



ABC Update February 2011

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Department of ABC 2010 Overview

The Kentucky Department of Alcoholic Beverage Control (ABC) licenses and regulates the sale of alcoholic beverages in Kentucky. Below is a detailed look at the work the ABC conducted during 2010.

Education

The Education Branch within the Department of Alcoholic Beverage Control provides the Server Training in Alcohol Regulations (S.T.A.R.) training seminars throughout the state.

This program is in place to train and educate the people who work with, sell and serve alcohol in Kentucky. The main goals of S.T.A.R. are to reduce alcohol sales to minors, reduce sales to intoxicated persons, to provide information on Kentucky Revised Statutes relating to alcohol sales and to inform servers of legal liabilities when serving or selling alcoholic beverages. Participation in the program results in a better-trained and informed workforce for our retailers' establishments. Upon completion of the four-hour course and passing the exam, participants are awarded a certification from the Commonwealth of Kentucky, which is valid for three years. The Department trains approximately 4,000 individuals annually. Classes are rotated to various statewide locations to provide accessibility to all retailers and their employees as

well as city and county ABC Administrators, prevention groups and law enforcement officers. ABC currently has 21 contract trainers strategically located throughout the Commonwealth that provide the instruction during the S.T.A.R. classes. The Education Branch sets the dates and locations of classes, on-site requests and special event trainings, along with promoting the S.T.A.R. program.



During 2010, 250 classes were held with 4,141 individuals being trained. Since the beginning of S.T.A.R., there have been approximately 27,000 people certified through the program.

The agency deems this a contributing factor to the significant decrease in sales to minors as measured by our Department's Operation Zero Tolerance Program. Sales to minors decreased from 24% in 2001 to 6% in 2010. This represents a reduction of 18% in the past nine years.

Emphasis on server training continues to increase with six new communities in Kentucky mandating server training in 2010, bringing the total number to 47 cities and/or counties. Many have requested ABC's assistance and indications are that numerous other communities will follow in the future as more areas change from dry to wet via local option elections.

In addition to the S.T.A.R. training program, the Education Branch conducted special event training to organizations that sell and serve alcohol at temporary locations during 2010, such as the Louisville and Northern Kentucky Archdioceses, Frankfort Jaycees, Louisville Country Club and other civic and private organizations. Education Branch personnel also developed and delivered presentations statewide to various civic organizations as well as high schools, universities and the general public. These groups included: Lexington Mayor's Alliance, Madison County Court Diversion Program, Eastern Kentucky University, Adair County High School, Cumberland County High School, Green County High School, South Oldham High School, Washington County High School, and numerous other organizations upon request. The Education Branch Manager served as the designee for the Department with The Lexington Mayor's Alliance, Scott Countians Against Drugs (S.C.A.D.), and the University of Kentucky Campus Community Coalition. Further, upon request, staff meets with various organizations, including industry and community awareness groups, city councils, and prevention entities.

The Education Branch is also responsible for the Department's yearly newsletter and was distributed to approximately 5,500 licensed premises statewide as well as other informational brochures and literature. These publications are designed to educate and update interested parties in responsible sales of alcoholic beverages and to publicize the statewide S.T.A.R. training schedule.

Enforcement

The Enforcement Division of the Kentucky Department of Alcoholic Beverage Control also considers preventing youth access to alcohol a top priority. ABC Investigators are vested with full police powers to enforce all state laws. Investigators are strategically located throughout the Commonwealth to maximize their special emphasis on the enforcement of the state's alcohol laws on a daily basis.



Enforcement conducts and engages in effective alcohol compliance enforcement strategies. One such program is Operation Zero Tolerance (OZT). OZT checks retailer compliance by enlisting 18-20 year old investigative aides who attempt to purchase alcoholic beverages at licensed premises throughout the state. OZT compliance checks are designed to ensure that licensees are not selling alcoholic beverages to minors. If a sale is made to an investigative aide during an OZT compliance check, the employee who makes the sale is cited to criminal court and an administrative citation is issued against the licensed establishment. OZT compliance checks are randomly conducted at licensed premises throughout the year. The goal of the division is to raise retailer awareness of checking IDs at the point of sale and preventing youth access to alcoholic beverages.

During the 2010 calendar year, the Division conducted 3,616 OZT checks resulting in 226 alcohol purchases and a compliance rate of 94%.

Another enforcement strategy utilized is Target Enforcement Details (TED), in which ABC works with local and state law enforcement agencies during special events where alcoholic beverages are sold in conjunction with a high concentration of minors. The Enforcement Division brings in ABC investigators from all over the state to work these events. Investigators walk through and observe the crowd for any alcohol violations. ABC personnel frequently receives requests to assist local law enforcement with enforcing alcoholic beverage laws so that local law enforcement can focus on traffic control, securing the perimeter, and other general law enforcement duties. As the only law enforcement agency in the Commonwealth that specifically enforces alcoholic beverage laws, the Enforcement Division is duty-bound to commit personnel and resources to these special events. It is an important part of ABC's mission in combating underage drinking.

During the 2010 calendar year, the Division conducted 56 TED events resulting in 830 citations, 508 of those citations were for Minor in Possession of Alcoholic Beverages.

In addition to OZT and TEDs, the Enforcement Division conducts Cops-In-Shops details. The Cops-In-Shops program is targeted at deterring minors from obtaining alcoholic beverages at the point of sale. During Cops-In-Shops details, Investigators work alongside local law enforcement personnel and pose as employees or customers at a specific retail location. When an

underage person purchases or attempts to purchase alcoholic beverages, they are cited to district court. During 2010, the division reported working at 14 retail locations with a total of 46 citations issued.

