

# INSIDE SPIRITS

A PUBLICATION FOR EMPLOYEES OF THE VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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Please recycle this issue of **Inside Spirits** when you are finished reading it. Thank you!

## ABOUT INSIDE SPIRITS

*Inside Spirits* is the employee newsletter of the Virginia Department of Alcoholic Beverage Control (ABC), providing current news about the agency, its activities and its employees.

The Public Affairs Division produces *Inside Spirits* electronically throughout the year as a service for the employees of Virginia ABC.

Please submit your story ideas and information about awards, media interviews or speaking engagements by e-mail to [philip.bogenberger@abc.virginia.gov](mailto:philip.bogenberger@abc.virginia.gov).

## NEWSLETTER EDITORIAL BOARD

Philip Bogenberger, Editor  
Will Moore, Graphic Designer  
Linda Wine, Editorial Assistant

## ABC Commemorates Clifton Forge Anniversary

STORE 123 CONTINUES TO OPERATE IN SAME LOCATION

By Jennifer Farinholt & Philip Bogenberger

ON June 23, 1934, three large trucks stocked full of distilled spirits and protected by armed guards meandered their way from Richmond to the Allegheny Highlands, rolling into the downtown area of Clifton Forge just after 10 a.m. Two days later, the store on Main Street opened.

While much has changed in Clifton Forge during the past 75 years, the location of Store 123 has remained the same.

To commemorate the store's 75th anniversary and the distinction as the longest continuously operating ABC store at the same location, members of ABC's leadership made a similar journey that the three large trucks made in 1934 for an open house at Store 123.

Commissioners Franklin P. Hall and Susan R. Swecker, and Wholesale/Retail Director Virginia Adams presented a

plaque to the store in recognition of continued customer service and public safety.

Adams welcomed the open house guests including Clifton Forge Mayor Don Carter and members of the town council. "This event is particularly meaningful to me because I just celebrated 38 years with ABC," Adams said. "So I've been with the agency for half of the 75 years since ABC was established."

Adams, Hall and Swecker each reflected on the contributions the agency has made to the Commonwealth, including more than \$6 billion in revenue transferred to the state's General Fund.

"It's pretty amazing to reflect on the changes that have taken place," Swecker told the crowd that gathered at the open house. "For many years ABC only employed white male clerks who took cus-

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From left: Store Associates Linda Snyder and Donna Windsor, Regional Manager Les Morris and Store Manager Tammy Hannah receive a plaque from Commissioners Franklin Hall and Susan Swecker.

Virginia ABC is online at  
[www.abc.virginia.gov](http://www.abc.virginia.gov).

**VIRGINIA ABC IS . . .**

- A public safety agency with law enforcement responsibilities
- A major source of revenue for the Commonwealth
- An efficient retail business
- A provider of educational and prevention programs
- An administrative hearing agency

An integral part of Virginia ABC's mission is to control the distribution of alcoholic beverages while providing excellent customer service.

Virginia ABC relies on its employees to achieve high standards of organizational excellence in achieving our mission. The agency is committed to providing a productive and safe work environment and ample opportunities for employee training and development.

**ABC BOARD**

Esther H. Vassar, Chair  
Susan R. Swecker, Commissioner  
Franklin P. Hall, Commissioner



CONTROL • SERVICE • REVENUE



Gov. Timothy M. Kaine

# CHAIR View



Esther H. Vassar

FROM owning my own business, instructing college English and directing the Virginia Department of Minority Business Enterprises to serving as Commissioner and Chair of the ABC Board, my career has been highly rewarding and has brought me a great deal of satisfaction. I can truly say, however, that the last seven years at ABC have been among the most rewarding because of all the fine people I have met, worked with and developed lasting friendships with.

Most of you have heard by now that I am retiring from ABC to accept the position of National Ombudsman for the U.S. Small Business Administration (SBA) in President Barack Obama's administration. As National Ombudsman, I will be responsible for improving the relationship between the SBA and its constituents, as well as directing a staff of attorneys and support personnel. What a challenge, but, an exciting one!

