

**OFFICE OF THE
WASHINGTON STATE LIQUOR CONTROL BOARD
Board Meeting Minutes – May 27, 2009**

Board Chairman Lorraine Lee called the regular meeting of the Washington State Liquor Control Board to order at 10:00 a.m., on Wednesday, May 27, 2009 in the boardroom, 3000 Pacific Avenue SE, Olympia, Washington. Board Members Roger Hoen and Ruthann Kurose were present. This meeting was audio recorded.

New Employee Introductions / Employee Recognition – Pat Kohler, Administrative Director and Annelle Lerner, Human Resources Director

Pat and Annelle recognized Debra Belcher for 25 Years of Service.

Key Impact Measures Workgroup Recognition – Lorraine Lee, Board Chairman

Lorraine recognized the Key Impact Measures workgroup. The workgroup was formed in early 2008 to create an evaluation tool to assist agency staff in decision making on proposed law, rule, or policy changes. The evaluation process and identification of impact measures is incorporated into the agency's bill analysis process and can be used in issue paper development. Members recognized include: Rick Garza, Alan Rathbun, Pat Parmer, Jennifer Skoda, Karen McCall, Steve Burnell, Randy Simmons, Justin Pettis, Mona Moberg, Holly Longo, and Curtis Richardson.

Public Hearing – WAC 314-29-010 – Penalty Guidelines – Karen McCall, Rules Coordinator

Enforcement seeks to add the word "suspension" to the second sentence of WAC 314-29-010(2) in order to clarify which penalty applies when a licensee or permit holder does not respond timely to an administrative violation notice (AVN). No public testimony was heard, however Karen McCall has been in communication with stakeholders prior to the meeting.

Board Approval to File CR 101 – Mandatory Alcohol Server Training (MAST) Rules – Karen McCall, Rules Coordinator

As part of the Liquor Control Board's on-going rules review process, rules regarding MAST are being reviewed for relevance, clarity, and accuracy. In addition, rules will be created to implement an online MAST certification program.

At the April 1, 2009 Board meeting, information was provided on online or Web-based MAST programs. As today's learning and training styles evolve, accommodating diverse learning styles and options through online programs is unavoidable. The general trend in academia is to offer more courses through online and Web-based programs. Online or Web-based MAST offers advantages over classroom style learning: It accommodates different learning styles, and provides convenience and economical advantages to trainees in rural areas where private MAST trainers are scarce.

Karen informed the Board that the timelines have been extended to allow ample time for stakeholder feedback.

Len Riggs with Len Riggs Alcohol Server Training addressed the Board. Len is concerned about online MAST training for first time alcohol servers. Len believes that new persons need to have a classroom setting because these individuals are not familiar with an alcohol service environment. Len also has concerns for security and individual dishonesty. Len emphasized the importance of knowing the LCB's online MAST criteria in the early stages.

Kim Sauer, LCB MAST Coordinator, indicated that she will be working with stakeholders during the months of June 2009 through September 2009 to develop the criteria.

Lorraine Lee clarified the timelines provided in the proposal and re-emphasized the six month timeline.

The Board Members unanimously approved filing a pre-proposal statement of inquiry (CR 101) for rules review of Chapter 314-17 – Mandatory Alcohol Server Training. *(See attached approval for filing a pre-proposal statement of inquiry (CR 101) for rules review of Chapter 314-17 – Mandatory Alcohol Server Training)*

Revised Liquor Supplier Social Responsibility Survey Pilot – Debi Besser, Purchasing Director

Debi presented the Board members with a revised version of the Liquor Supplier Social Responsibility Survey Pilot. After receiving additional feedback from stakeholder groups the survey was updated. The new survey has been shared with stakeholders and Debi recommends the Board adopt the new version. In June 2010 the pilot survey will be reviewed and revised if necessary.

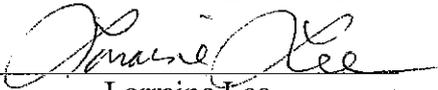
Roger Hoen complimented Debi on the communication efforts she and her staff have made to ensure all participants understand the survey tool and survey purpose.

The Board Members unanimously approved the revised Liquor Supplier Social Responsibility Survey. *(See attached Liquor Suppliers Social Responsibility Survey – Pilot)*

Potential New Wine/Beer Listings – Steve Burnell, Marketing Manager

Steve Burnell made recommendations as explained in the May 27, 2009 memo. Lorraine Lee asked Steve which committees sample the Craft Beer. Steve informed the Board that the Wine Advisory Committee conducts sampling of Craft Beer products. The Board Members unanimously approved the recommendation. *(See attachment)*

The Board Meeting was adjourned at 10:50 AM.



Lorraine Lee
Board Chairman

Roger Hoen
Board Member



Ruthann Kurose
Board Member

AGENDA
BOARD MEETING
WA STATE LIQUOR CONTROL BOARD
Wednesday, May 27, 2009
Headquarter Building
3000 Pacific Ave, Olympia WA 98504

10:00 a.m.

