



For Over 70 Years

A better business.

A united voice.

"I can't afford NOT to belong."

— Chris Marsicano, The Village Supper Club, Delavan, WI



**Look inside for Membership Benefits & Services
you can't afford to miss.**



Dear Fellow Tavern Owner,

As owner of the Al-Gen Dinner Club in Rhinelander, Wisconsin, I am proud to belong to one of the strongest state associations in the country. The Tavern League of Wisconsin affords my business many services, political power, an endless amount of information, and most importantly, a network of other bar owners whom I now consider my TLW family.

This TLW family is what makes our state league so strong. It is the whole of us working together that enables the TLW to accomplish many of its legislative goals. When we say "power in numbers" we mean it. These numbers have helped the TLW defend our industry and interests for over 70 years. This does not just happen on its own. It happens because this family cares enough about the hospitality industry to join and support the TLW. We need your support and the support of other license owners to grow even stronger. This industry is our livelihood, and most often our passion, as I am sure it is yours as well.

When you join the TLW you are joining a group of individuals that have more in common with you on a business and personal level than you might know. You can find this out by attending conventions or reading our membership publication, *On Premise*. You will quickly find that this organization represents a group of individuals who value their jobs and take pride in their establishments. You will find a group who often gives back to the community by supporting local charities and causes through a variety of charitable endeavors. You will find great resources available to you that include online bartending education, restaurant manager certification, and many other business growth tools. You will be able to join us for our annual conventions which provide you the opportunity to catch up on legislative issues, visits with industry vendors at tradeshow, and network with other bar owners for business and pleasure.

Join our family and reap the benefits today.

It is a wise business decision that is worth every dime.

Cheers!

Rob Swearingen
President of the TLW
Owner of the Al-Gen Dinner Club
Rhinelander



What Members Say:

“The Tavern League of Wisconsin is the only advocate I have. Without this group, I would be lost. The legislative victories alone have helped keep me in business. I can’t imagine owning a liquor license and not belonging to this trade association.”

— Mark Ryan, O’Ryan’s Pub and Grub, Marinette

“The Tavern League is run from member input. Issues arise from the local owner, not some executive in Madison. The strength of the association comes from grassroots support. Local leaders help dictate local laws. Everyone joins together to fight state and national issues. I need the TLW.”

— Bob Darrow, JR’s, Green Bay

“The TLW is my Trade Association. No other organization in the state represents me, the license holder. With the information I get from the state and local leagues, I am informed on all issues concerning my business.”

— Mary Miller, Aunt Mary’s Hooterville Inn, Blue Mounds

“The TLW is the most effective and the most important organization representing the hospitality industry. They represent in the state of Wisconsin and in Washington, views of the smallest operator as well as the big operator. It works for you!”

— Jerry Rasmussen, Owner of the Brat Stop, Kenosha

“As an Affiliate Member of the Tavern League, my company has gained access to 5,000 licensees throughout the state. We have enjoyed a mutually beneficial relationship with these fine small business owners.”

— Glenn Miller, Worksite Solutions, Fond du Lac

“One of the unique things that my business can offer as a member of the Tavern League of Wisconsin is a free SafeRide home to any of my patrons who may have had one too many. The TLW’s hard-fought win in eliminating the \$250 SOT Tax more than pays for my annual dues. When combining these two things with the most current updates of legislation that affects my business—I can’t afford NOT to belong.”

— Chris Marsicano, The Village Supper Club, Delavan

TLW: Your advocate.



Our legislative efforts help put a stop to bills that could threaten the vitality of your business. By joining, you can make sure that your voice is heard at every level of government and foster the ideal conditions for a thriving industry.



Here are some of our recent successes...

Bartender License Portability

Bartender License Flexibility

The Tavern League of Wisconsin responded to the concerns members had in obtaining operator licenses for employees who were licensed in another municipality by lobbying for a change in state law. Under the new law (125.17(2)) a municipality must issue a provisional (60 days) operators license to a person with a valid bartenders license from another municipality and who has paid the proper fee. This important change not only benefits the employee, but also the employer.

