

LOYAL ORDER OF MOOSE

SOCIAL QUARTERS STANDARD OPERATING PROCEDURES



OVERVIEW

It won't do any good to train your people if the offerings and environment in your Social Quarters doesn't support responsible use of alcohol and offer something in its place to those who aren't drinking. It also won't do your bottom line any good to encourage lower liquor sales unless you offer other attractive ways for patrons to spend money in your Social Quarters.

The following questions will help you determine if either problem exists and get you started in updating your **STANDARD OPERATING PROCEDURES** on alcohol service in your lodge or developing one to avoid possible problems.

1. How long has it been since I've been in the Social Quarters on its busiest nights?
2. How can I be sure that our members and their guests can get home without driving?
3. Does my Social Quarters **WRITTEN STANDARD OPERATING PROCEDURES** cover the following points:
 - **WHO** should be notified if a server has difficulty with a patron?
 - **WHAT** actions a person in authority may/can/should take (food, rides home, calling police, etc.) and under what circumstances (give examples)?
 - **WHEN** should incidents be logged, by whom, and what information should be included (date, time, identification of parties involved, summary of incident, outcome to date)?
4. Do I need to offer more activities **INDEPENDENT OF ALCOHOL** in these areas:
 - **GAMES** requiring motor coordination (darts, pool, etc.)
 - **CONTESTS** requiring mental alertness (cards, trivia, TV game spin-offs, etc.)
 - **FAMILY EVENTS** (dinners, dance lessons, pre-holiday parties, etc.)
 - **SPOUSE PROGRAMS** (card tournaments, couples community work, etc.)
5. Have we made food service available at the bar at night?
6. Are my menu items (if there is a regular food service) selected, planned and priced to provide good value while returning enough profit to make up for lower volume liquor sales?
7. Have I developed a coordinated publicity/marketing program to let my current members and the new ones I hope to draw, know of the great new things I'm planning for them?

THINGS TO THINK ABOUT AS YOU WRITE YOUR STANDARD OPERATING PROCEDURES ...

YOUR GOAL

Your **MINIMUM** goal is to keep an alcohol-impaired or intoxicated driver from getting behind the wheel of an automobile. If you do this by helping patrons avoid becoming impaired or intoxicated in the first place, so much the better.

REVIEW FOOD OPERATION (IF IT IS AVAILABLE)

Before you start on your responsible use plan, cut costs on the side...increase perceived value of food to justify increased prices. Gear menus toward finger-food, chicken, seafood, and upgraded sandwiches. Figure out how you can least expensively provide substantial food service at night (hamburgers or pizza in the microwave, at least). Try switching to breakfast (continental, waffles, eggs, etc.) at 11 p.m. on weekends.

REVIEW BAR OPERATIONS

Make changes in your drink menu and server procedures to make responsible use easier. What is available in the Social Quarters and how it is served can go a long way toward encouraging your patrons to cut consumption of alcohol but still spend their money on profitable items with high perceived value. That's why many of the things you can do are already in place.

For instance:

- Not selling any super-potent (over 2 oz liquor) drinks.
- Preparing and promoting extra-fancy drinks with he-man or wonder-woman names, but no liquor.
- Adding non-alcoholic beers, wines, and waters to your drink list.
- Refusing doubles orders.
- Requiring servers to ask each individual if he or she wants another rather than assuming it when "rounds" are ordered.
- Limiting pitcher service to groups of 3 or more.

- Reducing food, not drink prices during certain times.
- Starting a "joy juice" bar (blended fruit and vegetable drinks, natural waters, etc., with extra attention to atmosphere and service).

CREATE AN ENVIRONMENT FOR MODERATION

There are some things you can do to create an environment that lessens the need for intervention. Many of them are already in place in our lodges for that reason. Among them are:

- Stop alcohol service one hour before closing.
- Change your music mix away from moody or "hurtin" to upbeat, but not loud.
- Increase lights slowly and imperceptibly to level where patron behavior can be observed easily.
- Don't have last call.
- Serve snacks at 5 and 9 or 10 p.m.
- Provide bottomless pot of self-serve, no charge coffee (or as one lodge does, a bottomless pot of coffee with a jar for contributions to the Endowment Fund).

Consider providing games that require hand-eye coordination, like darts, pool, pinball, etc. Start mental contests, like Trivia or Mental Math. Promote conversation (by moving around and talking yourself). See if you can set up a conversation room with sofas, easy chairs and coffee tables. Offer a home to special interest groups (Community Service) and attract wives and lady-friends in groups with card tournaments, volunteer activities, etc.

