

THE OLCC'S FIRST CALL PROGRAM

Welcome and congratulations on obtaining a liquor license for your business!

The mission of Oregon Liquor Control Commission is to promote the public interest through the responsible sale and service of alcoholic beverages.

In 2009, the OLCC allocated over \$177 million dollars from the sale of distilled spirits to the General Funds of the State, Cities, and Counties, and to alcohol and drug treatment programs providing funding for Public Safety, Education, and Health Care

The **First Call Program** came about as a result of the agency's statewide outreach meetings with licensees, local law enforcement and local government personnel over the last year.

The **goal** of the program is to provide licensees with the necessary resources and knowledge to be successful in their business operation and to establish and maintain an excellent record of compliance with all the liquor laws of Oregon.

First Call includes this **Educational Packet** of information and resources for you, the licensee, your managers and staff. There is a menu of specific training topics that you may choose for your business as the need arises. Many of these training topics are presented and taught by OLCC Inspectors.

By increasing the emphasis on alcohol education, knowledge of the state's liquor laws, and providing your business with the resources, tools and training to be successful and in compliance with these laws, the OLCC hopes to establish a solid partnership with you, your business, and your staff.

The OLCC hopes you find this information helpful and encourages you to take advantage of these training opportunities available at no cost to you or your staff.

Education for Success



Stay Informed!
Sign up for OLCC's
Free
E-mail subscription service!

Want to know about the latest law changes that affect your business?

Interested in who is applying for a liquor license in your neighborhood?

OLCC now offers a **free** e-mail subscription service which allows you to stay up-to-date on news and information that is important to you.

When you subscribe, **you decide which information you want to be notified about.** Choose from more than 50 topics including: law and rule changes, news releases, and Commission meeting agendas and minutes.

Your e-mail address will be kept confidential, and you can change your subscription details or cancel the service at any time.

To subscribe visit our website at:

www.oregon.gov/OLCC

and click on the button "Sign Up for Email Alerts"



FIRST CALL

PACKET CONTENTS

- What Your Liquor License Allows
 - Know the privileges of your liquor license(s)
- 5 Most Common Liquor Violations
 - Learn tips on how to avoid them
- Responsible Vendor Program (RVP)
 - Join this free, voluntary program that rewards licensees who take positive steps to prevent minors from obtaining alcohol
 - Read FAQs, checklist, and RVP application
- Training Topics & Miscellaneous Fact Sheets
 - See the list of available training topics for your business and staff provided by OLCC Inspectors at no cost
 - Where your liquor dollars go helping all Oregonians
 - OLCC contact information
 - Contact list of Industry Trade groups
 - Happy Hour clarification (On-Premises only)
 - Seller Training Program (Off-Premises only)
 - Bottle Bill (Off-Premises only)
 - *It's Your Job* video (Off-Premises only)
 - Various Signs – for your business and staff (also available on OLCC website or at your local OLCC office)

Education for Success



FIRST CALL

WHAT YOUR LIQUOR LICENSE ALLOWS



FIRST CALL

WHAT A LIQUOR LICENSE ALLOWS

Full On-Premises (F-COM)

- Sale of alcohol on license premises from 7:00AM until 2:30AM.
- Sell and serve distilled spirits by the individual drink.
- Sell malt beverages, wine and cider for consumption on the licensed premises.
- Sell malt beverages for consumption off the licensed premises in securely covered containers, commonly known as *growlers*, provided by the customer. Containers may not hold more than two gallons.
- Allow a patron to remove a partially consumed bottle of wine from the premises if the wine is served in conjunction with the patron's meal, the patron is not a minor, and the patron is not visibly intoxicated.

Requirements of Full On-Premises Licenses

- Purchase distilled liquor only from a retail sales agent of the Commission to receive a 5% discount.
- F-COM licensees must have food service available during all times when alcohol service is available. (Your OLCC Inspector can provide information regarding menu/meal requirements and required meal periods.)
- Anyone who participates in any manner in mixing, selling, or serving alcohol for drinking on the premises and anyone who manages these people must have a valid service permit.
- Have a minimum of 30 dining seats during required meal periods. (If food service is clearly the dominant emphasis of the premises at all times and in all areas the Commission may allow less than 30 seats. Contact your OLCC Inspector for more information.)
- Must maintain Liquor Liability Insurance coverage in the minimum amount of \$300,000.00.



FIRST CALL

WHAT A LIQUOR LICENSE ALLOWS

Limited On-Premises (L)

- Sale of alcohol on license premises from 7:00AM until 2:30AM.
- Sell malt beverages, wine and cider for consumption on the licensed premises.
- Sell malt beverages for consumption off the licensed premises in securely covered containers, commonly known as *growlers*, provided by the customer. Containers may not hold more than two gallons.
- Allow a patron to remove a partially consumed bottle of wine from the premises if the wine is served in conjunction with the patron's meal, the patron is not a minor, and the patron is not visibly intoxicated.
- Sell kegs of malt beverages (holding 7 gallons or more) for off-premises consumption. (Your OLCC Inspector can provide more information regarding keg sales, keg tags and recordkeeping.)