Streamline Video Enforcement

No More Patchwork Enforcements

The streamlining of enforcement of video gambling laws stands as one of the Tavern League of Wisconsin's biggest accomplishments. In an effort to provide a statewide uniform enforcement of video gambling laws, the Legislature and Governor Doyle agreed with the TLW in supporting a bill to consolidate enforcement within the Department of Revenue, which already regulates the beverage licensed industry in

Wisconsin. The result is a clear statewide standard easy for all licensees to follow instead of a patchwork of local ordinances regulating video amusement devices. The change moved enforcement from the local, county and Department of Justice and placed in within the DOR. Only agents from the DOR have the statutory authority to enforce the existing state laws relating to Chapter 945.

Civil Liability Exemption (Dram Shop)

Insurance Savings up to \$20,000 per Year

Without question, the biggest accomplishment of the Tavern League of Wisconsin is securing third party civil liability exemption; better known as Dram Shop Liability Insurance. Forty-four states require servers of alcohol to carry Dram Shop Liability Insurance which can range from \$8,000–\$20,000 a year for a small Mom and Pop establishment—if an insurance company will even underwrite a policy for a small tavern.

New Tied House Law

Updated Regulations Boost Promotions, Sales

The Tavern League of Wisconsin worked with Beer Wholesalers and Brewers to change outdated Tied House laws. The results include:

- Raising the limit from \$150 to \$2,500 for the value of signs, clocks and menu boards that a brewer or wholesaler may give to Class "B" licensee at one time
- Allowing brewers/wholesalers to give Class "B" licensees signs made of paper, cardboard, plastic, vinyl or other like material for placement **inside the premises**, with unlimited dollar value
- Increases from \$75 to \$500 the daily dollar limit that a brewer or wholesaler may spend to provide entertainment to a Class "B" licensee no more than 8 times a year (Note: This allows a brewer to spend up to \$500 for entertainment and a wholesaler to spend up to \$500 for entertainment for each brand they distribute.)
- Allow a brewer or wholesaler to contribute money or things of value to a bona-fide national, statewide or local trade association that derives its principal income from membership dues of Class "B" licensees

TLW Leads Charge to Lower Penalties

Video gaming penalties—The New Law

Fairness Wins Out for Tavern Owners

The TLW successfully lobbied the Legislature to reduce penalties for operating certain video gaming machines. Through the grassroots lobbying effort of the TLW, the Legislature passed legislation that provides reasonable penalties for the possession of 5 or fewer video gaming devices on the premise of a Class "B" retailer.

The following is a side-by-side comparison of the old law vs. the new law for persons convicted of operating an illegal gambling device. The law can be found in the Wisconsin Statutes at 945.03 (2m) & 945.04 (2m).

OLD LAW	NEW LAW
Class E Felony	Civil Forfeiture
Maximum \$10,000 fine	Maximum \$500 fine per machine – up to 5 machines
Maximum 2 years in prison	No jail time
Loss of Liquor License	Cannot lose Liquor License

Uniform Tobacco Compliance Checks

Reasonable Practices Enforced

The TLW worked to pass legislation to provide for uniform compliance checks relating to tobacco stings. The bill requires persons involved in underage tobacco stings to follow a standard uniform compliance standard and will prohibit vigilante sting operations.

Fairness in Music Licensing Act

Congress Creates Savings for Members

At the urging of the Tavern League of Wisconsin, Congressman Jim Sensenbrenner sponsored this legislation, which resulted in the following:

- Establishments under 3,750 square feet are exempt from paying royalty fees for the use of radios or TVs in their establishments.

- Establishments greater than 3,750 square feet are exempt from paying royalty fees if they use no more than six speakers of which not more than four are located in any one room or adjoining space, and if there are no more than four TVs of which not more than one is located in any room, and none is greater than 55 inches. TVs without the sound on are not required to pay any fees regardless of size and number in a room.
- Provides for a rate court to operate out of regional federal circuit court to handle rate disputes, instead of requiring disputes to be handled only in the New York federal district court.
- Music licensing with ASCAP and BMI creates up to 22% savings in licensing fees for members.

Adding Value to Your License

TLW Successfully Lobbies Budget Change

The Tavern League of Wisconsin successfully secured a variety of changes which directly benefits license holders. The key provision of the TLW Budget Change was an increase in the issuance of new liquor licenses to provide more value to existing license holders. The budget bill eliminated half of the un-issued licenses in the state and requires a minimum \$10,000 application fee for new license holders.