What you really want to do is expand the time between drinks somehow, to make it less attractive and more difficult to get drunk.

Do whatever you can to make patrons want to be at the lodge just for the fun of it. One of the benefits is that, with good publicity, you'll start to draw people who never wanted to come before while you keep all but the hard core drinkers.

PLAN FOR PROBLEMS

For each shift, think about who should be the "duty officer" (no duty officer is necessary if the Social Quarters manager is present and on duty) who servers can turn to when the going gets rough. Your choice should be the kind of person your typical problem patrons seem to respect and accept direction from willingly.

If a server knows the problem patron, that server should intervene. So one thing you might require of your duty officer is that he or she find out first if any member of the staff knows the patron involved.

When servers spot potential problems, they should tell the duty officer. A good rule of thumb is that if someone other than the server has to intervene, the incident should be logged. Entries should include date, time, identification of parties, and a brief summary of the incident. No big thing needs to be made of it. The main purposes for the entry are:

- To protect your lodge in the event of some sort of accident later.
- To allow you to have an objective record of how things are going across time.

As you make your plan, consider things that you and other managers have done that have worked. Avoid things that didn't work. Always consider ways to minimize the number of other patrons who know about any unpleasant situation.

SELECT INTERVENTIONS

Select a variety of intervention procedures that you believe will work in your club. Examples are:

- OFFER food for the price of a drink instead of another drink
- DELAY service
- OFFER non alcohol equivalents
- OFFER a rain check for later
- OFFER complimentary mock Irish coffee



**A PROGRAM TO CONTROL LIQUOR LIABILITY LOSSES
WITHIN THE LOYAL ORDER OF MOOSE**

Contained within this folder is everything necessary to implement **SAV-A-LIFE**, a program designed to control the costs arising from liquor liability claims and to reduce the tragic accidents related to the irresponsible use of alcohol.

We would suggest an officer's meeting be set up to review all of the program's elements, one at a time. Once everyone understands the program, establish a date to begin and announce it.

A planning guide as well as an order form for the necessary materials is enclosed.

~ EXPLANATION OF PROGRAM ~

SAV-A-LIFE is composed of many parts. Each can be implemented separately but all are necessary to obtain the desired objectives;

To keep obviously intoxicated members or guests from leaving a **MOOSE LODGE** or **FUNCTION**, and

To be in a position to demonstrate in court, how we are promoting **RESPONSIBLE DRINKING** should an intoxicated person leave and become involved in an accident.

The following will describe each portion of this program. If questions arise after reviewing it, contact Larry Greene at Moose International.

(630) 966 - 2221



1. TRAINING - 'ALCOHOL SERVER RESPONSIBILITY'

Perhaps the most important aspect of SAV-A-LIFE is the training of service personnel in the techniques of serving alcohol to our guests, to keep them both happy and under control. To do this they will need to know:

1. What alcohol does.
2. What the signs of intoxication are.
3. What approaches to take in response to someone who is intoxicated.
4. The best methods and strategies to keep an intoxicated patron from getting into a car and trying to drive.



Because this is such an important aspect of our program, I would also encourage each lodge to send their service personnel to programs of this nature. These are offered through the State Association "TIPS" Program, local Liquor Commissions, Restaurant Associations, etc. We will be advising your Regional or State Director of these programs as we hear of them and would appreciate your input.

2. HOME SAFE

This is a MOOSE version of the very successful "designated driver program" being used all over the country. Here's how it works:



TABLE TENT CARDS will be made available to advertise and explain the program. As you can see, it's eye catching and carries the HOME SAFE identification as well as information on the complete program.

For the program to be successful, BARTENDERS and SERVICE personnel must encourage someone within a group (TWO OR MORE PEOPLE) to be the HOME SAFE driver. Accepting that responsibility requires two things:

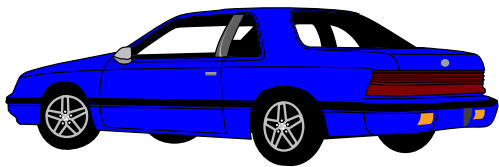
1. The HOME SAFE driver will consume **NO ALCOHOLIC BEVERAGE** while in the lodge during that visit.
2. THE HOME SAFE driver **WILL PERSONALLY SEE TO IT** that the others in the group get HOME SAFE.