FIRST CALL

WHAT A LIQUOR LICENSE ALLOWS

Off-Premises (O)

- Sale of alcohol on license premises from 7:00AM until 2:30AM.
- Sell factory-sealed containers of wine, malt beverages and cider for off-premises consumption *only*.
- Provide sample tasting of alcoholic beverages on the licensed premises with OLCC approval. Samples limited to 1.5 ounces of wine or cider, and 3 ounces of malt beverages. Employees who serve tastings must have a service permit.
- To sell alcohol, employees must be at least 18 and must read and sign an OLCC brochure entitled "What Every Store Clerk Needs to Know about Selling Alcohol."

MAY ALSO ALLOW LICENSEE TO:

- Ship up to two cases of wine directly to a resident of another state for that resident's personal use *only*. Licensee must obtain a direct shipper permit from the OLCC *before* shipping directly to customers.
- Request approval to deliver wine and malt beverages in factory-sealed containers to consumers for same-day or for next-day delivery. *You must receive prior approval from the OLCC*; contact your local OLCC office.

OFF-PREMISES LICENSEE MAY NOT:

- Operate a premises that is movable.
- Offer beer, wine or cider tastings if the business also sells vehicle fuel.
- Sell alcohol through drive-up windows.



FIRST CALL

WHAT A LIQUOR LICENSE ALLOWS

Brewery-Public House (BP)

- Sale of alcohol on license premises from 7:00AM until 2:30AM.
- Sell malt beverages manufactured on or off the licensed premises for either on or off-premises consumption.
- Sell malt beverages in brewery-sealed packages at retail directly to the consumer for consumption off the premises, including kegs of beer. (Your OLCC Inspector can provide more information regarding keg sales, keg tags and recordkeeping.)
- Sell malt beverages for consumption off the licensed premises in securely covered containers, commonly known as *growlers*, provided by the customer. Containers may not hold more than two gallons.
- Sell wine and cider at retail for consumption on or off the premises.
- Manufacture malt beverages, and store, transport and sell them to OLCC wholesale malt beverage and wine licensees (WMBW).
- For licensee who produces *less* than 5000 barrels of malt beverages per year, licensee may also sell at wholesale to retail licensees.
- Export malt beverages.



FIRST CALL

5 MOST COMMON VIOLATIONS

&

HOW TO AVOID THEM



FIRST CALL

5 Most Common Violations & How To Avoid Them

- Sales to a Minor
 - How to Avoid Selling Alcohol to a Minor
 - Signs available through local OLCC office or OLCC website

- Failure to Properly Check ID
 - Checking ID Sign – Establish a routine

- Sales to a VIP (Visibly Intoxicated Person)
 - How to Avoid Selling Alcohol to a VIP
 - 50 Signs of Visible Intoxication
 - Violation to serve VIP or minor (sign)
 - Good Faith Effort (sign)

- Failure to have a Valid Service Permit or to have Service Permit readily available
 - How to Track Service Permits
 - Service Permit Application (sample)

- Failure of Security Personnel to have DPSST Certification
 - DPSST Information



FIRST CALL

HOW TO AVOID SELLING ALCOHOL TO A MINOR

- ▶ First, look for appearance and behavioral clues, and **ask for ID from anyone who looks younger than 26**. It's the law.
- ▶ Second, be aware of the **Minor Decoy Program**.

To test how well businesses obey the laws on minors, the OLCC has 18, 19, or 20-year-old volunteers attempt to buy alcohol at liquor stores, supermarkets, restaurants, bars, and special events. If carded, the decoys either show their own valid identification, which clearly indicates they are underage, or they say they have no identification with them.

OLCC minor decoy operations follow clear standards:

- (1) The minor decoy must be under 21
 - (2) The minor decoy must look younger than 26
 - (3) The minor decoy may not use false ID
 - (4) The minor decoy may not lie about their age (if asked how old they are, the decoy may say, "How old do you think I am?" but they will not give a false age).
- ▶ Third, to avoid selling alcohol to a minor decoy or any minor, drill your employees to **follow one simple rule**:



Always obey the laws on minors:

- ***Card everyone who looks younger than 26***
 - ***Look, really look, at the ID***
 - ***Don't serve or sell alcohol to someone who looks younger than 26 but doesn't have ID***
 - ***Never serve or sell alcohol to a minor***
 - ***If you have any doubt, don't sell or serve the customer alcohol***
- ▶ Fourth, **post signs** that will remind your employees what to do and inform your customers that your business follows the law.

These signs are available from your local OLCC office or our Web site.
Go to www.oregon.gov/OLCC → Publications → Signs.

ACCEPTABLE ID

Oregon law says the only forms of identification we may legally accept alone as proof of age are:

1. A valid state driver license with a photo
2. A valid DMV ID card with photo, name, date of birth, & physical description from any state
3. A valid passport
4. A valid U.S. military ID card

 OREGON LIQUOR CONTROL COMMISSION
Promoting Responsible Alcohol Sales and Service rev. 11/04

ACCEPTABLE ID

La ley actual de Oregon dice que solamente estos cuatro tipos de identificación pueden ser aceptados por si solos como prueba de edad:

1. Un PERMISO DE MANEJAR estatal válido con foto.
2. Una IDENTIFICACIÓN VÁLIDA DEL DEPARTAMENTO DE VEHÍCULOS MOTORIZADOS con foto, nombre, fecha de nacimiento y descripción física de cualquier estado.
3. Una IDENTIFICACIÓN MILITAR (EE.UU) válida
4. Un PASAPORTE válido

*Válido quiere decir que se puede leer la ID, no es alterada ni vencida.
ID vencida no es aceptable como prueba legal de identidad o edad.*

 rev. 03/06

CHECK ID
OF ANYONE WHO
LOOKS UNDER 26
BEFORE SELLING
ALCOHOL
IT IS THE LAW

Oregon Administrative Rule
Chapter 845-006-0335

 OREGON LIQUOR CONTROL COMMISSION
Promoting Responsible Alcohol Sales and Service BAI 101 03/06

IF YOU WERE BORN AFTER
TODAY'S DATE IN
1989
WE WILL NOT SELL
ALCOHOL TO YOU.

