



THE 10 THINGS YOU NEED TO KNOW BEFORE YOU GET YOUR COLLIERVILLE BEER ID

1. **Who's Needs a Beer ID:** Everyone who is physically involved in selling or serving beer MUST have a Beer ID from the Town of Collierville. This includes management.
2. **When Should You Get One:** Every new employee who sells or serves beer must have their Beer ID prior to beginning work as a server or cashier. There is no "grace period" for new employees.
3. **Background Check:** Before the Town can issue you a Beer ID, you must agree to a background check by the Collierville Police Department. You MUST NOT have had a conviction involving drugs, alcohol, or other serious offenses in the past 10 years. If you do not pass the background check, staff is required to deny your Beer ID application.
4. **Have It With You:** While at work, you must be able to physically produce your Beer ID if asked to do so by law enforcement. Employers may hold employee IDs on the premises for safekeeping if they wish.
5. **A Town of Collierville ID:** Beer IDs issued by other cities are not valid in the Town of Collierville.
6. **If You Change Jobs:** If you leave your current employer and start work at some other business in Collierville, you must change your place of employment with the Town if you wish to continue selling or serving beer. This is easily done by calling the Town Clerk at 457-2200.
7. **Temporary Employees:** Even if you are working at a business in Collierville on a temporary basis, you must have a Beer ID from the Town of Collierville in order to sell or serve beer to patrons.
8. **Employer Penalties:** The Collierville Beer Board may levy a fine against your employer of up to \$1,000 for each offense if you don't have your Beer ID. The Collierville Police Department conducts undercover sting operations related to alcohol sales twice every year. Sooner or later you will be checked. Every patron may be an undercover informant!
9. **Employee Penalties:** If you fail to get a Beer ID and are caught during an undercover operation, you (the employee) will be personally issued a misdemeanor citation and have to appear in Court where fines may be assessed. This can result in never being allowed to sell or serve beer in Collierville again.
10. Finally, remember to check EVERY customer's ID EVERY time, and ALWAYS double check the birth date.

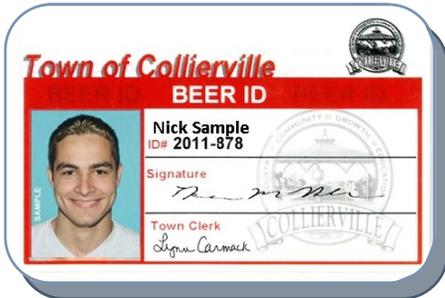
If you think the customer is under 21, DON'T make the sale!
DON'T RISK IT! YOUR JOB IS ON THE LINE!
If you have any questions, please call 457-2200.

Why Require a Collierville Beer ID?

The Town of Collierville understands good times are good for business and we encourage citizens to enjoy themselves responsibly.



As a server or cashier, it is **your** responsibility to make sure customers are enjoying themselves within the confines of the law.



This is why **everyone** who serves or sells beer in Collierville **must** have a Beer ID issued by the Town, ensuring they are knowledgeable and reliable enough to accept this responsibility.

The Collierville Mayor and Aldermen are deeply committed to the prevention of underage drinking, **BUT THEY NEED YOUR HELP!**

ALWAYS check **EVERY** customer's ID!

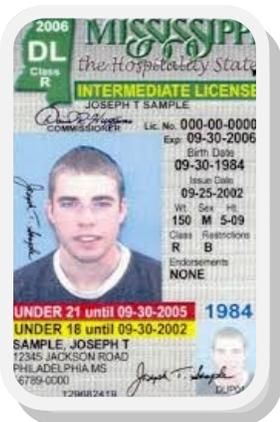
Don't assume a customer is over 21 because they hand over their ID.

Compare the face in front of you to the one on the ID.

Look at the date of birth and expiration date. Don't just glance. LOOK!

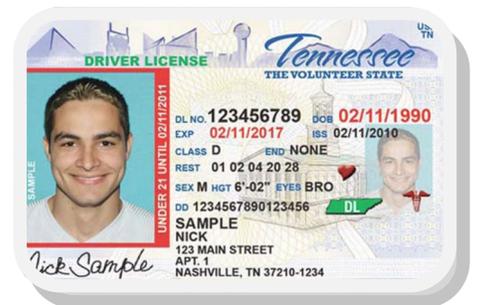
Read it and do the math!

It is **illegal** to serve a minor and **you** could be convicted of a crime!!



TIP: TN makes it easier by putting a **RED** box and date around underage driver pics. —>

<— MS puts a **RED** line and date under the picture of an underage driver.



Selling or serving beer to underage persons can result in **YOU** being **convicted of a crime** and **never being allowed to serve beer in Collierville again.**

It is the **SERVER'S** Responsibility, not the Employer.