Most successful ventures begin with accepting a challenge and moving forward with conviction and confidence. I have found this to be true in my career and with causes and initiatives I have championed. Having been fortunate enough to receive many wonderful honors, there are four that stand out in my mind. In 2002, I received Best of the Best Businesses in Virginia recognition, in 2004, the Oliver W. Hill Freedom Fighter Award from the Virginia NAACP and in 2008, Dominion Virginia Power's Strong Men and Women Excellence in Leadership series and induction into the George Washington Spirits Society.

More meaningful than the awards is the knowledge of people who are helped by the related causes. ABC initiatives have won awards, but the main focus is on the program recipients. Partnering with industry for Military Outreach is worth

our tireless efforts as soldiers and sailors utilize the safe rides home program. Underage drinking prevention efforts are successful when young people are persuaded not to drink. Alcohol and the Aging targets older adults with alcohol education/prevention messages that will enhance their mental and general health.

I have enjoyed my leadership role with the prevention/education initiatives at ABC. As I prepare to leave the agency, it pleases me to know that these initiatives are in the hands of professionals who have already accepted the challenge with confidence and will continue to develop new programs while moving forward with current ones.

It is a great honor to be making a career move to the Obama administration, and I'm looking forward to living in Washington D.C. where my two grown children, daughter Brenan, son Banyon and grandsons Isaiah and Noah live. However, I will sincerely miss the many personal and professional friends I have made during seven wonderful years at ABC. I wish each and every one of you the best now and in the future, and I encourage you to accept the challenges in life and make a difference.



Esther Vassar points to the Military Outreach initiative as one of the most meaningful projects during her time at ABC. Shown above: Vassar helped launch the safe rides home program as part of this initiative.

# ABC Adds New Prevention Methods

AFTER 11 YEARS, LEGAL DRINKING AGE RETURNS TO 21

THROUGHOUT THIS YEAR, the Virginia Department of Alcoholic Beverage Control reflects upon the past 75 years while continuing to enhance the agency's control, service and revenue mission. This is the third segment of a five-part series about ABC's history.

## DRINKING AGE

Around the time ABC was celebrating its 50th birthday, the laws concerning the drinking age were addressed.

Legal drinking age laws were only modified once prior to the 1980s, when the legal age for beer was lowered from 21 years old to 18 in 1974.

However, the 1980s were dominated by more frequent changes to the national and state age requirements for consuming beer. The legal drinking age for wine and liquor always remained at 21 in Virginia, however.

In 1981, the legal drinking age for beer was raised to 19 years old for off-premises consumption, but remained at 18 for on-premises consumption.

**The 1980s were dominated by ... changes to the national and state age requirements for consuming beer.**

Two years later, the legal drinking age was raised to 19 years old for all beer sales.

Amidst growing public safety and health concerns, advocates for restoring the legal drinking age to 21 years old succeeded. In 1985, a law reversed the legislation passed 11 years earlier. Persons born on or after July 1, 1966, were able to purchase beer, wine and liquor on and after their 21st birthday. Persons born before July 1, 1966, retained the privilege to purchase, possess and consume beer. By mid-1987, all people had to be 21 to purchase, possess or consume any type of alcoholic beverage.

## PREVENTION

Educational programs were also created in the mid-1980s to educate young people about the risks of underage alcohol use.