 OLCC 2010

This sign available only on the Web site.

SI USTED NACIÓ DESPUÉS
DE ÉSTE DÍA EN
1989
NO VENDEREMOS
ALCOHOL A USTED.

 OLCC 2010

This sign available only on the Web site.

CHECKING ID

Oregon law says you must check the ID of anyone who looks under

26



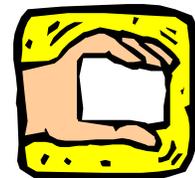
Establish A Routine & Stick To It Every Time You Check ID

TOUCH

- ▶ Hold ID & feel for:
 - Raised edges around photo
 - Bumpy surfaces
 - Irregular lamination
 - Cuts, slits, or pin holes
 - Peeling lamination or uneven corners
 - Thickness & quality of ID

LOOK

- ▶ Really look, don't just glance at ID.
- ▶ Check expiration date first & reject expired ID.
- ▶ Check birth date.
- ▶ Check photo: does it look like the person?
- ▶ Compare consistency of printing. Look for letters & numbers that don't match or line up.
- ▶ Turn ID over & check info on back.



ASK

- ▶ Ask for second piece of ID. People with fake ID rarely carry back-up ID.
- ▶ Quiz person:
 - What's your zip code?
 - How do you spell your middle name?
 - What's your address?
 - What year did you graduate high school?
 - How old are you?
- ▶ Ask person to sign their name & compare it to signature on ID.



*If you suspect the ID is false or
if you just don't believe the person is 21,*

**DON'T SELL OR SERVE ALCOHOL
to them!**





FIRST CALL

HOW TO AVOID SELLING ALCOHOL TO A VISIBLY INTOXICATED PERSON (VIP)

- Know and watch for the 50 Signs of Visible Intoxication
- Observe and monitor customers from the moment they enter your business
- Watch for physical and behavioral clues
- Make small talk with customers about their day or the weather and listen for verbal clues
- When in doubt, don't serve or sell the customer alcohol
- When you refuse a sale, remain calm, confident, and firm
 - Do not bargain, debate, or get defensive
 - Focus on the law and do not use accusatory or judgmental language
 - Move the alcohol away from the customer



If you work in a restaurant, bar, nightclub, or tavern

- Know your drink equivalencies
1½ oz. of 80 proof distilled spirits = 12 oz. of 5% beer = 5 oz. of 12% wine
- Count drinks, not glasses
One Long Island Ice Tea = 2 or 3 drinks; one 16 oz. pint of beer = 1-1/3 drinks
- To prevent intoxication, slow down service by offering water, coffee, or other nonalcoholic beverages as spacers between drinks
- If your business serves food, encourage your customers to eat
- If you have to cut off a customer, take a co-worker with you
- Remember, if an intoxicated customer has alcohol, you must make a good faith effort to remove it



50 SIGNS OF VISIBLE INTOXICATION

Serving alcohol to a visibly intoxicated person (VIP) is against the law. If you can tell on sight that a person has been drinking or using other drugs, the person is visibly intoxicated. Servers are not expected to know a customer's blood alcohol content (BAC) as determined by a blood, breath, or urine test, but they are required to recognize visible intoxication.

Here are some common signs of visible intoxication. If a person shows just one or two of these signs, that does not necessarily mean the person is intoxicated. But if a person shows a combination of several signs, or has a sudden change in behavior, that could be a strong indication that the person is intoxicated. Remember that intoxication can result from the use of drugs other than alcohol. ***If you're not sure, don't serve.***

Appearance

1. Bloodshot, glassy eyes
2. Flushed face
3. Droopy eyelids
4. Dazed look
5. Body tremors
6. Blank stare
7. Disheveled clothing

Speech

8. Thick, slurred speech
9. Loud, noisy speech
10. Speaking loudly, then quietly
11. Rambling train of thought
12. Slow response to questions or comments
13. Bravado, boasting
14. Making irrational statements

Attitude

15. Annoying other guests and employees
16. Argumentative
17. Aggressive or belligerent
18. Obnoxious or mean
19. Inappropriate sexual advances
20. Overly friendly to other guests or employees
21. Boisterous

Behavior

22. Swaying, staggering, or stumbling
23. Unable to sit straight

Behavior (cont.)

