

A CLEAR VIEW.....

On Responsible Beverage Service in Morgan County

May, 2008
Morgan County CLEAR
P.O. Box 163, Versailles, MO 65084



Welcome to this issue of CLEAR View. This is our 4th edition of CLEAR View, which is a newsletter sharing information from CLEAR (Community Leaders Educating About Resistance) and our community grant for reducing risky drinking (binge and underage) in ages 12-25.

Did you know?

- CLEAR has held 9 RBS (Responsible Beverage Service) trainings in the last 10 months.
- The businesses sending staff to RBS have a great return rate - 86% of those businesses send additional servers and sellers after attending the first training.
- After attending training, 87% of the participants ranked their skills in the good to excellent range related to serving and selling alcohol. Before the training, only 36% of the participants ranked their skills in serving and selling alcohol in the good to excellent range.
- Servers and sellers increase their knowledge after training of laws and effective strategies based on our pre and post surveys- from 80% on pre tests to 96% on post tests.



Tips for Clerks and Servers

Genan Hanning

Prevention Specialist, Pathways CBH Inc.

Could this ID get by you???

Did you know... you can purchase novelty identification on the internet that can easily be mistaken for a valid license? For about \$125.00, ANYONE can order a 'novelty' ID which could put you in jeopardy. <<missouri novelty ID.jpg>> <<kansas novelty id.jpg>> With a 'virtual' signature and a photo, plus holograms and high quality printing (extra), this fake ID could look very real.

So how will you know for sure?? For manufacturers to legally sell these products they will have at least one of the following worked into the design. They're not always easily seen, so you have to be looking for it.

- *Secure, Valid, Authentic
- *For Novelty Purpose
- *Not Valid for Purchase of Alcohol
- *Bearer Assumes All Risks
- *Not a Government Document
- *Pictures of locks or keys

So... If you were in a situation where noise, dim light, or a long line frustrated customers were making you feel rushed and

Calendar

- **RBS (Responsible Beverage Service) Training dates: RSVP 573-789-5509**
 1. 3:30 p.m., Monday, May 19, 2008, Captain Ron's Bar and Grill, Lake RD 5-50, Sunrise Beach
 2. 1:30 p.m., Monday, June 2, 2008, Central Bank of Lake of Ozarks, Hwy 5, Laurie
 3. 9:30 a.m., Wednesday, July 2, 2008, Morgan County Public Library, Hwy 5, Versailles
- **Coalition meeting dates:**
12:00 p.m., Wednesday, July 2, 2008, Pizza Hut, Hwy 5, Versailles

Q & A with Alcohol Awareness Coordinator, County Distributing in Sedalia, MO – Kathy Beykirch

Thank you, Kathy, for sharing your expertise!

CLEAR Q: How can County Distributing of Sedalia, MO assist the alcohol merchants of Morgan County?

Kathy Beykirch: Through Anheuser-Busch Inc., County Distributing Company has many resources available to help retailers in their fight against underage drinking, alcohol abuse and to promote responsible drinking. Our three main focus periods include: "Operation We ID" to help prevent the sale of alcohol to minors; "Family Talk" to open the lines of communication between parents and children; and our "Holiday Designated Driver" Program to discourage drunk driving. We offer our retailers merchandise to assist in the promotion of these focus periods. From the "We ID" sticker on the front door of your store to the Driver's License Book behind the counter to assist in checking fake ID's, our company is here to make your job easier. Please contact your BUD Man during deliveries or call me at County Distributing Company (660-826-5129, ext. 37) and we will assist you!

CLEAR Q: What activities can merchants use that have been found to be successful in reducing binge and underage drinking?

Kathy Beykirch: Underage drinking doesn't benefit any of us in the alcohol business. It is against the law and we do not promote this activity. Retailers can assist in the fight against underage drinking by being prepared. County Distributing offers TIPS training to help you with ID checking and the safe sell of alcohol. It helps you identify situations in which alcohol is being purchased by someone underage OR for someone underage. We can come to your establishment to help with your training and we will work with your schedule! Please contact us for assistance.

CLEAR Q: In looking at signage and displays, what tips would you give retailers in trying to balance responsible advertising with sales promotions?

Kathy Beykirch: It is always good to promote responsibility in conjunction with advertising and sales promotion. For instance, promoting food specials while people are consuming alcohol helps to prevent intoxication. Our "Safe Party Guides" offer tips for hosts of parties to serve alcohol in a responsible manner. Promoting the use of "Designated Drivers" helps to keep our community safe by keeping drunk drivers off the road. Our "Prevent Don't Provide" advertisement helps to encourage our adult patrons not to provide alcohol for those under the age of 21. We have many more tips to provide and we can customize them for you. Please call me and I will be happy to come to your business and discuss the ways we can help you promote responsibility and fight underage drinking.

Want to know more? Need additional information about CLEAR or RBS? Want to participate?

- Contact CLEAR at 573-789-5509 or by e-mail at chapman1@vpclinks.com
- Contact the grant coordinator, Donna Chapman, at 573.789.5509 or CLEAR officers: Audrey Crewell, pres.; Sunday Unger, secretary; Karen Dobbins, treasurer