- ✓ 1. **New Employee Introduction / Employee RecognitionPat Kohler**
- 2. **Key Impact Measures Workgroup RecognitionLorraine Lee**
- 3. **Public Hearing – WAC 314-29-010 – Penalty Guidelines.....Karen McCall**
- 4. **Board Approval to File CR 101- Mandatory Alcohol Server Training Rules.....Karen McCall**
- 5. **Revised Liquor Supplier Social Responsibility Survey.....Debi Besser**
- 6. **Potential Wine/Beer ListingsSteve Burnell**
- 7. **Meeting Minutes ApprovalBoard Members**
- 8. **Old Business.....Board Members**
- 9. **New Business.....Board Members**

Recess/Adjourn



WASHINGTON STATE LIQUOR CONTROL BOARD

Issue Paper

Rule Making on WAC 314-29-010(2)

Date: April 22, 2009

Presented by: Karena Kirkendoll

DESCRIPTION OF ISSUE

The purpose of this issue paper is to recommend that the Washington State Liquor Control Board (WSLCB) proceed with proposed rule changes (CR 102) revising WAC 314-29-010 (2).

WHY IS RULE MAKING NECESSARY?

Enforcement seeks to add the word "suspension" to the second sentence of WAC 314-29-010(2) in order to clarify which penalty applies when a licensee or permit holder does not respond timely to an administrative violation notice (AVN).

BACKGROUND

Current language in WAC 314-29-010 needs to be clarified. WAC 314-17-105; and WAC 314-29-020; -025; -030; and -035 list the violations and penalties associated with licensee and permit holder liquor law violations. The majority of the listed penalties offer a fine in lieu of suspension.

When licensees or permit holders fail to respond to an AVN within twenty days by electing to pay a fine or to request a hearing, disagreement often occurs over whether the licensee or permit holder retains the option of paying the fine in lieu of the suspension per WAC 314-29-010(2).

WAC 314-29-010(1) expressly provides that a licensee has 20 days from receipt of the notice to accept the recommended penalty. The benefit inherent in this time-limited election is the option to choose between the standard fine and suspension. If a licensee were to retain the option to choose between the fine and suspension even after failing to respond within the 20-day period, the requirement to respond within the 20-day period would be rendered meaningless. It is Enforcement's position that after a licensee or permit holder has failed to timely respond to an AVN by electing to pay the fine or to request a hearing, the only available penalty should be suspension.

The lack of clarity in WAC 314-29-010(2) creates a loophole which results in licensee confusion, increased administrative costs, a lack of adherence to due process timelines, growing contention and litigation. Additionally, permitting the licensee to retain the choice between the fine and suspension after failing to timely respond to the AVN necessarily results in higher labor costs because the licensee retains the choice to pay the fine even after officers have driven a great distance to suspend the liquor license.

To ensure that consistency, fairness, and appropriate due process apply to all licensees and permit holders, the loophole in WAC 314-29-010(2) should be closed. Allowing a

licensee or permit holder who has failed to timely respond to an AVN to negotiate the default penalty merely perpetuates an unnecessary dialogue with associated costs, and weakens the alternative dispute resolution process.

WHAT CHANGES ARE BEING PROPOSED?

Amend WAC 314-29-010 (2) What happens if a licensee or mandatory alcohol server training permit holder does not respond to the administrative violation notice within twenty days?

The current rule states, "If a licensee or permit holder does not respond to the administrative violation notice within twenty days, the recommended penalty will go into effect." The rule needs to state that the recommended penalty is suspension.

RECOMMENDATION

Staff recommends that the Board proceed with rulemaking (CR 102) to revise WAC 314-29-010 (2).

ATTACHMENT: WAC 314-29-010 (2)

AMENDATORY SECTION (Amending WSR 08-17-056, filed 8/15/08, effective 9/15/08)

WAC 314-29-010 What options does a licensee or permit holder have once he/she receives a notice of an administrative violation?

(1) A licensee or a mandatory alcohol server training permit holder has twenty days from receipt of the notice to:

- (a) Accept the recommended penalty; or
- (b) Request a settlement conference in writing; or
- (c) Request an administrative hearing in writing.

A response must be submitted on a form provided by the agency.

(2) **What happens if a licensee or mandatory alcohol server training permit holder does not respond to the administrative violation notice within twenty days?** If a licensee or permit holder does not respond to the administrative violation notice within twenty days, the recommended suspension penalty will go into effect.

(3) **What are the procedures when a licensee or mandatory alcohol server training permit holder requests a settlement conference?**

(a) If the licensee or permit holder requests a settlement conference, the hearing examiner or captain will contact the licensee or permit holder to discuss the violation.