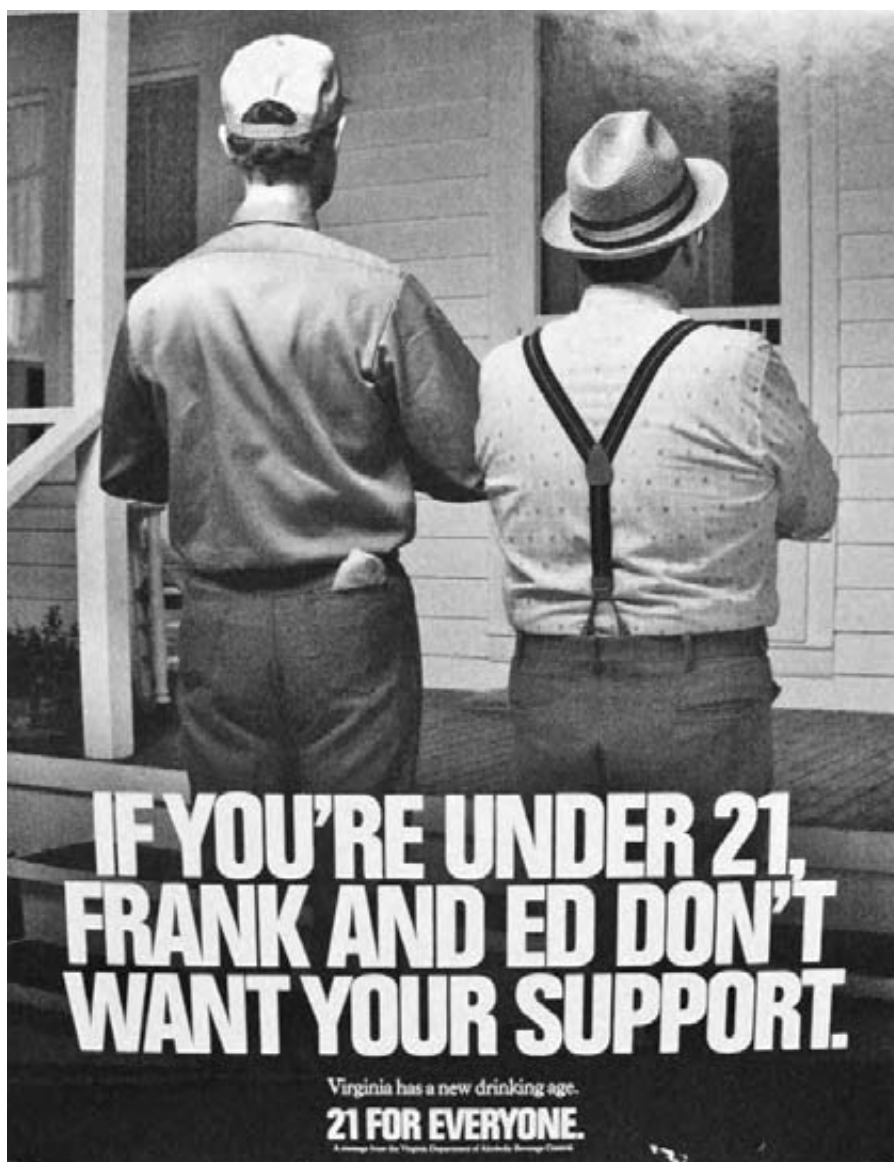
The Youth Alcohol Abuse Prevention Project (YAAPP) was formed and held its first statewide conference at Roanoke College. A few years later, drug prevention was added to the mission of YAAPP, thus creating the Youth Alcohol and Drug Abuse Prevention Project (YADAPP).

ABC's inaugural College Conference took place in 1986. The 24th Annual College Conference is slated for this fall. The week-end-long event is the nation's longest-running conference focusing on alcohol abuse prevention for college students and training to prevent underage drinking.

The third of a five-part series of articles detailing significant moments related to ABC's history.

In addition to the conferences, the agency distributes grant funds to local government agencies and community organizations throughout the commonwealth to be used for prevention education. In 2008, the agency awarded more than \$60,000 to local governments and community organizations to prevent underage drinking and access to alcohol.

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A mid-1980s' ABC underage prevention campaign, publicizing the new drinking age of 21.

# 'Get It Right Every Time'

## EMPLOYEES PLAY STARRING ROLES IN TRAINING VIDEO

ABC is implementing a new initiative with a familiar message: Ask 4 ID.

This year the Virginia Department of Motor Vehicles began issuing new driver's licenses and ID cards with increased security and design features. To coincide with the new licenses, ABC is reminding sellers and servers of alcohol that checking IDs properly is an important part of preventing underage access to alcohol.

In Fiscal Year 2008, ABC stores had a compliance rate of 97 percent. While the figure is 11 percentage points higher than establishments with alcohol licenses, it fell two points from the previous year. The new Ask 4 ID campaign reminds sellers and servers to, "Get it right every time," said Chair Esther H. Vassar, who serves as ABC spokeswoman in the video.

As part of the campaign, ABC created a training video and a public service announcement (PSA), imploring alcohol sellers and servers to, "Remember the two Rs: Request ID and Request age."

Vassar added, "Most retailers do sell responsibly. Our goal, however, is 100 percent compliance. Commitment to this goal is imperative to the control arm of our mission."