A fourth prevention initiative is conducted through tobacco sales compliance checks at Kentucky retail establishments. As with OZT, Investigators employ 15-17 year old aides who attempt to purchase tobacco products at retail outlets. These checks are designed to ensure retailers are not selling tobacco products to minors.

During the 2010 calendar year, the division conducted tobacco 2,952 checks resulting in 82 underage tobacco purchases for a 97.3% compliance rate.

Another part of the tobacco prevention initiative is the Federal Synar Survey. This survey assesses retailer compliance regarding the sale of tobacco products. The goal of the survey is to maintain a high rate of compliance through education and prevention efforts and the data collected during the survey shows the success of those ongoing efforts. The Synar survey is part of the Substance Abuse Prevention and Treatment Block Grant. If compliance rate falls below 80%, the funds can be decreased by up to 40%. The grant gives support to public health initiatives, prevention measures and educational programs for substance abuse. The Synar compliance checks are conducted during the summer when youth are not in school. Investigators are assigned to perform inspections at randomly selected retail outlets through the research firm, REACH of Louisville, Inc.

During the inspection, two Investigators enter a retail outlet. After safety is determined by the Investigators, the teen investigative aide enters and attempts to purchase tobacco products. If the employee and/or retailer sell tobacco products to the investigative aide, an ABC Investigator will issue an administrative citation to the suspected violator for the violation of KRS 438.310. The Investigator will seize the tobacco product from the investigative aide and process it as evidence until a hearing is held

and/or the case is resolved. If no sale is made to the investigative aide, the investigative aide and the Investigators leave and proceed to the next assigned inspection. The management of each retail outlet is later notified of the results (compliance/non-compliance) of the inspection.

In 2010, Investigators of the Division conducted 259 (Synar) tobacco checks resulting in 14 violations and a compliance rate of 94.6%.



Are you in an area where training is mandated? If so, make sure you or your employees have server training certification and if so, that it has not expired. You can see what areas in Kentucky have mandated training by visiting our website, www.abc.ky.gov and navigating to the education page.

Remember that S.T.A.R. certifications are valid for three years. It may be time to get recertified. Call our office for more details and to register.

S.T.A.R. Training Dates

Below are upcoming dates for the Server Training in Alcohol Regulations. In addition to responsible sales and service training, we cover Kentucky-specific statutes and regulations, individual liabilities and fake IDs. Class time is four hours. **Keep up with class changes and additions at www.abc.ky.gov/education.**



Class Date	Time	City	County	Location
01/04/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
01/04/2011	9:00AM	Louisville	Jefferson	Holiday Inn Express
01/10/2011	9:00AM	Frankfort	Franklin	Kentucky ABC
01/10/2011	9:00AM	Owensboro	Daviess	Cigar Factory Mall
01/15/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
01/18/2011	9:00AM	Paducah	McCracken	City Hall
01/19/2011	6:00PM	Louisville	Jefferson	Jefferson County Co-Op Extension Office
01/24/2011	9:00AM	Maysville	Mason	Regional Prevention Center
01/25/2011	5:00PM	Lexington	Fayette	Central Kentucky Job Center
01/25/2011	9:00AM	Florence	Boone	Florence Government Center
01/31/2011	9:00AM	Elizabethtown	Hardin	Pritchard Community Center
01/31/2011	9:00AM	Cave City	Barren	Cave City Convention Center
02/01/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
02/01/2011	9:00AM	Louisville	Jefferson	Holiday Inn Express
02/07/2011	9:00AM	Bowling Green	Warren	Houchen's Industries, Inc
02/08/2011	9:00AM	Danville	Boyle	Inter-County Energy Co-op
02/12/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
02/15/2011	5:00PM	Frankfort	Franklin	Kentucky ABC
02/15/2011	5:00 PM	Owensboro	Daviess	Cigar Factory Mall
02/21/2011	9:00AM	London	Laurel	City Hall
02/22/2011	5:00PM	Lexington	Fayette	Central Kentucky Job Center
02/23/2011	6:00PM	Louisville	Jefferson	Jefferson County Co-Op Extension Office
02/28/2011	9:00AM	Hazard	Perry	Kentucky River ADD/Perry Park
03/01/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
03/01/2011	9:00AM	Louisville	Jefferson	Holiday Inn Express
03/07/2011	9:00AM	Hopkinsville	Christian	Hopkinsville/Christian County Public Library
03/08/2011	9:00AM	Mount Sterling	Montgomery	Health and Civic Center
03/12/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
03/14/2011	9:00AM	Frankfort	Franklin	Kentucky ABC
03/14/2011	9:00AM	Owensboro	Daviess	Cigar Factory Mall
03/20/2011	12:30PM	Murray	Calloway	Currus Center
03/22/2011	6:00PM	Louisville	Jefferson	Jefferson County Co-Op Extension Office
03/28/2011	9:00AM	Prestonsburg	Floyd	Jenny Wiley SRP
03/28/2011	9:00AM	Elizabethtown	Hardin	Pritchard Community Center
03/29/2011	9:00AM	Florence	Boone	Florence Government Center
03/29/2011	5:00PM	Lexington	Fayette	Central Kentucky Job Center
04/05/2011	9:00AM	Lexington	Fayette	Ramada Conference Center
04/05/2011	9:00AM	Louisville	Jefferson	Holiday Inn Express
04/11/2011	5:00PM	Frankfort	Franklin	Kentucky ABC
04/11/2011	5:00PM	Owensboro	Daviess	Cigar Factory Mall
04/12/2011	9:00AM	Cave City	Barren	Cave City Convention Center
04/16/2011	9:00AM	Lexington	Fayette	Ramada Conference Center