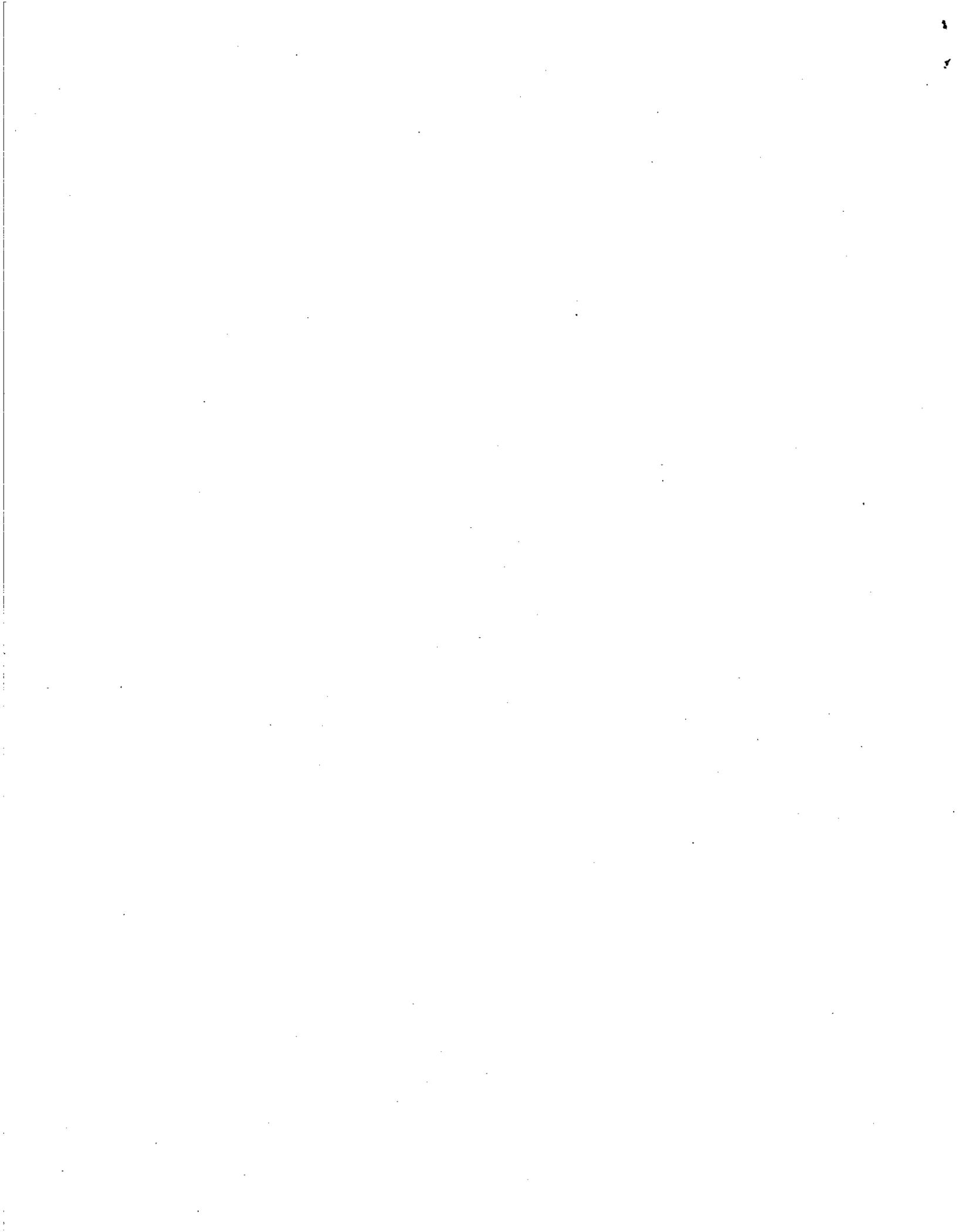
(b) Both the licensee or permit holder and the hearing examiner or captain will discuss the circumstances surrounding the charge, the recommended penalty, and any aggravating or mitigating factors.

(c) If a compromise is reached, the hearing examiner or captain will prepare a compromise settlement agreement. The hearing examiner or captain will forward the compromise settlement agreement, authorized by both parties, to the board for approval.

(i) If the board approves the compromise, a copy of the signed settlement agreement will be sent to the licensee or permit holder, and will become part of the licensing history.

(ii) If the board does not approve the compromise, the licensee or permit holder will be notified of the decision. The licensee or permit holder will be given the option to renegotiate with the hearing examiner or captain, of accepting the originally recommended penalty, or of requesting an administrative hearing on the charges.

(d) If the licensee or permit holder and the hearing examiner or captain cannot reach agreement on a settlement proposal, the licensee may accept the originally recommended penalty, or the hearing examiner or captain will forward a request for an administrative hearing to the board's hearings coordinator.





