



University of Wisconsin Law School
Continuing Legal Education for Wisconsin
Resource Center on Impaired Driving

Alcohol Policy in Wisconsin: Municipal Action to Promote a Positive Alcohol Environment

Two One-Day Seminars

September 22, 2010, Madison

September 23, 2010, Stevens Point

A specialized training for:

- *Local elected & appointed officials*
- *Law enforcement*
- *Community coalitions*

This seminar is sponsored by the U.S. Justice Department's Enforcing Underage Drinking Laws through the Wisconsin Department of Transportation.

This is a program of the Wisconsin Alcohol Policy Project, Resource Center on Impaired Driving, University of Wisconsin Law School.

Program Agenda

Who should attend: Local elected and appointed officials with alcohol related responsibilities including; City Council and Village Board members, Mayors and Village Presidents, law enforcement and community coalitions working to improve the alcohol environment.

You will learn: How alcohol policy and community practices can alter community norms and improve the community alcohol environment. Learn about the policies and practices that will remediate local problems, how to implement those policies and sustain change.

9:30-10:45 First General Session:

Welcome

The Policy Behind How Alcohol is Sold and Served in Wisconsin

How is alcohol sold and served in Wisconsin? Learn who has responsibility for creating and enforcing public policy relating to alcohol and what regulatory pressure points municipalities have to prevent and reduce alcohol misuse.

- The mechanics of alcohol licensing.
- What is outlet density, concentration and results of over-concentration.
- License conditions, how to frame and enforce.

Roger Johnson, Alcohol & Tobacco Enforcement, Wisconsin Department of Revenue
Nina Emerson, Resource Center on Impaired Driving, University of Wisconsin Law School

11:00-12:00 Workshop Session 1:

1. Creating a Community Focused Alcohol Licensure Process

The number, type of location of places that sell and serve alcohol has a large impact on the community alcohol environment. A careful community based licensure system encourages citizen involvement, raises concerns before they become problems while allowing sufficient entertainment, dining and alcohol retail opportunities in the community.

Greg Helding, Racine City Council

2. Social Host Ordinance: Tackling Underage Drinking on Private Property

Reducing and preventing underage drinking parties on private property is a problem throughout Wisconsin. A social host ordinance can help shut down underage drinking parties and hold the adults who purchase, pour or provide alcohol to youth accountable.

Joseph Collins, Chief of Police, Two Rivers, Wisconsin

3. Public Intoxication Ordinance

La Crosse uses its public intoxication ordinance to prevent seriously impaired individuals from endangering themselves and provides as an opportunity for intervention. Learn how the community developed its process and its impressive results.

Al Iverson and Bob Wiczorek, La Crosse Police Department

12:15- 1:30 Networking Lunch and Policy Update

Exchange ideas and experiences with colleagues and hear a brief update on the Alcohol, Culture and Environment Work Group Recommendations.

Julia Sherman, Wisconsin Alcohol Policy Project

1:45 - 2:45 Workshop Session 2:

1. Underage Drinkers – The scope of parental authority and other underage drinking issues

Must parents be present? Does parental presence during underage alcohol use mitigate latter incidents? Where's the bright line? Practical advice for law enforcement.

Nina Emerson, Resource Center on Impaired Driving

2. Enforcement as Education

If your goal is compliance, help community alcohol retailers comply through retailer training on ID checks, security, over-serving, and calls for service.

Al Iverson and Bob Wieczorek, La Crosse Police Department

3. Pushback: What have communities learned about managing evidence based changes in a hostile environment?

How to advance evidence based interventions while rebutting outdated and discredited ideas.

Jill Gamez, Arbor Place

Maureen Busalacchi, Smoke Free Wisconsin

3:00- 4:00 Closing General Session:

The Alcohol Industry in the 21st Century:

How a few global corporations control the market, advertise to youth, and undermine public policy.

Michele Simon, JD, MPH - Research & Policy Director, Marin Institute

Instructors

Bob Wieczorek, La Crosse Police Department

Michele Simon, JD, MPH, Research & Policy Director, Marin Institute

Julia Sherman, Wisconsin Alcohol Policy Project

Roger Johnson, Alcohol & Tobacco Enforcement, Wisconsin Department of Revenue

Al Iverson, La Crosse Police Department

Greg Holding, Racine City Council

Jill Gamez, Director, Arbor Place, Menomonie

Nina Emerson, Resource Center on Impaired Driving

Joseph Collins, Chief of Police Two Rivers Wisconsin

Maureen Busalacchi, Smoke Free Wisconsin

Offered at Two Locations

September 22, 2010

Pyle Center
702 Langdon St.
Madison
608-262-1122

September 23, 2010

Holiday Inn Stevens Point
1001 Amber Ave.
Stevens Point
715-344-0200

*Parking information and directions provided with
registration materials.*

Registration Information

Due to limited seating, early registration is encouraged.

Program Fee: \$25 nonrefundable per registrant. Fee includes materials, morning coffee and lunch. *Please make checks payable to the UW Law School.*

Overnight Accommodations: Overnight accommodations at both sites are available and the registrant's responsibility.

For more information, please contact

Program Coordinator: Julia Sherman at (608) 220-1998;
e-mail: jsherman2@wisc.edu

Registration form available online

Resource Center on Impaired Driving

www.law.wisc.edu/rcid/

Continuing Legal Education for Wisconsin

www.law.wisc.edu/clew/

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. If you require special accommodations as a result of a disability please note on your registration form. Requests are confidential.



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