24. Careless with money
25. Difficulty making change
26. Restless
27. Depressed or sullen
28. Crying or moody
29. Extreme or sudden change in behavior
30. Overly animated or entertaining
31. Crude, inappropriate speech or gestures
32. Drowsiness
33. Lack of focus and eye contact
34. Difficulty standing up
35. Unusual walk
36. Falling off of chair
37. Falling asleep
38. Can't find mouth with glass
39. Falling down
40. Difficulty lighting cigarettes
41. Lighting more than one cigarette
42. Clumsy
43. Difficulty remembering
44. Spilling drinks
45. Disoriented
46. Agitated, anxious
47. Grinding teeth

Other

48. Odor of alcohol, marijuana or chemicals
49. Excessive perspiration
50. Repeated trips to rest room or outside area

Oregon Liquor Control Commission

9079 SE McLoughlin Blvd • Portland, OR 97222-7355
Phone (503) 872-5070 • Fax (503) 872-5266 • Toll free (800) 452-6522

www.oregon.gov/olcc

Promoting Responsible Alcohol Sales and Service

Attention!

*It is a violation
of the law*

to serve alcoholic
beverages to visibly
intoxicated persons
or

persons under 21
years of age



OREGON LIQUOR
CONTROL COMMISSION
Promoting Responsible Alcohol Sales and Service



GOOD FAITH EFFORT

Oregon law says that you must make a good faith effort to remove a drink from a visibly intoxicated person.

“Good faith effort” means:

1. **Placing your hand**

on the drink and trying to remove it



or

2. **Making a verbal request**

for the drink if you think that touching the drink could cause a disturbance.



ORS 471.412 (2)
OAR 845-006-0345 (9)





FIRST CALL

HOW TO TRACK SERVICE PERMITS

As a licensee, you are responsible for ensuring that your servers have valid service permits. You are also responsible for being sure that your servers have their service permit with them when they are on duty. Here's a simple way to meet both of these requirements and avoid citations.

1. FOR EXISTING EMPLOYEES:

- Make copies of their permits
- Highlight the expiration date
- Place copies in a file folder in reverse chronological order – permits with the soonest expiration date in front
- Check the file weekly and remind any employee whose permit will expire within 3 months to renew their permit

2. NEW EMPLOYEES WHO DO NOT HAVE SERVICE PERMITS

- Before they sell and serve alcohol, or manage those who do, be sure that:
 - They complete a service permit application
 - You verify their identity and sign the application
 - You ensure the application is mailed immediately to the OLCC with the proper fee
- Make a copy of the employee's temporary permit
- Note the date the application was mailed and the date 45 days later when the employee should have completed an Alcohol Server Education course
- Place the copy of temporary permit at the front of your service permit file
- Check the file weekly and demand proof that the employee has completed the course within 45 days

It's good business sense to have complete and accurate information about each service permit holder. Creating a file and reviewing it regularly will protect you in 2 ways.

- ***You will avoid a violation for permitting an employee to mix, sell, serve, or manage alcohol without a service permit***
- ***You and your employee will avoid violations for failing to immediately produce a valid service permit if an OLCC Inspector or police officer requests to see it***





FIRST CALL

DPSST CERTIFICATION

Department of Public Safety Standards and Training



Certified Security

Oregon law requires that individuals who function primarily as security personnel must be certified by the Oregon Department of Public Safety Standards and Training (DPSST). A person may be subject to this requirement if their primary responsibility includes any one or combination of the following duties:

- observing and reporting unlawful activity
- preventing theft or misappropriation of items of value
- protecting individuals and property from harm or misappropriation
- controlling access to a premises being protected
- detaining or placing persons under arrest
- providing canine services to guard a premises or detect unlawful substances or devices.

OLCC Inspectors, police, and other law enforcement officers, when they visit licensed premises, may issue citations for failure to have the necessary certification. Fines range from \$250 to \$1,500.



To avoid fines, you should check with DPSST immediately to see if you or any of your employees require certification at 503-378-2100 or www.oregon.gov/DPSST/index.shtml.

Make the call today.



FIRST CALL

RESPONSIBLE VENDOR PROGRAM
(RVP)



Responsible Vendor Program

Frequently Asked Questions

What is the Responsible Vendor Program (RVP)?

The Responsible Vendor Program is a FREE, self-monitoring program which rewards responsible licensees who take positive steps to prevent the sale and service of alcohol to minors.

Who may join the RVP?

You may apply for the program if you have a Full On-Premises, Limited On-Premises, Off-Premises, or Temporary Sales license and you have not personally committed a major liquor law violation within the last 5 years. (See "YOU DO NOT QUALIFY" below for the reasons someone may not be eligible for the program.)

What are the benefits of joining the program?

You are eligible for reduced fines if your employee sells alcohol to a minor or fails to properly check ID.

The OLCC will not cancel your liquor license or deny you a liquor license if your employee sells alcohol to a minor or fails to properly check ID.

You increase your protection against civil actions in third party liability lawsuits involving minors.

What are the requirements of the program?

You must train your employees in responsible alcohol sales.

You must have quarterly employee sessions in which employees refresh their training in responsible alcohol sales.

You must keep records of required employee training.

You must accept only the 4 stand-alone IDs allowed under Oregon law.

You must have your employees read and sign your house policies on acceptable ID, methods for properly checking ID, and what will happen if they sell alcohol to a minor. The policies must also be posted in an area visible to employees.

You must permanently post 2 signs for customers to see: (1) a list of the valid types of ID accepted at your business and (2) a notice that any customer who looks younger than 26 (or older, if that is your house policy) must show valid ID.

What are the 7 subjects you must cover in your training?