**Washington State
Liquor Control Board**

Date: May 27, 2009

To: Lorraine Lee, Board Chairman
Roger Hoen, Board Member
Ruthann Kurose, Board Member

From: Karen McCall, Agency Rules Coordinator

Copy: Pat Kohler, Administrative Director
Rick Garza, Deputy Administrator
Alan Rathbun, Director, Licensing and Regulation
Pat Parmer, Director, Enforcement and Education

Subject: Approval for filing a preproposal statement of inquiry (CR 101) for rules review of Chapter 314-17 – Mandatory Alcohol Server Training

Under Executive Order 06-02, Governor Gregoire directed state agencies to improve and simplify service to Washington citizens. Agencies must engage in on-going regulatory improvement and develop rules that talk clearly to the public. The review of rules dealing with **Mandatory Alcohol Server Training** is part of this on-going review. In addition, rules will be created to implement an online MAST certification program.

Process

The Rules Coordinator requests approval to file the preproposal statement of inquiry (CR 101) for the rule making described above. An issue paper on this rules review was presented at the Board meeting on May 27, 2009, and is attached to this order.

If approved for filing, the tentative timeline for the rule making process is outlined below:

May 27, 2009	Board is asked to approve filing the preproposal statement of inquiry (CR 101 filing)
June 17, 2009	Code Reviser publishes notice, LCB sends notice to rules distribution list
July 20, 2009	End of written comment period
September 2, 2009	Board is asked to approve filing the proposed rule making (CR 102 filing). LCB sends notice to rules distribution list.
September 16, 2009	Code Reviser publishes notice,
October 7, 2009	Public hearing held
October 14, 2009	End of written comment period

October 21, 2009	Board is asked to adopt rules
October 21, 2009	Agency sends notice to those who commented both at the public hearing and in writing.
October 21, 2009	Agency files adopted rules with the Code Reviser
November 22, 2009	Rules are effective (31 days after filing)

Approve Disapprove Lorraine Lee 5-27-09
 Lorraine Lee, Chairman Date

Approve Disapprove Roger Hoen 5/27/09
 Roger Hoen, Board Member Date

Approve Disapprove Ruthann Kurose 5/27/09
 Ruthann Kurose, Board Member Date PK

Attachment: Issue Paper

Washington State Liquor Control Board

Issue Paper

Rule Making on Mandatory Alcohol Server Training

Date: May 27, 2009

Presented by: Kim Sauer, MAST Coordinator

Description of the Issue

The purpose of this Issue Paper is to request approval from the Board to file the first stage of rule making (CR 101) to review rules regarding MAST, WAC 314-17.

Why is rule making necessary?

As part of the Liquor Control Board's on-going rules review process, rules regarding MAST are being reviewed for relevance, clarity, and accuracy. In addition, rules will be created to implement an online MAST certification program.

At the April 1, 2009 Board meeting, information was provided on online or Web-based MAST programs. As today's learning and training styles evolve, accommodating diverse learning styles and options through online programs is unavoidable. The general trend in academia is to offer more courses through online and Web-based programs. Online or Web-based MAST offers advantages over classroom style learning: It accommodates different learning styles, and provides convenience and economical advantages to trainees in rural areas where private MAST trainers are scarce.

Thirteen states have enacted mandatory alcohol server training laws. While more states are preparing to mandate alcohol server training programs, there is also a new trend in offering web-based programs.

According to the study conducted by the Oregon Research Institutes regarding online alcohol server training, the majority of participants reported that they liked the online program "much better" (32.3%) or "better" (26.9%) than the live training. About 90% rated most topic areas as "useful" or "very useful".

Process

The rule making process begins by announcing LCB's intent to change existing rules and propose new rules by filing a CR 101 form. This allows staff and stakeholders to begin discussing necessary changes and new rules. No proposed language is offered at this stage. The public may comment during the designated comment period. Notice will be sent to all who have indicated that they want to receive notice of rule changes. The notice will identify the public comment period and where comments can be sent. Board staff will work closely with stakeholders in the development of MAST rules. Based on public input

received, staff will draft proposed changes for presentation to the Board at the next phase of the rule making process.

A tentative timeline for the rule making process is outlined below:

May 27, 2009	Board is asked to approve filing the pre-proposal statement of inquiry (CR 101 filing by noon)
June 17, 2009	Code Reviser publishes notice, LCB sends notice to rules distribution list
July 20, 2009	End of first written comment period
September 2, 2009	Board is asked to approve filing proposed rule making (CR 102)
September 16, 2009	Code Reviser publishes notice, LCB sends notice to rules distribution list
October 7, 2009	Public hearing held
October 14 , 2009	End of written comment period
October 21, 2009	Board is asked to adopt rules (CR 103)
October 21, 2009	Agency sends notice to those who commented both at the public hearing and in writing.
October 21, 2009	Agency files adopted rules with the Code Reviser (CR 103)
November 22, 2009	Rules are effective (31 days after filing)



Washington State
Liquor Control Board

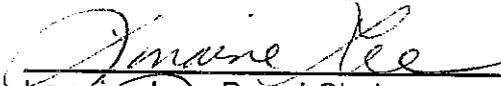
Liquor Control Board Interim Policy #02 - 2009, Revised