HOW CAN THIS BE ACCOMPLISHED? Options include driving the people home or calling them a cab. The important thing is NOT to let the rest of the group drive themselves home. Being the HOME SAFE driver *is* an important responsibility that should not be taken lightly.

The person deciding to be the HOME SAFE driver will be identified with the BADGE. It is a sign that will alert the servers that this person chooses to drink only NON-ALCOHOLIC beverages this visit. But more than that, it is a sign for all to see that this person *is* exchanging a few alcoholic drinks one evening for the safety of his friends.

As a bonus to the HOME SAFE driver you will provide them with FREE NON-ALCOHOLIC BEVERAGES during their visit to the lodge. As an additional bonus, the HOME SAFE driver will turn their BADGE into the serving personnel when leaving and receive the THIS TIME I'M NOT THE DRIVER card. This will entitle the bearer to a discounted drink during the next visit to the lodge, when not the HOME SAFE DRIVER. We are recommending a free drink of choice but are leaving the amount of the discount to you. It is our way of saying thanks so it should be meaningful.

Marketed properly, HOME SAFE can help increase the overall sales of alcoholic beverages because the other members of the group may have an extra drink. Remember, they don't have to worry about drinking and driving.



3. DIAL-A-RIDE

Occasionally, we have an individual in our lodge that sits alone, drinks alone, and possibly gets drunk alone. In those instances

when the HOME SAFE program does not apply, the responsibility for that person's safety becomes OURS.

We must do everything within our power to find a safe mode of transportation for this person. Suggestions include - calling the family, asking a fellow brother, calling a cab. Remember, a cab ride to "Timbuktu" could be far less expensive than allowing this person to drive.

You should check with the local cab companies to determine if they have programs with other taverns or bars to get patrons home at a discounted rate.

4. NON-ALCOHOLIC or LOW ALCOHOL BEVERAGES

Take advantage of the current trend in beverage sales.

Utilize fruit drinks, ice cream drinks and non-alcoholic cocktails to generate new sales. Your members will be surprised and happy to be able to order something that tastes good and eliminates the pressure of having a "drink". **BE CREATIVE!**



These same people won't mind paying the same price as the others who have alcohol in their drinks.

5. PUBLICITY

SAV-A-LIFE is an important program. We feel it's vitally important that the people within your communities that you let your or any other means that is make where they live a you will build the MOOSE the message that we are on most serious problems.



know about it. For that reason we ask community know, by the news media similar, what steps you have taken to better and safer place. By doing this image and at the same time drive home the message after one of this country's

Because of the importance of this program we feel it would be appropriate for an officer to personally deliver these items to the local newspaper or radio station and briefly explain our program.

All of these materials are great but the real key to the programs success is you - the OFFICERS. The program will not succeed without your endorsement and enforcement.

SAMPLE OPERATION PROCEDURE FOR ALCOHOL SERVICE IN LODGE SOCIAL QUARTERS

FROM: House Committee

TO: All Employees and volunteers

SUBJECT: **ALCOHOLIC BEVERAGE SERVICE RESPONSIBILITIES**

I am sure that most of you are aware of the strong nationwide effort to combat drunk driving. The Loyal Order of Moose and this lodge are also striving to eliminate drug and alcohol abuse. This is a very serious matter. Thousands of lives are lost every year in alcohol related accidents.

As our Social Quarters engage in the business of serving alcoholic beverages, we have a particular responsibility, moral and legal, to ensure that our patrons are not served to or beyond the point of intoxication or in any way encouraged to abuse alcohol. We also bear the responsibility for not serving alcoholic beverages to minors.

The entire Board of Officers and House Committee are aware of our obligations and are prepared to support you in the enforcement of the law and our policies regarding alcohol. YOU, however, as the server of alcoholic beverages, are our first line of defense against alcohol abuse and are required to do your part.

SPECIFICALLY:

- a) No minor shall be served an alcoholic beverage at any time in any area of the Social Quarters or lodge. It is your responsibility to verify that a member or his guest is of legal age. Whenever there is a doubt check!
- b) No employee or volunteer serving alcoholic beverages is authorized to serve an intoxicated person. If, for any reason, an employee feels that a person should no longer be served alcoholic beverages, service will be discontinued and the manager or officer in charge notified. The server is responsible for determining the course of action. If the server and person in charge disagree as to whether a person should continue to be served, the server **MAY NOT** be required to continue service. The person in charge assumes all responsibility for any further service.
- c) "Stacking" drinks (serving more than one drink to be consumed by an individual at a time) is not permitted. The service of "doubles" is not permitted. Employees are not to encourage the sale of specialty drinks with high alcohol content (kamikaze, shooters, etc.).
- d) No alcoholic drinks should be served until the customer requests it.