In many cases a clerk looked at the ID, but made the sale anyway because they read the dates incorrectly. The training video and PSA will inform sellers and servers about where to look on the new licenses to determine when the person turns 21 for alcohol and 18 for tobacco.



To coincide with the issuance of new Virginia driver's licenses that contain enhanced security and design features, ABC created a training video reminding sellers and servers of alcohol to Ask 4 ID. This shot is from the training video.

**"Our goal . . . is 100 percent compliance."**

—Esther Vassar, ABC Chair

The most recognizable feature on all licenses is a photo of the person on the left side with a hologram of that photo on the right.

The production of the training video and PSA was completed in less than three weeks after the contract was awarded to Dames Media, a vendor who qualified as a Small-, Woman- or Minority-Owned business.

Assistant Special Agent in Charge Clyde Santana drafted the script and provided on-site technical assistance during filming and editing.

Special Agent David Huff was the narrator and played the law enforcement role in the video.

Store Associates U'Neque Brown, Wayne Dries, William Farrar and Roger Rolle from Store 169 in Richmond played themselves in the video.

Tina Adkins, Joseph Cannon, Will Goodman and Robert Jackson assisted with production; numerous other employees were instrumental in completing the project.

"Clifton Forge" (continued from page 1)

tomers orders from behind a counter. We're proud of our modernization efforts. We have a very diverse team of associates and offer a more relaxed, interactive shopping experience. Like many retailers, ABC offers gift cards in all stores and we even have Sunday sales in some areas."

**"It's pretty amazing to reflect on the changes that have taken place... We have a very diverse team of associates and offer a more relaxed, interactive shopping experience."**

— Commissioner Susan R. Swecker

Seventy-five years ago a crowd had also gathered at Store 123 to witness the arrival of the products and for the opening of the store.

The following passage appeared in the local newspaper, The Covington Virginian, with the headline 'Big Crowd On Hand When State Liquor Store Was Opened This Morning In Clifton Forge.'

"The state liquor store in Clifton Forge opened its doors to the public at 10 o'clock this morning. A crowd has been waiting for some time. A few set their alarm clocks in order to be on hand early... A popular man was the first one to make a purchase in the new dispensary at Clifton Forge. His preference was gin."

The newspaper reported that approximately 600 items were sold the first day for \$536.40. Sales reached nearly \$3,000 by the end of the week.

In addition to celebrating the store's unique distinction, the open house was an opportunity for local residents and media to learn more about ABC's current initiatives and talk with ABC commissioners and directors.

"While it's important to reflect on the past, we're focused on the future," Swecker said. "We're excited to tell people about the agency's modern initiatives such as Going Green, Alcoholic Energy Drink Awareness, Alcohol and the Aging, Military Outreach and more."

The event certainly created a buzz in the area. The local newspaper, Virginian

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### If a person received their license BEFORE turning 21:

- The license has a **vertical** format.
- The license bears the image of the Virginia **state flower**, the dogwood, in the background
- The phrase "Under 21" is printed near the top of the license.
- The person's date of birth and dates at which they turn 18 and 21 is located at the bottom.

### If a person received their license AFTER turning 21:

- The license has a **horizontal** format.
- The license bears the image of the Virginia **State Capitol** in the background.

## Store 178 Lends a 'Green Thumb'

THE employees of Store 178 in Dillwyn lent a hand and used their "green thumbs" to grow some healthy food and brighten the garden of the Heritage Hall Healthcare and Rehabilitation Center.

Store Manager Linda Shumaker and Sales Associates William Wood and Katie Johnston spent their personal time and money planting and cultivating tomato and watermelon plants.

The team planted and watered the seeds in the Dillwyn store and nurtured them until they had grown enough to place into the ground. The employees then donated them for the residents to plant in the garden of the facility.

"The employees would like to thank Regional Manager Joan Ford for her support," Shumaker said. "We look forward to continuing this activity as a means of community outreach and enhancement."

"Clifton Forge" (continued from page 4)

Review, was on hand in addition to the Roanoke Times. Harrisonburg and Roanoke TV stations aired stories and the Richmond Times-Dispatch ran articles in the newspaper and on its Web site.