Subject: Liquor Suppliers Social Responsibility Survey - Pilot

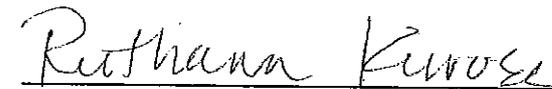
Effective Date: May 27, 2009

Ending Date: June 30, 2010

Approved:


Lorraine Lee, Board Chairman


Roger Hoen, Board Member


Ruthann Kurose, Board Member

Background

In 2008, a workgroup comprised of Liquor Control Board (LCB) staff, agency liquor suppliers, and a prevention community representative was created to develop a tool to measure social responsibility efforts and contributions made by liquor suppliers. The workgroup developed a tool called the "Supplier Social Responsibility Survey".

Purpose Statement

The purpose of Liquor Control Board Interim Policy #02 – 2009 is to document that the agency will pilot the Supplier Social Responsibility Survey to better understand and recognize the commendable social responsibility initiatives already underway by our suppliers, and to consider supplier social responsibility efforts as one component in business decisions. This Policy describes the Survey elements, duration of the pilot, and general process guidelines.

Policy Statement

One of the LCB's top priorities is to promote public safety. To support this mission the agency intends to use the Supplier Social Responsibility Survey to measure individual supplier efforts in four key areas:

- Providing and/or supporting education and tools to prevent underage access and use.
- Minimizing youth exposure to and impact of alcohol advertising.

- Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
- Being a good steward of your local community and the environment (in support of the Governor's *Go Green Initiative*.)

Part of the LCB's vision is to be a *recognized national leader in alcohol and tobacco regulation, business operation and public safety, and a collaborative partner that establishes effective and lasting solutions*. By developing this survey in collaboration with our suppliers and the prevention community, the Board is defining and encouraging the desired social responsibility activities of suppliers.

Policy Duration and Implementation

The Supplier Social Responsibility Survey will be used for a six month trial basis to determine its effectiveness.

In July, approximately eight suppliers will complete the survey, and LCB staff will compile and analyze the results. In September, the remaining suppliers from the scorecard program, who supply 85% of the product we sell, will complete the survey.

Beginning with the January 2010 new listing meeting, non-scorecard suppliers presenting new products for listing consideration will begin completing the survey.

In January 2010, with survey results available from all suppliers presenting new products, staff will begin considering the survey data in the business decisions. At the conclusion of the six month pilot, in June 2010, the survey program will be reviewed with the Board to determine if any changes need to be made.

To communicate best practices to all suppliers, staff will highlight some of the efforts of individual suppliers, with their permission, on the LCB website. The supplier with the strongest social responsibility program will also be recognized in 2010 with a Supplier Social Responsibility Award.

Attachments:

Workgroup Charter
Pilot Survey

5/1/09 (djb)

LIQUOR CONTROL BOARD (LCB) WORKGROUP CHARTER

Title Supplier Social Responsibility Advisory Workgroup
Sponsor(s) Lorraine Lee, LCB Board Chairman Pat McLaughlin, LCB Business Enterprise Director
Purpose <ul style="list-style-type: none">• Increase awareness and measurement of direct WSLCB liquor suppliers' social responsibility efforts• Enhance collaboration and partnership between LCB and stakeholders
Objectives <ol style="list-style-type: none">1. Determine what social responsibility activities suppliers currently have underway.2. Agree upon the definition of Social Responsibility and how it contributes to the LCB mission3. Develop measures for supplier social responsibility contributions on the LCB supplier scorecard and for non-scorecard suppliers.
Constraints <ul style="list-style-type: none">• Any recommendations that require additional funding or FTE's must be reviewed/approved by the Sponsors.• Any recommendations or planned activities must align with the agency mission and regulatory authority.
Agency Goals Supported <ul style="list-style-type: none">• Provide the highest level of public safety by continually assessing, analyzing, improving, and enforcing laws, regulations, and policies to ensure they are easy to understand, effective and reflect today's dynamic environment.• Create a culture that fosters excellent customer service, communication, accountability, data driven decisions, and business initiated process improvement including the use of integrated technology.
Timeframe Meetings begin September 2008. Recommendations due to Sponsors by March 30, 2009.
Team Lead Debi Besser, Director of Purchasing, LCB
Team Facilitator Mona Moberg, Project Manager, LCB

Additional Team Members

Ruthann Kurose, Board Member, LCB
Kimberly Ward, Buying Manager, LCB
Steve Burnell, Marketing Manager, LCB
Brent Young, Remy Cointreau USA (DRAW President)
Matt McCarthy, Southern Wine/Spirits West (DRAW Vice President)
Arick Liske, Diageo North America (DRAW member)
Jeff Barr, Bacardi (DRAW member)
Terry Adams, Ste. Michelle Wine Estates
Bill Ingersoll, Young's Columbia
Michael Langer, Prevention and Treatment Supervisor, Division of Alcohol And Substance Abuse, DSHS
Kathe McDaniel, Retail District Manager, LCB
Tony Masias, Alcohol Awareness Manager, LCB
Jim Hutchins, Process Improvement Manager, LCB
Brian Smith, Communications Director, LCB
Megan Renick, Administrative Assistant, LCB

Resources

- Liquor Control Board Mission Statement
- DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing
- Meeting room facilities

Meeting Duration and Frequency

- Meetings will be scheduled for approximately three hours monthly at the Olympia LCB office.