1. Recognizing minors and visibly intoxicated persons (VIPs)
2. Legal ID for buying alcohol

3. How to check and recognize false ID
4. Checking ID of anyone who looks younger than 26 (or older, if that is your house policy)
5. Methods for refusing alcohol sales to minors and VIPs
6. Consequences of selling alcohol to minors and VIPs
7. Your own house policies on alcohol sales

What material may you use to meet the training requirement?

You may use any combination of materials in any format – printed, video, or computer – as long as the training covers all the required subjects. The training may be done individually or in a group. Examples of the material you may use are:

- The OLCC’s free “IT’S YOUR JOB” video (available on DVD and VHS in English, Spanish, and Korean)
- Sections from your Law Orientation Booklet
- Sections from your Alcohol Server Education Student Workbook
- Other informational and training material posted on the OLCC’s Web site at www.oregon.gov/OLCC
- Material you develop yourself
- Other commercially available training programs
- For a fee, some Alcohol Server Education providers will do the training for you

What do you mean the program is “self-monitoring?”

Once you are approved to participate in the program, you are expected to monitor and maintain the requirements yourself. The OLCC will not verify that you are complying with program requirements until a violation occurs. If an employee sells alcohol to a minor or fails to properly check ID, an OLCC Inspector will then review your RVP records. If all the requirements are in place, you will be given the reduced fine. If all the requirements are not in place, you will be removed from the program and given the higher fine. You may not reapply to the program for one year. It is important to maintain the required records to document that you are complying with all program requirements.

How do I join the program?

You must complete an application form. The form will ask you to state that you have all the requirements in place to qualify for the program. This will include giving us your house policies on checking ID. Once we verify that your application is complete, we will issue you an RVP certificate. For an application, call us at the number below or go to our Web site.

Mailing address:

*Responsible Vendor Program, PO Box 22297, Milwaukie, OR 97269-2297
Phone: 503-872-5133 or 1-800-452-6522, ext. 5133*

www.oregon.gov/OLCC

YOU DO NOT QUALIFY FOR THE PROGRAM if in the past 5 years, you personally committed any Category I or II violations, or if in the past year, you personally sold alcohol to a minor that included significant aggravating circumstances. Examples of Category I or II violations are felony convictions, making false statements to the OLCC, and being visibly intoxicated while on duty. Examples of aggravating circumstances in a sale to a minor are the sale was made intentionally, the sale was made to a person under the age of 18, or the sale resulted in death or personal injury. If you are not sure whether your violation history would disqualify you, call the OLCC before you submit your application.



APPLICATION FOR THE RESPONSIBLE VENDOR PROGRAM – Page 1 of 2

You must have a Full On-Premises, Limited On-Premises, Off-Premises, or Temporary Sales license to apply.

Please complete and sign **BOTH SIDES** of this form in English. Mail your application to: Responsible Vendor Program, OLCC, P.O. Box 22297, Milwaukie, Oregon 97269-2297.

For more information, please visit our website at www.oregon.gov/olcc.

To receive the benefits of being a Responsible Vendor, your application must be approved by the OLCC and you must have all criteria listed in questions 1-6 below in place **before** any violation for selling alcohol to a minor occurs.

PLEASE PRINT

Trade Name _____ Licensee Name _____

Premises Address _____

Phone Number (if we have questions about your application) _____

This application must be signed by a licensee or an authorized corporate officer. The OLCC may cancel or suspend your license, impose a fine, deny your application, or remove you from the program if you make any false or misleading statements to the Commission.

I attest that all of the information I have provided in this application is complete and true.

Print your name

Signature of licensee or corporate officer

Date

RESPONSIBLE VENDOR PROGRAM CRITERIA

YOU MUST ANSWER ALL QUESTIONS

TRUE FALSE

1. _____ ACCEPTABLE ID: My employees accept only the 4 valid, stand-alone IDs allowed by Oregon law.
2. _____ HOUSE POLICIES: My employees have read and signed my house policies that include at least the following: (1) the forms of ID accepted at my business, (2) how to properly check ID, including for anyone who looks under the age of 26 (or older, if that is my house policy), and (3) the consequences for selling alcohol to a minor. My policies are posted in an area visible to all my employees.
3. _____ SIGNS: I have permanently posted the following signs where customers can see them: (1) the forms of ID accepted at my business, and (2) anyone who looks under 26 (or older, if that is my house policy) must show identification.
4. _____ INITIAL TRAINING: Before selling alcohol, each of my employees reads and signs the OLCC brochure "What Every Store Clerk Needs to Know about Selling Alcohol" (or meets the alternative requirements of OAR 845-009-0130), and I keep copies of the signed and dated brochures. In addition, within 3 days of beginning to sell alcohol, each of my employees receives training on: (1) how to recognize minors and visibly intoxicated persons; (2) legal forms of identification; (3) how to properly check ID and recognize false or altered ID; (4) the law that anyone who looks under 26 must show valid ID; (5) recommended approaches for refusing sales to minors or visibly intoxicated persons; (6) the consequences for selling alcohol to minors and the importance of not selling alcohol to minors or visibly intoxicated persons; and (7) a review of my house policies. New on-premises employees with a valid service permit are exempt from the brochure and 3-day training requirements.
5. _____ QUARTERLY TRAINING: At a minimum, I hold 4 annual employee trainings covering the 7 topics listed above under Initial Training. I keep records of each training including the dates, names of employees, and a summary of the training.
6. _____ VIOLATION HISTORY: In the past 5 years, I have not personally committed any Category I or II violations, or in the past year, I have not personally sold alcohol to a minor that included significant aggravating circumstances. (Some examples of Category I or II violations are felony convictions, making false statements to the OLCC, and being visibly intoxicated while on duty. Some examples of aggravating circumstances in a sale to a minor are the sale was made intentionally, the sale was made to a person under the age of 18, and the sale resulted in death or personal injury.)