Connie Stevens from the Roanoke-based National Public Radio station produced a six-minute segment about the early days of the agency and the store. As part of the segment, Chief Operating Officer Curtis Coleburn read a brief piece of the Covington Virginian article from June 25, 1934:

"...Probably no such large lot of liquor has ever passed at one time over the Midland Trail. Dawn found them in the mountains and nearing their destination without accident or hindrance and it was well there was no effort at hijacking for the big trucks were heavily guarded by men who know how to shoot and to shoot quickly."

Hall told Stevens, "We have certainly added a lot of resources ... that help with so many services that we provide for our citizens. At the same time we have done so, we believe, responsibly in a manner and a taste and a culture that is acceptable to Virginians."

Guests at the event all shared their memories of the store including Clifton Forge

## White House Drug Official Attends ABC-Cosponsored Workshop

JACK Claypoole, the Administrator of the Drug Free Communities program for the White House visited a workshop in Roanoke cosponsored by ABC to observe how community groups were preventing youth alcohol and drug abuse.

More than 800 groups nationwide received a matching grant from the Office of National Drug Control Policy, including 22 groups in Virginia. Several grant recipients gathered at the Hotel Roanoke for the workshop on May 29.

Claypoole told the Roanoke Times that he wanted to learn more about preventive strategies that can be applied elsewhere.

Groups often partner with schools, churches and concerned citizens to prevent drug use and underage access to alcohol.

Claypoole reports to the "drug czar" Gil Kerlikowske, who was appointed to the post by President Barack Obama a few weeks prior.



From left: Jack Claypoole, ABC Education Coordinator Regina Whitsett and Special Agent Baker Goodman.

THREE GREAT BIG VANS ROLL INTO CLIFTON FORGE, BRINGING LOT OF LIQUOR TO THAT CITY

The headline in the Covington newspaper in 1934, when Store 123 first opened, following the repeal of Prohibition and the establishment of Virginia ABC.

town councilman Jimmie Houff, 71, who said he remembered visiting the store in the 1940s and thumbing through the worn pages of the liquor catalog on the store's front counter.

He told the Roanoke Times, "You didn't go in for variety because you couldn't see anything. Back then all you could do was stretch your neck because you couldn't go behind the counter."

After reminiscing on the past and discussing the agency's current innovations everyone agreed Store 123 is looking great at 75 years of age and ABC representatives and Clifton Forge residents expressed a joint wish that the store would remain a town fixture.



From left: Commissioner Susan Swecker, Commissioner Franklin Hall and Wholesale Retail Director Virginia Adams were on hand for ABC's open house in Clifton Forge.

## Keep Up the Good Work

KEEPING UP with the Joneses may be a tough task when you consider the achievement reached by two children of ABC agents. Zachary, 14, son of Assistant Special Agent in Charge Stephen Jones, and Tyler, 14, son of Special Agent Eric Jones received awards for “Outstanding Academic Excellence” as part of the President’s Educational Awards Program. The pair is friends and recently completed 8th grade at Kate Collins Middle School in Waynesboro together. They received a certificate and congratulatory letter from President Barack Obama. Both agents said they are “extremely proud of both of them.”

## Lunch, Funny Hats and Games

IT was Debbie Madison’s lucky day during the Employee Association Luncheon at the Central Office on June 17. She won the drawing for the Father’s Day gift basket and she was voted the winner of the Hat Contest.

The rain forced activities inside, but it could not dampen employees’ spirits.

In addition to lunch and the hat contest, the Employee Association offered an ABC trivia game hosted by Linda Wine and a beanbag toss game for some added excitement.



Debbie Madison (left) wearing her contest-winning hat enjoys lunch with other ABC employees.

# Torch Run Is Annual Tradition

## AGENTS FROM THREE REGIONS PARTICIPATE

THE Virginia Law Enforcement Torch Run benefitting the Special Olympics has become an annual tradition that ABC agents are proud to participate in. This year agents from three regions took part in the event.

On June 9, three agents from Region 1 (Roanoke) joined the Roanoke County Sheriff’s Office and Police Department for their leg of the journey.

The torch made its way to Northern Virginia on June 11 where 13 ABC employees from Region 4 (Alexandria) took their turn running with the Flame of Hope.