Performance Measures

- Criteria developed for measuring supplier social responsibility efforts, and definition of how they will influence business decisions.
- Communication of measures and program to partner community
- Increased level of supplier participation in social responsibility programs, two years from implementation.

(rev. 11/10/08)



Liquor Supplier Social Responsibility Survey

Date: _____

Supplier Name: _____

Address: _____

Respondent's Name: _____

State/Province: _____

Position: _____

Zip/Postal Code: _____

Phone: _____

Thank you for participating in the Liquor Supplier Social Responsibility Survey, for suppliers who sell liquor (spirits, wine, and beer) to the Washington State Liquor Control Board (LCB). In line with the Board's top priority of promoting public safety, we would like to know about all the positive efforts your company is making in the social responsibility arena.

Please answer the questions in each of the 4 sections about your company's activities and initiatives in the communities where you do business, and especially those in Washington State. Please limit answers to 150 words; however, you can attach additional documents as necessary. Include any activities or programs conducted by brokers or distributors on your behalf.

We recognize that our suppliers will be at different stages of growth in their social responsibility programs and some may not be able to provide results for each question. If some questions do not apply to your company, simply indicate "N/A" with a brief explanation.

Through these survey results, we will be able to identify and share best practices, and discover potential partnerships and synergies between the LCB and our suppliers. We will recognize suppliers that have best-in-class social responsibility programs. We will also look at the survey results as an additional factor in influencing business decisions.

Advertising

The Distilled Spirits Council of the United States (DISCUS) is the national trade association representing producers and marketers of distilled spirits sold in the US. They have developed a code of responsible practices for beverage alcohol advertising and marketing. There are similar organizations for the wine and beer industry that have also developed advertising guidelines. The LCB believes that such guidelines help to promote responsible marketing of alcoholic beverages.

(1-1). Please describe any advertising codes that your company adheres to, such as the DISCUS Code, or codes from the Wine Institute.

(1-2). For any advertising guidelines to which you subscribe, how do you train and ensure compliance to such expectations?

(1-3). Has DISCUS (or other industry group) ever determined that your company had an advertisement not compliant with the industry advertising code? If so, what action was taken?

(1-4) In an effort to reduce youth exposure to alcohol advertising, many companies have set a minimum percent requirement of over-21 viewing population for the media where they advertise. Please describe your standards in this area.

Underage Access

Preventing youth access requires the involvement of the alcohol industry as well as the prevention community. There are many things suppliers can do to decrease youth access to alcohol, as well as reduce their exposure to alcohol advertising.

(2-1). Please describe how your advertising addresses the prevention of underage access and use. This can include advertising on TV, radio, internet, billboards, print ads, etc.

(2-2). Please describe any associations your company has with organizations that provides training to prevent underage access and use, such as Century Council or RuAD

(2-3). Please describe how your point-of-sale materials (POS) address the prevention of underage access and use. POS would include off-premise materials such as bottle necker and back cards, or on-premise materials such as table-tents, etc.

(2-4). Please describe any on-line or printed educational materials you provide on the subject of prevention of underage access and use. This could include links on your website.

(2-5). Does your website require users to enter their birthdate in order to access your site?

(2-6). Please describe the frequency and approach for any training you provide your sales and marketing employees on the effects of underage alcohol use.

(2-7). Please describe any information on the prevention of underage access that you include in your on-premise product trainings to licensees, such as tips on recognizing fake ID's

(2-8). What other efforts, if any, is your company undertaking to prevent underage access and use?

Responsible Use

Everyone has a role to play to ensure that alcohol consumers conduct themselves in a manner that is healthy for them, their families, and communities. Educating consumers on responsible use includes information on the effects of binge drinking, over-consumption, and drinking and driving.

(3-1). How do you ensure responsible drinking behavior by your own employees? Some companies have a code of conduct, or provisions to pay for taxi or accommodations for people who over-consume.

(3-2). If any of your staff interacts directly with end consumers, what kind of training on responsible use do you provide that staff?

(3-3). Please describe your company's policy on requiring sales employees to attend alcohol server training?

(3-4). Please describe any partnerships with community organizations or groups that provide education to the public to encourage responsible use? Examples include law enforcement, MADD, etc.

