



News Release

Oregon Liquor Control Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522

For more information:
Christie Scott, Public Affairs Specialist, (503) 872-5002
Rudy Williams, OLCC Deputy Director, (503) 872-5017
www.oregon.gov/olcc

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OLCC announces "First Call," to improve economic and public safety success of local businesses

PORTLAND, Ore. – The Oregon Liquor Control Commission is launching *First Call*, a program designed to provide newly licensed businesses a variety of resources and the knowledge to be economically successful while improving public safety.

First Call is specifically designed for businesses with a new liquor license or where there has been a change of ownership. A key component of the program will involve visits by OLCC Inspectors within 90 days of the business being licensed.

"Last call is what happens when a bar is closing for the night," said Rudy Williams, OLCC Deputy Director of Public Safety Services. "The *First Call* program is a proactive way for our inspectors to work with businesses, answer questions, and help them be successful when they first open their doors."

By increasing the emphasis on alcohol education, understanding liquor laws, and providing businesses with resources, tools and training, the OLCC hopes to establish a solid partnership with liquor license holders.

"We've been around the state talking to business owners. What we've heard is they want the OLCC to create a business model to help them be successful and avoid alcohol-related tickets," says Williams. "*First Call* will give people a great start where they can succeed economically and operate a safe business. By learning how to avoid tickets on the front end, they not only save money to reinvest back into their business, but they also create a safer environment for their staff, customers and community."

Some of the topics covered in *First Call* include:

- Common violations and how to prevent them
- Alcohol sales to minors – preventing minors from obtaining alcohol
- Free training opportunities available through OLCC
- 50 signs of visible intoxication and the good faith effort law
- Industry trade group resource list

Program materials can be found online: http://oregon.gov/OLCC/first_call_program.shtml

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Did you know that in the last two years, the OLCC distributed more than \$343 million to Oregon's General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC's Website.](#)