Employees are to be further aware that the Board of Officers and the House Committee has been charged with the responsibility of ensuring that, to the extent that it is reasonably possible, our members and their guests will not be allowed to drive if determined to be intoxicated. This responsibility extends to calling the police, if necessary.

The above policies also apply to all private parties being conducted at the lodge in conformance with the General Laws.

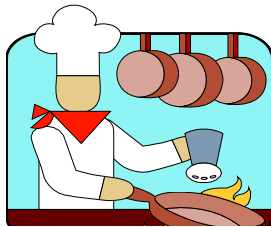
Alcohol abuse and drunk driving are of paramount concern to our organization.

Serving Food with Alcoholic Beverages

Suggested Snacks

Ethnic

Burritos, tacos
 Baked Brie
 Pate
 Cheese-stuffed pea pods
 Kabobs (fruit and meat)
 Italian Sausage
 Sushi, sashimi
 Italian salami
 Enchilada
 Egg rolls
 Fried pasta with assorted dips
 Chinese dumplings
 Tortillas con queso
 Fried wontons
 Artichoke hearts with mustard sauce



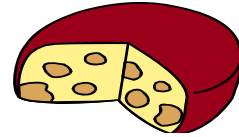
Fish

Fish Sticks/dip
 Crab-stuffed mushrooms
 Smoked fish, batter dipped fish
 Oysters (smoked, fried or raw)
 Seafood salads
 Creamed herring
 Fried shrimp
 Mussels, clams (various prep)
 Fried tuna balls
 Squid cocktail fingers
 Sliced anchovy canapes



Stuffed mushrooms with escargot
 Scallops, shrimp or fish cooked on table sized

barbecue or hibachi
 Sardine, cream cheese on "black" bread
 Clam fritters



Appetizers

Mini-bagels with meat or cheese filling
 Mini-quiche
 Meatballs
 Cheese, fruit and cracker tray
 Chicken liver/water chestnuts and bacon
 Potato skins – various fillings
 Cold canapes (using hard boiled eggs, meat and/or cheese spread)
 Franks (cocktail/"in a blanket")
 Cooked potato slice, cheddar cheese, cherry tomato canape
 Cooked potato slice, salami slice, egg slice canape
 Pizza rolls (with meat or cheese)
 Fried zucchini/dip
 Potato nuggets with various sauces
 Deviled eggs
 Prosciutto ham and melon balls
 Peanut cheese toasts (bread, butter, sharp cheddar cheese, chopped peanuts)
 Vegetable tempura/soy sauce dip



Meat Based

Chicken wings
 Chicken drumettes
 Spare ribs
 Corn beef, turkey, ham on mini rye
 Sausage-stuffed pastry puffs
 Pork, chicken, beef pates (w/sauces)
 Turkey with orange canape
 Marinated beef, chicken chunks

Dunks/Dips/Spreads

Beef dip
 Hummus (dip made from chick peas)
 Beef dips
 Peanut spread (chick peas, ground peanuts, peanut butter, garlic, lemon juice, olive oil)
 Cheese spread, deviled ham on raisin bread
 Guacamole dip/taco chips
 Fruited cream cheese spread on date nut or banana bread
 Legume mixture (lentils, split green peas sesame seeds, peanuts, raisins, curry powder)
 Tabouleh (cracked wheat salad)

Nuts/Snack Food

Almonds – hickory or glazed
 Peanuts – smoked or spiced
 Trail mix
 Cereal mix (nuts, small pretzels bite-size cereals, spices)
 Pretzels (regular and cheese)
 Popcorn (flavored)
 Cheese sticks
 Cheese fritters



THE TIPS INCIDENT/UNDERAGE LOGSHEET

Accurate records are very important to demonstrate that responsible steps have been taken involving possibly drunk or underage customers. The following has been developed so that establishments can make written records of "unusual" incidents that may involve drunk people and/or underage people. These forms are designed to be copied, dated and numbered so that an accurate chronological and numerical set may be kept. Please keep in mind the following points:

- (1) It is important to fill out the incident log sheet as soon as possible because facts become blurred as time goes on. If you do not have time to fill out all the information at the time of the incident, just write down the important points and fill in the rest during a break or at the end of your shift.
- (2) These records must be kept in a safe place with the manager at the end of every shift.
- (3) All employees should be taught what to do when there may be an incident involving a possibly drunk or underage person.
- (4) For the use of the underage log sheet, if there is a long line at the entrance, ask the person you are carding to step to the side and fill in the information from their ID. Then the employee at the door can continue to help the other customers in line. Once the customer has finished filling in the form, you will have to verify the information by comparing it to the ID.
- (5) There should be multiple copies of the incident logs sheet throughout the establishment so that they are readily available to all trained employees.
- (6) We have filled out examples of both the incident log sheet and the underage log sheet so that every trained employee will know what to do.
- (7) Any questions or comments about these papers, please feel free to contact Moose International at (630) 966-2221

INSTRUCTIONS

- (A) Fill in date of incident.
- (B) Fill in Time of incident.
- (C) Fill in the name of the server involved in the incident.
- (D) Fill in the name of the manager on duty.
- (E) Fill in the name of the guest involved in the incident.
(NOTE: If the name of the individual is not known, fill in as detailed a description as is possible.)
- (F) Fill in the individual's level of intoxication.
(NOTE: Remember: Level 1: No Problem
Level 2: potential/ Borderline
Level 3: Definitely Intoxicated)
- (G) Fill in the number of drinks served and over what length of time.
- (H-I) Circle alternatives offered/accepted.
- (J) List the details of the incident -- BE SPECIFIC!
- (K) List the intervention strategy attempted.
- (L) List the names of any individuals who witnessed the incident.
- (M) The server, manager-an-duty and one witness should sign the report.

Incident Record Form			
Date:	(A)	Time of Day:	(B)
Server:	(C)	Manager:	(D)
Guest Name and/or Description:	(E)		
	(F)		
	(G)		
Non-Alcohol Drinks Offered:	(H)	Accepted:	(H)
Alternative Transportation Offered:	(I)	Accepted:	(I)
Description of Incident:	(J)		
	(J)		
	(J)		
Intervention Strategies Used:	(K)		
	(K)		
	(K)		
Other Witnesses:	(L)		
Signatures:			

Incident Record Form

Date: _____ Time of Day: _____

Server: _____ Manager: _____

Guest Name and/or Description: _____

Non-Alcohol Drinks Offered: _____ Accepted: _____

Alternative Transportation Offered: _____ Accepted: _____

Description of Incident: _____

Intervention Strategies Used: _____

Other Witnesses: _____

Signatures: _____

Incident Record Form

Date: _____ Time of Day: _____

Server: _____ Manager: _____

Guest Name and/or Description: _____

Non-Alcohol Drinks Offered: _____ Accepted: _____

Alternative Transportation Offered: _____ Accepted: _____

Description of Incident: _____

Intervention Strategies Used: _____

Other Witnesses: _____

Signatures: _____

Age Verification Form

INSTRUCTIONS:

- (A) Have individual read the form and make certain that he/she understands what *is* being signed.
- (B) Have individual fill in name and complete home address.
- (C) Have individual fill in date of birth.
- (D) Have individual fill in phone number.
- (E) Have individual sign his/her name.
- (F) Have individual fill in today's date.
- (G) Fill in the name of the individual checking the ID.
- (H) Fill in Type(s) of ID presented for verification of age and ID number.

Age Verification Form

(A)

I hereby certify that I am 21 years of age or older and have presented two valid forms of ID. I understand that in making this statement I may be subject to a fine or a possible jail term if I have misrepresented my age for the purpose of obtaining alcohol beverages. I also understand that I could be held legally responsible for all damages caused to the licensee.

Name: _____ (B)

Address: _____ (B)

_____ (B)

Date of Birth: _____ (C) **Phone:** _____ (D)

Signature: _____ (E) **Date:** _____ (F)

Employee: _____ (G)

Type of ID: _____ (H) **ID Number:** _____ (H)



SAVE-A-LIFE MATERIALS ORDER FORM

ORDERED BY:

Name: _____ **Title:** _____

Lodge: _____ **No:** _____

Address: _____

Phone: (_____) _____

TITLE OF ITEM

QUANTITY

TABLE TENTS

HOME SAFE BADGES

HOME SAFE STICKERS

(ALL MATERIALS ARE FURNISHED AT NO COST)

**SEND TO: SAVE-A-LIFE
MOOSE INTERNATIONAL
155 S. INTERNATIONAL DRIVE
MOOSEHEART, IL 60539**