(3-5). Please describe any information on the prevention of over-consumption that you include in your on-premise product trainings to licensees, such as tips on how to cut off customers without upsetting them.

(3-6). Please describe any messages in your point-of-sale material (POS) about responsible use? POS includes off-premise materials such as bottle neckers, back cards or on-premise materials such as table tents, etc.

(3-7). Please describe any other innovative methods and tools your organization uses to emphasize responsible use. Examples could include texting information to alcohol servers, or additional training opportunities.

Good Steward

Caring for, and investing in, your community and environment will provide long lasting benefits to your company and society as a whole. There are many different ways to positively impact the communities where you conduct business.

(4-1). Please describe any programs or activities your company is involved in to give back to the community. Examples may include donations to charitable organizations, or allowing employees paid work time to volunteer.

(4-2). For any vehicles that are used in conducting your business, please describe any policies or initiatives to make those vehicles more environmentally friendly.

(4-3). Please describe any of your companies initiatives to increase sustainable packaging for your products. If you already have recycled and/or biodegradable packaging, what percent of your products are packaged in those materials?

(4-4). Please describe any company policies or initiatives to reduce energy consumption and/or waste generation. Examples might include 4/10 work weeks or recycling programs.

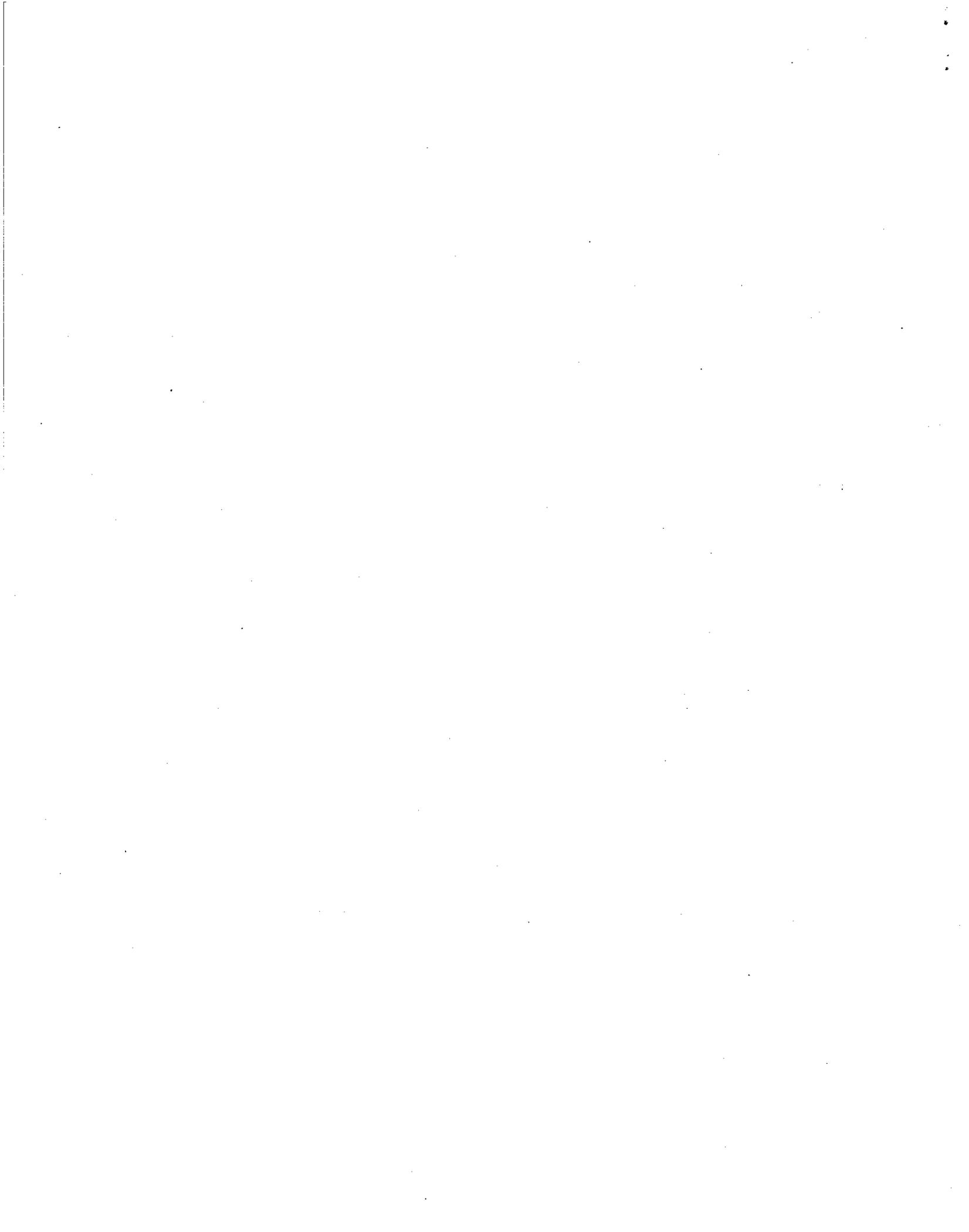
(4-5). Please describe any other efforts underway to reduce your company's impact on the environment. Examples might include using recycled paper, or constructing "green" buildings.