APPLICATION FOR THE RESPONSIBLE VENDOR PROGRAM – Page 2 of 2

Please complete and sign **BOTH SIDES** of this form in English. You must answer all questions.

**MY HOUSE POLICIES
ON ALCOHOL SALES & CHECKING IDENTIFICATION**

PLEASE PRINT

Trade Name _____

Licensee Name _____

Premises Address _____

1. I require my employees to check identification of anyone who appears under the age of _____.

2. The only types of identification my employees are allowed to accept are:

3. To properly check identification, I require my employees to do the following:

4. If my employee sells alcohol to a minor, I understand there will be legal consequences. If my employee sells to a minor, my policy is:

Print name

Signature of licensee or corporate officer

Date



Responsible Vendor Program

Checklist

Use this checklist to help you follow all program requirements to retain your Responsible Vendor certification.

ACCEPTABLE ID

- You must accept only these 4 forms of ID:
 1. Valid driver license with a photo from any state
 2. Valid DMV ID card with photo, name, date of birth, and physical description from any state
 3. Valid passport
 4. Valid U.S. military ID
-

SIGNS

You must post 2 signs where customers can see them:

- 1. The list of valid IDs accepted at your business
 - 2. A notice that anyone who appears younger than 26 (or older, if that is your house policy) must show valid ID
-

HOUSE POLICIES

- You must write down your house policies on:
 1. The age at which employees must check ID – it must be at least 26, but it may be higher
 2. The forms of IDs accepted at your business
 3. Directions for properly checking ID
 4. The consequences employees face if they sell alcohol to a minor
- Employees who sell or serve alcohol must read and sign a copy of your house policies. You must keep copies of the signed and dated policies.
- You must post a copy of your house policies where employees can see them.

CONTINUED ON OTHER SIDE

TRAINING

1. BEFORE selling alcohol, employees must:

- Read & sign “What Every Store Clerk Needs to Know About Selling Alcohol” brochure or attend alternative training that covers all the material found in the brochure
- OR
- Have a valid Service Permit (on-premises sales employees only)

2. WITHIN 3 DAYS of selling alcohol, employees must receive additional training on:

- Recognizing minors and visibly intoxicated persons (VIPs)
 - Legal ID for buying alcohol
 - How to properly check and recognize false ID
 - Checking the ID of anyone who looks younger than 26. If your house policy is to check ID of customers who look older than 26, that information must be included.
 - Methods for refusing sales of alcohol to minors and VIPs
 - Consequences of selling alcohol to minors and VIPs
 - Your own house policies on alcohol sales
- OR
- Have a valid Service Permit (on-premises sales employees only)

3. EVERY 3 MONTHS employees must:

- Complete training that covers the 7 subjects listed above under #2

4. RECORD KEEPING – You must keep:

- For the training required before the employee sells alcohol, copies of the signed and dated brochure or names and dates of alternative training or the employee’s service permit number and expiration date
- A record of each quarterly training including the date, the names of the employees who participated, and a summary of the training
- Copies of the signed and dated house policies that each employee must read

If an employee does sell alcohol to a minor or fail to properly check ID:

- Off-Premises Sales employees must complete a clerk training course as required by OAR 845-009-0145 (Clerk Training Program) within 45 days of notification of the violation
- On-Premises Sales employees must complete an Alcohol Server Education course or a course that covers all the subjects listed under #2 above within 45 days of notification of the violation



FIRST CALL

TRAINING TOPICS

&

MISCELLANEOUS FACT SHEETS



FIRST CALL

TRAINING TOPICS

For more in-depth training in the following topics, select what you and your staff are interested in and talk to your local OLCC Inspector to schedule a session

- What Your Liquor License Allows
- Alcohol Service Permits
- Responsible Vendor Program
- Minor Decoy Program
- ID Checking
- Visibly Intoxicated Person(s) (VIPs)
- Neighborhood Livability
- Incident Logs
- Third Party Liability
- Package Store Brochures
- The Bottle Bill
- Liquor Violations / Prohibited Conduct

Where Your Liquor Dollars Go

The Oregon Liquor Control Commission (OLCC) contributed more than \$343 million to Oregon programs, cities and counties in the 2008-10 biennia. Of that, more than \$191 million went to the General Fund to help pay for programs such as schools, police and public health programs.

OLCC revenue is distributed to the General Fund and to other Oregon programs based on a plan created by the state Legislature. OLCC, liquor store agents, alcohol manufacturers and distributors all play a role in creating the revenue.

Mental health, alcohol and drug treatment services benefit from \$16.2 million, which helps to pay for addiction programs across the state. The Oregon Wine Board received more than \$527,000.

