior,” notes ILCC Education Manager Ted Penesis, who coordinates the yearly event. “By posting these positive messaging materials in liquor establishments throughout the state, it is hoped that all adults will remember to *stop, think, and prevent* underage drinking.”



As part of this year’s campaign, ILCC staff will work with state and local partners on the airing of the last year’s statewide **YOUR ACTION MATTER** teen video contest winner. The 30 second public service announcement, created by youth from Villa Grove High School, will air on Illinois TV stations and community public access channels prior to prom and graduation season.

To order your FREE materials, view the winning video, and more information on how to host a successful **YOUR ACTIONS MATTER!** prevention event in your community, please visit [www.YourActionsMatter.org](http://www.YourActionsMatter.org).

(left) ILCC Education Manager Ted Penesis poses with crash test dummies during a preview of this year’s **YOUR ACTIONS MATTER!** campaign at DomeShift 2014, hosted by Students Against Destructive Decisions (SADD). Past Illinois SADD student advisory board members designed the **YOUR ACTIONS MATTER!** logo as part of a statewide contest two years ago.



## A quick review of the process involved when applying for a new liquor license

By Dusanka Marijan, ILCC Licensing Administrator

When applying for a **new** (non-renewal) Retailer’s liquor license during a visit to our Chicago or Springfield office, please keep in mind that it can take anywhere from 1-5 business days for your license to be reviewed, processed, and ultimately issued.

The Illinois Liquor Control Commission’s (ILCC) Licensing staff must first complete an initial review of the application to ensure it is filled out correctly, proper payment is received, and that copies of all

required supporting documents referenced on the application are enclosed (for example, these documents may include the local liquor license, certificate of insurance, bill of sale, and a copy of the applicant’s deed or lease).

Then, after this initial review is completed, we will then collect the applicant’s contact information, such as cell phone number and/or email address, in case we need to contact you to discuss any issues or concerns during our detailed application review process.

If there is missing information or we need additional documentation, the applicant will have the opportunity to provide those documents via email or fax. Once a liquor license is issued, we will then email the license; all that is left for the licensee to do is to print the license and properly post it at their premise location.

*If you have questions regarding the licensing process – or any other ILCC program – please visit [ILCC.illinois.gov](http://ILCC.illinois.gov) on the web and choose the “FAQ” tab on the menu bar.*

## Q&A on new alcohol server training law *(from p. 1)*



**Q:** Where can I find a BASSET instructor near me?

**A:** Please visit the web at [ILCC.illinois.gov](http://ILCC.illinois.gov) (choose the **Education** tab on the menu bar, then click on “BASSET Training Class Directory”). Here you will find a list of BASSET providers by area and state region. Please contact the licensed providers in your area for course dates, times, and prices.

**Q:** Do BASSET cards expire?

**A:** Yes, the new law requires ALL Illinois BASSET students to renew their certification every **three years**, including those who sell packaged liquor for off-premise consumption. In other words, if you work in a community that requires sellers and servers to attend BASSET—**regardless of whether you work in Cook County**—then your certification must be renewed three years from the date of certification listed on your current BASSET card (see “Required training scenarios” box at right).

**Q:** Is there a grace period for new hires prior to taking BASSET?

**A:** Yes, those required to be BASSET certified by either local ordinance (ie, employees, managers, owners, etc.) or state law have **120 days after employment** to complete their training (see “Required training scenarios” box at right).

**Q:** When will enforcement of the new law commence?

**A:** To ensure a smooth transition and encourage compliance, enforcement of the new law is limited to education and notification of its requirements until January 1, 2016. Additionally, ILCC staff is committed to providing free BASSET classes in Cook County prior to implementation of the new law. Please visit [ILCC.illinois.gov](http://ILCC.illinois.gov) (click on the “Calendar” tab) for the upcoming programming schedule and subscribe to **ILCC eNews** (located at top of home page) for scheduling updates.

BASSET provider Charlie Mormino (at far right) discusses the new server training law at the Westchester BASSET Summit. Over 100 people attended the two October 2014 summits.



Visit [ILCC.illinois.gov](http://ILCC.illinois.gov) (click on the “Calendar” tab) for the schedule of **FREE** training sessions for liquor retailers!

## Required training scenarios

Below are some examples of timelines for Cook County servers:

- **Example 1:** Employee hired January 1, 2015 must be trained and certified by July 1, 2015.
- **Example 2:** Employee hired on April 1, 2015 must be trained and certified by August 1, 2015.
- **Example 3:** Employee hired September 1, 2015 must be trained and certified by January 1, 2016.
- **Example 4:** Employee hired March 1, 2014 and certified May 15, 2014 must be recertified by May 15, 2017.
- **Example 5:** Employee hired in 2010 and certified on May 15, 2011. Certification expires May 15, 2014 and server should be re-certified by July 1, 2015.
- **Example 6:** Employee hired and certified on July 15, 2012 must be recertified by July 15, 2015.