On the same day, two agents from Region 7 (Hampton) ran with members of the Virginia State Police and U.S. Navy sailors from the aircraft carrier USS Carl Vinson. The agents ran approximately six miles.

Around the state more than 3,000 officers ran with the flame for more than 2,000 miles across Virginia. The run, which started in early June, culminated with the final leg and lighting of the Olympic Cauldron at the 2009 Summer Games, June 12–13 at the University of Richmond. More than 1,300 athletes competed in this year’s games.

Along with bringing awareness to the Special Olympics, T-shirts and hats were also sold to raise money for the competition.

Most of the ABC agents that took part in this year’s torch run are repeat participants.



Special Agent Tiffany Johnson gives the “thumbs up” for agents’ efforts during the torch run.



Special Agent in Charge Phil Disharoon carries the Flame of Hope as the torch passed through Northern Virginia.

### 2009 PARTICIPATING AGENTS

#### Region 1

SAs Baker Goodman, Tiffany Johnson and Nathan Osburn

#### Region 4

SAC Phil Disharoon; ASAC Scott Kehoe; SAs Andrew Fridley, Derrick Kekic, Katie Kelly, Pat Macmac, Kate Matikonis, Allison Meconi, Mark Pruitt, Kevin Smith and Sam Weidl; Administrative Technician Elvira Bass

#### Region 7

SAs Judy Dobson and Matthew Layman

### ADDED DUTIES

During the late 1990s, the ABC Bureau of Law Enforcement implemented an annual contract with the Food and Drug Administration (FDA) to conduct tobacco compliance checks in conjunction with the underage alcohol buyer checks.

As part of the Underage Buyer Program (UAB), an underage operative under the supervision of an ABC special agent attempts to purchase alcohol or tobacco from an establishment. The operative does not try to conceal his/her age or identity from the clerk or server. If an illegal sale is made the agent can file appropriate criminal and administrative charges.

Special agents were trained and commissioned as federal officers to enforce FDA regulations concurrently with state UAB tobacco enforcement activities. Two years after entering into an agreement with the FDA, the U.S. Supreme Court found that the administration lacked authority to enforce tobacco laws. Instead, ABC entered into a contract with the Virginia Tobacco Settlement Foundation to provide funding for the agency's tobacco compliance checks.

ABC also began to crack down on cigarette smuggling operations. Smugglers have been apprehended buying large amounts of cigarettes in Virginia and transporting them to other states, usually in the northeast. Uncovering the illegal operations through ABC and multi-agency investigations prevented smugglers from circumventing tax laws in other states.

### Former Agents Gather



Twenty-two former members of the ABC Bureau of Law Enforcement gathered for a luncheon in Staunton. Collectively, the group was employed at ABC for 746 years, averaging nearly 34 years per person.

### ABC Promotes SACs and ASACs



(Top) Chris Goodman, Jama Smith and John Taylor were named Special Agents In Charge on May 11 during a Bureau of Law Enforcement promotion ceremony. From left: Deputy Enforcement Director Shawn Walker, Chair Esther Vassar, SAC Taylor, SAC Smith, SAC Goodman, Commissioner Franklin Hall and Enforcement Director Francis Monahan

(Bottom) Steven Baffuto, Thomas Kirby, Robert Owens and Stephanie Rhodes were promoted to Assistant Special Agents In Charge after taking the oath during a ceremony on June 17.