OLCC gave more than \$61.7 million to Oregon cities and \$30.8 million to counties. Local programs that benefit from OLCC revenues include enforcement, alcohol prevention and treatment as well as other public safety initiatives.

Incorporated cities also benefited from OLCC dollars through city revenue sharing, receiving more than \$43.2 million in 2008-10.





FIRST CALL

WHO TO CALL



About how to find a server education class:

In Portland area:

503-872-5119

Outside Portland area:

1-800-452-6522 ext. 5119

About a pending service permit application:

In Portland area:

503-872-5200

Outside Portland area:

1-800-452-6522 ext. 5200

About an issued service permit:

In Portland area:

503-872-5200

Outside Portland area:

1-800-452-6522 ext. 5200

About other questions regarding server education:

In Portland area:

503-872-5133

Outside Portland area:

1-800-452-6522 ext. 5133

About licensing questions:

In Portland area:

503-872-5070

Outside Portland area:

Your local OLCC office:

About enforcement questions:

Your District Inspector:

Name

Phone

OLCC Field Offices

MAIN OFFICE - PORTLAND\MILWAUKIE

9079 SE McLoughlin Blvd.
Portland, OR 97222-7355
503-872-5000 or 1-800-452-6522
Fax 503-872-5266

Counties

Clackamas, Columbia, Hood River,
Multnomah, Washington, Wasco
(Clatsop & Tillamook: Licensing Issues)

BEND

2146 NE 4th Street
Suite 160
Bend, OR 97701
541-388-6292, Fax 541-388-6321

Counties

Crook, Deschutes, Jefferson, Wheeler

COOS BAY

500 Central
PO Box 1176
Coos Bay, OR 97420
541-266-7601, Fax 541-266-7234

Counties

Coos, Curry

EUGENE

927 Country Club Road, Suite 200
Eugene, OR 97401
541-686-7739, Fax 541-687-7381

Counties

Benton, Lane

KLAMATH FALLS

700 Main St., #204B
Klamath Falls, OR 97601
541-883-5600, Fax 541-883-5507

Counties

Klamath, Lake

MEDFORD

7 Crater Lake Ave., Suite A
Medford, OR 97504
541-776-6191, Fax 541-776-6188

Counties

Jackson, Josephine

NEWPORT

715 SW Fall St.
Newport, OR 97365
541-265-4522, Fax 541-265-4522

County

Lincoln

NYSSA

14 South 3rd St
For Mailing Use: PO Box 1668
Nyssa, OR 97913
Phone: 541-372-5625

Counties

Baker, Malheur, Harney, Grant

PENDLETON

State Office Building
700 SE Emigrant St., Suite 140
Pendleton, OR 97801
541-276-7841, Fax 541-278-4086

Counties

Gilliam, Morrow, Sherman, Umatilla,
Union, Wallowa

ROSEBURG

251 NE Garden Valley Blvd., Suite A-3
Roseburg, OR 97470
541-440-3362, Fax 541-440-3361

County

Douglas

SALEM

200 Hawthorne Ave SE, Suite B-210
Salem, OR 97301
503-378-4871, Fax 503-378-4594

Counties

Linn, Marion, Polk, Yamhill

WARRENTON

65 Hwy. 101 N, Suite 201
Warrenton, OR 97146
503-861-3912, Fax 503-861-6074

Counties

Clatsop, Tillamook (Compliance Issues)



FIRST CALL

List of Industry Trade Groups

Oregon Brewers Guild:

Phone: (971) 270-0965

Website: <http://oregonbeer.org/>

Oregon Beer & Wine Distributors Association:

Phone: (503) 228-2337

Website: N/A

Oregon Restaurant and Lodging Association:

Phone: (503) 682-4422 (Portland)

Toll Free: (800) 462-0619

Website: <http://www.oregonrla.org/>

Northwest Grocers Association:

Phone: (509) 575-6315

Website: <http://www.northwestgrowers.org/index.html>

Oregon Distillers Guild:

Phone: (503) 936-2951

Email: erik@artisan-spirits.com

Oregon Bartenders Guild:

Phone: No phone number available

Website: <http://www.oregonbarguild.org/>

Oregon Wine Board:

Phone: (503) 228-8336

Website: <http://www.oregonwine.org/Home/>

Oregon Neighborhood Store Association:

Phone: (503) 316-9638

Website: <http://www.onsa.net/>

International Korean Grocer's and Licensed Beverage Association:

Phone: (503) 442-1916

Website: <http://www.kagro.org/>

Association of Catering & Event Professionals:

Phone: (503) 299-2237

Email: secretary@acep.com

Website: <http://www.acep.com/>

OREGON LIQUOR CONTROL COMMISSION

Happy Hour Advertising Guidelines

The rule restricting advertising, OAR 845-007-0020, has been revised effective May 1, 2010. Businesses may now advertise "Happy Hour" or similar terms outside of their establishment. This includes signs, radio, tv, newspaper, magazines, and the internet.

WHAT IS ALLOWED UNDER THE REVISED RULE?

- **Using "Happy Hour" or similar terms**

Businesses can use terms such as "Happy Hour," that reference discounts on food and/or alcohol. Advertisements can also include the time period of the promotion. The time period includes specific hours of the day, and words that reference time (Thursday, St. Patrick's Day, hour, night).