Visit [www.illinois.gov/ILCC/basnet](http://www.illinois.gov/ILCC/basnet) on the web to find a BASSET class near you (click on the “Training Class Directory” link) or check training requirements in your community (click on “Local Ordinances”). Please note, those serving liquor for on-premise consumption (ie, by the drink) must attend a four-hour BASSET class, while those selling off-premise goods (packaged liquor sales) can attend a three-hour class if they so choose.

## When carding, LOOK at the person presenting the ID

By Lee J. Roupas, ILCC BASSET Program Manager

Selling to minor violations are costly, but can be avoided if a server cards properly. For example, carding is done properly only when ALL aspects of the identification AND the presenter are checked.

How many times have you seen a server ask for an ID, then check the date of birth and nothing else? How do they know the person presenting the ID is the actual person in front of them?

Too many establishments rely solely on technology such as scanners to be a full-proof measure in catching minors attempting to purchase alcohol.

Technology is a prudent measure; however, proper carding techniques must be put to practice to ensure ultimate success in preventing minors from purchasing alcohol. Plus, some fake ID's are of such high quality they not be detected by your scanner.

### Proper carding techniques:

- Politely greet the patron.
- Size them up and be observant to see if they are already intoxicated.
- Make them take the ID out of the wallet and make them hand it to you. (If in a group make everyone take their IDs out and hand them to you at the same time).
- Feel around the ID to see if any tampering has been done.
- Hold the ID up at the side, face level of the person but respect their space.
- Observe the facial features – (hair color, eye color, and hairline; shape of the nose, eyes, ears, eyebrows, jawline and chin).
- Check the date of birth, date issued and expiration date.
- Check the consistency of the numbers and letters.
- Look for the security features, bar codes, holograms and state seals.
- Turn over to check the back of the card.

When carding, always be discerning; if you do not believe the ID is real then ask for a second opinion from either your manager or co-worker. If necessary, ask for a secondary form of identification, such as a work or school ID, firearm owner's identification (FOID) card, concealed carry permit, or even a passport.

**And again, if you believe an ID is fake, have the boldness to refuse the sale or their entrance into the liquor-serving establishment.**

The Beverage Alcohol Sellers/Servers Education & Training (BASSET) Program provides extensive ID carding techniques for those who wish to sharpen their skills.

To learn more about BASSET, and to find a class near you, please visit [www.illinois.gov/ILCC/basset](http://www.illinois.gov/ILCC/basset) on the web, phone 312-814-0773, or send an email to [lee.roupas@illinois.gov](mailto:lee.roupas@illinois.gov).

## Retailers: Order your FREE informational packet today!

The following FREE Illinois Liquor Control Commission materials are available to all licensees by visiting [ILCC.illinois.gov](http://ILCC.illinois.gov) and choosing the **Resources** tab on the menu bar:

- Overview of the ILCC.
- Illinois Liquor Control Act.
- "Happy Hours Prohibited" and "Just the Facts" fliers.
- Alcohol "Proof of Age" and "Pregnancy Warning" signs.
- Past "ILCC News" quarterly newsletters.
- ID Checking Guide and BASSET Program brochure.
- "We Card Hard" door decal.
- "Kids Can't Buy 'em Here" tobacco kit order form.
- "Operation Straight ID" brochure.
- And much more!



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## Online renewals continue to increase

During the month of December, over one in five Illinois liquor licensees renewed their annual license online. This represents a doubling of the number of online license renewals from just a couple months ago.

Why are so many liquor license holders turning to online renewal? Well, the answer is simple: It saves them time and money!

ALL state liquor licensees can enjoy the benefits of online renewal. Even if you are not a MyTax Illinois user, setting up your ILCC account is easy. Once you do, you will join thousands of others who are already accruing the benefits of online renewal, which include instant 24/7 electronic access to a variety of important tasks (such as printing out your license whenever you wish), changing ownership information, submitting brand registrations, making payments, and more.

For more MyTax Illinois information and instructions in setting up your account, click on the "Licensing Information" box on the [ILCC@illinois.gov](mailto:ILCC@illinois.gov) home page.



## ILCC eNews

Have you subscribed to our **FREE ILCC eNews** service yet? If not, you're missing out on the latest news!

Each month, **ILCC eNews** subscribers receive the latest alcohol and tobacco news direct to their email inbox, plus instantaneous updates on significant developments. When breaking news happens, you will be the first to hear about it!

It takes only seconds to activate your **FREE** subscription to **ILCC eNews**. Simply visit our home page at [ILCC.illinois.gov](http://ILCC.illinois.gov) then enter your email address in the text box toward the top of the page and click "subscribe" (an email message will be sent to confirm your subscription).

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See cover story on new server training law

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