(4-6). How does your company ensure fair and ethical sourcing? Examples might include a Women/Minority/Disadvantaged sourcing policy, or efforts to ensure products are responsibly produced (fair wages, environmentally sensitive, no child labor)

Thank you for your responses. Your efforts are greatly appreciated!

Print Survey

Submit Survey by E Mail





Washington State
Liquor Control Board

Monday, May 04, 2009

Dear Valued Supplier,

We are asking for your participation in a new pilot program that the Liquor Control Board has developed to further our top priority of promoting public safety. The mission of the Liquor Control Board (LCB) is to "*Contribute to the safety and financial stability of communities by ensuring the responsible sale, and preventing the misuse, of alcohol and tobacco*". Our suppliers, distributors, and brokers have significant impacts on public safety through their own business practices. The responsibility of industry to be aware of their effect on responsible consumer behavior, the community, and environment, is commonly known as social responsibility.

To understand all the great work that is being done in this area, we developed the attached Supplier Social Responsibility Survey. A team of LCB staff, spirit and wine supplier representatives, and prevention community representatives provided input at each stage of the development. In this survey, the Board is asking suppliers to share their social responsibility business practices in all the communities where they do business, with particular focus on activities in Washington State. When answering these questions about your company, please include activities conducted by a broker and/or distributor on your behalf. We recognize that our suppliers will be at different stages of growth in their social responsibility programs and some may not be able to provide results for each question.

The survey contains questions about four areas of social responsibility:

1. Minimizing youth exposure to and impact of alcohol advertising.
2. Providing and/or supporting education and tools to prevent underage access and use.
3. Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
4. Being a good steward of your local community and the environment (in support of Governor Gregoire's *Green Initiative*).

In the same way that we want to work with suppliers that perform well – deliver on-time, keep their product in stock, and ship special orders quickly – we also want to work with suppliers that take a strong stand on social responsibility.

Through these survey results, we will be able to identify and share best practices, and discover potential partnerships and synergies between the LCB and our suppliers. We will recognize suppliers that have best-in-class social responsibility programs. We will also look at the survey results as an additional factor in influencing business decisions.

Suppliers will only need to complete the survey once a year. This annual update provides an opportunity to share new initiatives, or provide updated results from existing programs.

The survey and any supporting material provided to the LCB are considered a public record per RCW 42.56. If you have concerns about sharing proprietary information in answering specific questions, please contact Debi Besser directly to discuss options. Please also contact Debi if you need assistance completing the survey or interpreting the questions.

Thank you for taking the time to share information on your social responsibility efforts with us. Please send your completed survey to Meagan Renick at mkr@liq.wa.gov within 30 days.

Best Regards,

Debi Besser

Director of Purchasing

Washington State Liquor Control Board

E-mail: dib@liq.wa.gov

Phone: 360-664-1668

Attachments:

Supplier Social Responsibility Survey

**WASHINGTON STATE LIQUOR CONTROL BOARD
INTEROFFICE CORRESPONDENCE**

Date: May 27, 2009

To: Chairman Lorraine Lee
Board Member Roger Hoen
Board Member Ruthann Kurose

From: Steve Burnell, Marketing Manager

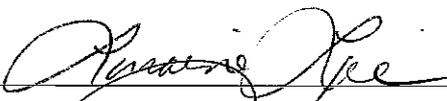
Subject: POTENTIAL NEW WINE/BEER LISTINGS

From blind tastings, the following selections and recommendations were made by the Committee and the Purchasing Division. I recommend the Board approve the following listing actions.

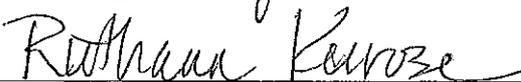
Wine	Region	Vintage	Retail	Recommendation
"O" Chardonnay	WA	2007	\$11.99	Regular Listing
Pyramid Seasonal Craft Beer	WA	NV	\$ 8.94	Regular Listing
Red Hook Seasonal Craft Beer	WA	NV	\$ 7.68	Regular Listing
Widmer Seasonal Craft Beer	WA	NV	\$ 7.68	Regular Listing
Yellow Tail Chardonnay 1.5L	Aust	2008	\$ 9.99	Regular Listing
Yellow Tail Shiraz 1.5 L	Aust	2007	\$ 9.99	Regular Listing

FOR BOARD CONCURRENCE:

5/27/09
DATE







cc: Pat Kohler
Pat McLaughlin
Debi Besser
John Redal
Randy Simmons
Meagan Renick
Kelly Higbee
Cindy Doughty
Robin Hall
Kim Ward
Casey Walker
Lacinda Thomas
Frances Munez-Carter
Gary Hacker