12 Bottle Bill

Flexibility, Lower Penalties

The Tavern League of Wisconsin successfully lowered the penalties for our members who would occasionally run out of a bottle of liquor during business hours. If you were caught borrowing or buying a bottle of liquor from someone other than a wholesaler you faced huge fines, up to \$10,000 and possible loss of your liquor license and possible prison time. You can now purchase up to 12 one liter bottles per month with a penalty not to exceed \$100 with no threat to your license.

Double Hit Bill

Bill Cracks Down on Excess Fines

Through the grassroots lobbying efforts of the Oshkosh City Tavern League, the TLW was successful in passing a bill to prohibit a municipality from issuing two citations for a single underage on premise violation as had been the case in Oshkosh. The law states that either the owner or bartender may be fined, but not both.

Defeat Excise Tax Increases

Legislation Helps Avoid Price Hike

The Tavern League of Wisconsin successfully defeated efforts to raise excise taxes on beer and a \$1/pack cigarette tax in the 2003-05 budget bill as a means to help balance the \$3.2 billion state budget deficit.

Defeated Changes in 15-day Beer Credit Law

Standard Business Practices Protected

The Tavern League of Wisconsin fought back efforts to change the 15-day beer credit law for a more onerous law which would have negatively impacted retailers. An attempt was made to require cash on delivery for all Class "B" license holders.

SOT Eliminated

The War Is Over, the Fee Is Gone

The Tavern League of Wisconsin, along with its National Association, American Beverage Licensees (ABL) fought to permanently repeal the Special Occupational Tax (SOT). This was an annual fee of \$250 you were required to pay because you were a retailer of beer and/or liquor. This tax had been with us since the Civil War.

TLW: Your insider.



Our member awareness system keeps you informed through communications, conferences, and meetings that give you the inside edge on the latest in industry developments.

- www.tlw.org updates you on breaking legislation news, small-business information, and other developments that affect your business.
- **Monthly newsletters** provide the in-depth coverage of the issues concerning League members. You'll also stay informed on future TLW programs of benefit to you.
- **On Premise**, our bi-monthly magazine, is a practical, informative trade magazine that directs you on the best practices in the industry, keeping you sharp, growing, and at the leading edge of business. Learn what the best establishments are doing to stay ahead of the market.
- **Conferences and meetings** connect you with the people you need to know to take your business to the next level. Our trade shows provide unique networking opportunities for building strong business relationships.
- Our continuing **Management Education Programs** held at many convenient locations are key development and sustaining opportunities for you and your employees. From food preparation to marketing, our presentations give you and your staff the skills to succeed.

Join today!

▶ Just fill out the attached reply card or apply online at www.tlw.org.

Tavern League of Wisconsin MEMBERSHIP APPLICATION

Name _____

Business Name _____

Street Address _____

City/State/Zip _____

COMPLETE IF MAILING ADDRESS IS DIFFERENT THAN STREET ADDRESS.

Mailing Address _____

City/State/Zip _____

Business Phone _____

Home Phone _____

Fax _____

E-mail _____

Web site _____

Sellers Permit # _____

League (*local dues vary by league*) _____

Business Type (CHECK ALL THAT APPLY):

- Bar/Grill Bar/Tavern Bowling Center Country Club
 Dance Hall Entertainment Liquor Store Nightclub
 Restaurant Hotel Other: _____

License Type (CHECK ONE):

- Class A Class A Liquor & Beer
 Class B Class B Liquor & Beer
 Class C Wine

ANNUAL DUES

State and National Dues \$125

County Dues (*call TLW office at 800-445-9221 for amount*) \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

METHOD OF PAYMENT

- Check enclosed (*payable to Tavern League of Wisconsin*)
 VISA MASTERCARD

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

Yes!

**I WANT TO JOIN THE
TAVERN LEAGUE OF
WISCONSIN.**

1. Complete the information on the form at the left.

2. Enclose the form with payment in the pre-paid envelope.

3. Drop in the mail.



Thank you!

www.tlw.org