Examples: Happy Hour Daily 4PM-6PM
Tightwad Tuesday 3PM-7PM
After Work Special – Monday thru Friday
New Year's Eve Drink Specials
Ladies Night Margaritas

WHAT IS NOT ALLOWED UNDER THE REVISED RULE?

- **Advertising a reduced price or discount on alcohol that is available only during specified days or times**

If it is not the everyday price, references to discounts or reduced prices on alcohol and specific time periods or time reference is prohibited.

Examples: Happy Hour Margaritas \$4
\$2 Draft Beer on Thursdays
\$1 off Draft Beer Weekdays 5PM-7PM
New Year's Eve Half-Price Martinis
Ladies Night Margaritas 25% off

- **Advertising a reduced price for the purchase of multiple drinks is prohibited**

Advertising drink specials in which a customer must purchase more than one drink in order to receive the special price is prohibited.

Examples: Buy One - Get One Free
Two for One Margaritas
Martinis - Buy Two, Get One Free

The law has always allowed advertising the everyday price of alcoholic beverages:

- in menus posted in your business's windows
- on the web
- in print or other media advertising



OAR 845-007-0020 was revised to allow businesses to advertise Happy Hour outside of their establishment.

For more information contact:

Jesse Sweet
Compliance Specialist
phone: 503-872-5250
toll free: 800-452-6522
e-mail: jesse.sweet@state.or.us



The mission of the OLCC is to promote the public interest through the responsible sale and service of alcoholic beverages.

www.oregon.gov/OLCC

To: Off-Premises Licensees

From: Oregon Liquor Control Commission (OLCC)

Date: September 15, 2010

House Bill 3343, passed by the Oregon Legislature, created a new provision for those who sell or serve alcohol. Those who sell alcohol to minors can be charged with a Class A misdemeanor. Effective January 1, 2010, employees who sell alcohol to minors may receive a reduced criminal penalty in court if they have completed an OLCC-approved training program or hold a valid service permit.

There are two options for your employees to become eligible for a reduced penalty:

1) An employer may choose to have their in-house training program approved for seller training by contacting the OLCC at 503-872-5133 or 800-452-6522, ext. 5133.

or

2) An employee can complete any other OLCC-approved seller training program by contacting the OLCC at 503-872-5133 or 800-452-6522, ext. 5133.

Approved seller training programs include all OLCC Alcohol Server Education (ASE) classes as well as other available courses. To find seller training providers or ASE class schedules and providers, please visit the OLCC's website: www.oregon.gov/OLCC.

If an employee is interested in obtaining an alcohol service permit, they must complete an ASE class and submit a completed service permit application along with the \$23 service permit fee to the OLCC. Service permits are valid for five years.

It is the employee's responsibility to keep a record regarding their completion of an approved training program. It will be up to the employee to provide such records to the court in order to be considered for a possible reduced criminal penalty.

The OLCC encourages anyone who sells or serves alcoholic beverages to participate in an approved alcohol education program. In addition to the possible benefit of a reduced sanction, knowing the liquor laws can help you be a positive force in reducing alcohol-related problems such as keeping alcohol out of the hands of minors.

The reverse side of this flyer is intended for you to post for your employees. If you have any questions, please contact the OLCC's Alcohol Education Program at 503-872-5133 in Portland, or elsewhere in Oregon at 800-452-6522, ext. 5133.

Did you know?

If you sell alcohol to a minor, you could be charged with a Class A misdemeanor.

As of January 1, 2010, a new law provides possible reduced criminal penalties for those who sell alcohol to minors.

To be eligible for the reduced penalty, you must:

complete an OLCC-approved seller training program

or

have a valid service permit.

OLCC-approved seller training programs include Alcohol Server Education classes and other available courses. Check with your employer or contact the OLCC for further information at www.oregon.gov/OLCC/seller_clerk_training.shtml.

The OLCC encourages anyone who sells or serves alcoholic beverages to participate in an approved alcohol education program. In addition to the possible benefit of a reduced sanction, knowing the liquor laws can help you be a positive force in reducing alcohol-related problems.



www.oregon.gov/OLCC



FIRST CALL

“It’s Your Job” Training Video

Free training video for Off-Premises Sales licenses

Available in:

- English
- Spanish
- Korean

- VHS
- DVD



Only 27 minutes long
Addressed to store clerks who sell alcohol to-go

Covers:

- How to check ID
- Recognizing Minors
- Recognizing visibly intoxicated persons
 - How to refuse a sale
- Basic retail liquor laws
- Penalties for violating the law

If you don't already have one, call your local OLCC office for your free copy.



Post This Information Sheet In Your Workplace

REMEMBER ...

- ◆ **NEVER** serve alcohol to a minor.
- ◆ **ALWAYS** check ID of customers who look 26 or younger.
- ◆ **NEVER** serve alcohol to a visibly intoxicated person (VIP).
- ◆ **ALWAYS** make a good faith effort to remove drinks from a VIP.
- ◆ **NEVER** be under the influence of intoxicants while on duty.
- ◆ **ALWAYS** have your service permit available while on duty.
- ◆ **NEVER** serve or allow customers to drink alcohol between 2:30 a.m. and 7:00 a.m.

OLCC main office	503-872-5000 or 1-800-452-6522
Local OLCC office	_____
Local Police	_____
Local Taxi Service	_____
Business Address	_____
Business Phone Number	_____
Manager Contact	_____