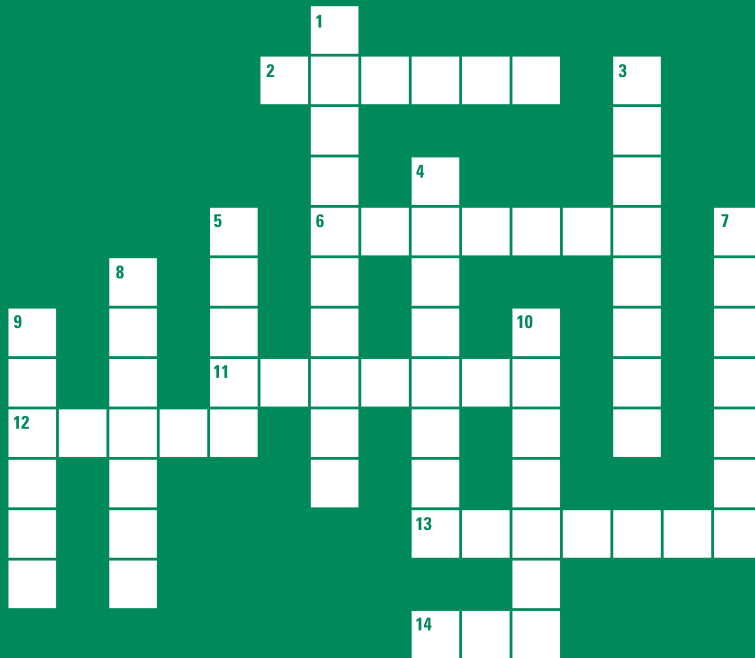
## RECOGNIZE RETIREES

If you know of an ABC employee who is about to retire with more than 20 years of state service, please let us know. E-mail the *Inside Spirits* editor with the name, position, a brief description and a photo of the employee.

**Names in the News will appear in the next issue of *Inside Spirits*.**

# Do You Know Your ABC?

TRY THIS CROSSWORD TO TEST YOUR KNOWLEDGE



## DOWN

- Employees of Store 178 in Dillwyn planted tomato and \_\_\_\_\_ seeds for residents of a local healthcare facility.
- In the late 1990s, ABC created the \_\_\_\_\_ Buyer Program as a means of conducting compliance checks.
- \_\_\_\_\_ flu kits were distributed to stores, regional offices and the Central Office and Warehouse.
- Agents from three regions participated in the Law Enforcement \_\_\_\_\_ Run.
- Chris \_\_\_\_\_ was named a Special Agent in Charge.
- Last name of the employee who won the funny hat contest.
- The name of this newsletter is the \_\_\_\_\_ Spirits.
- As part of the Ask 4 ID initiative, ABC created a training video and public \_\_\_\_\_ announcement to remind sellers and servers of alcohol to, "Get it right every time."

## ACROSS

- John \_\_\_\_\_ was named a Special Agent in Charge.
- Jack Claypoole, the Administrator of the Drug Free Communities program for the White House, visited a workshop in \_\_\_\_\_ cosponsored by ABC.
- The 24th annual \_\_\_\_\_ Conference is scheduled to take place this fall.
- Jama \_\_\_\_\_ was named a Special Agent in Charge.
- Store 123 in \_\_\_\_\_ Forge has been operating at the same location for more than 75 years, longer than any other ABC store.
- In 1985, the legal drinking \_\_\_\_\_ returned to 21 years old.

Many of the answers can be found within this edition of the Inside Spirits. For the answers, please visit the ABC Intranet, and click on "Inside Spirits."

# Noteworthy

## Pandemic Flu Kits in Stores & Offices

In an effort to protect the health of employees and prevent the possible spread of a pandemic outbreak, ABC distributed pandemic flu kits to stores and regional offices. Kits for the Central Office and Warehouse are stored in a central location and will be provided to employees if an outbreak occurs. The kits are contained in a five gallon tamper-evident bucket and should remain sealed except in cases of a pandemic outbreak. The normally used protection such as rubber gloves and hand sanitizer should continue to be ordered through the supply stock room and not removed from the kit. If there is a specific situation that requires immediate attention but does not rise to the level of a pandemic outbreak notify your supervisor.

## Board Featured In Magazine

Chair Esther H. Vassar, Commissioner Susan R. Swecker and former Commissioner Pamela O'Berry Evans were the subjects of a V Magazine for Women story titled "These Women Know Their ABC." The article touts the individual successes of each woman and how they worked together to reach common goals at ABC. The magazine began researching the story before Evans was elected as a circuit court judge in Chesterfield County.

## Gainesville Store Opens

ABC Store 036 opened for business on July 8 in Gainesville. The location was selected based upon growth potential and to provide increased customer convenience. The store features nearly 3,000 square feet of retail space and offers more than 1,200 items. ABC operates 335 stores.

Please recycle this issue of **Inside Spirits** when you are finished reading it. Thank you!

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TAYLOR UN  
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E P D  
T R O A N O K E G  
M O M N R O  
I A R E D S A O  
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