



# News Release

9079 SE McLoughlin Blvd. - Portland, Oregon 97222-7355  
[www.oregon.gov/olcc](http://www.oregon.gov/olcc)

For more information:  
Christie Scott, 503-872-5002  
Randy Silva, 503-872-5205

For immediate release: Monday, July 14, 2008

## **OLCC receives 2008 Social Responsibility Award at the National Conference of State Liquor Administrators**

**PORTLAND, ORE** – The Oregon Liquor Control Commission received the 2008 Social Responsibility Award for the Responsible Vendor Program. Deputy Director, Rudy Williams accepted the award on behalf of the commission at the National Conference of State Liquor Administrators in Chicago. The NCSLA Best Practices Awards recognize programs and practices that are innovative, pioneering and deemed to be of value to other states and the regulated industry.

The Responsible Vendor Program was developed with the alcoholic beverage industry to provide a reduced sanction to responsible licensees who take positive steps in preventing the sale and service of alcohol to minors. To participate in the program, licensees must adopt specific best practices concerning responsible alcohol sales including extensive and repeated training of employees. Preliminary results from an independent study published last year suggest that sales to minors “were significantly less likely at Responsible Vendor Program outlets than at non-participating outlets.”

“It is truly a unique distinction to be recognized by such a prestigious organization,” said Rudy Williams, OLCC Deputy Director. “But the recognition should really go to our OLCC Regulatory Staff and our Alcohol Server Education team who implement the program. It’s these employees who are working proactively with business owners to reduce underage drinking and promote responsible alcohol sales.”

The Alcohol Server Education program, which oversees the Responsible Vendor Program, submitted the program for consideration. Alcohol Server Education staff recently completed a revision of the Commission’s materials on the program with the aim of increasing enrollment by making the voluntary program easier to understand. The new materials, which will be available to the public soon, include a simpler application form, a Q & A brochure, a checklist of program requirements, and guidelines to help licensees develop house policies and ID checking procedures for their employees.

More information on the Responsible Vendor Program can be found at [http://www.oregon.gov/OLCC/docs/publications/responsible\\_vendor\\_program\\_fact\\_sheet\\_rev\\_12\\_07.pdf](http://www.oregon.gov/OLCC/docs/publications/responsible_vendor_program_fact_sheet_rev_12_07.pdf). Visit [www.ncsla.org](http://www.ncsla.org) for additional information on the National Conference of State Liquor Administrators.

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*Promoting the public interest through responsible alcohol sales and service*