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| *November 23, 2006* |

*This week’s edition of the ABD e-News is being sent early in anticipation of the upcoming holiday. I want to wish each of you a Happy Thanksgiving and hope that you enjoy the time away from work with your family and good friends. I know I plan to do the same.*

*Safe Travels!*

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**[I. NATIONAL NEWS.](#I)**

**1. MADD Wants Alcohol Sensors in All Cars**

*New York Times / Minneapolis Star*

November 19, 2006

Initially, the advocacy group will work to get laws in 49 states to require first-time offenders to install detection devices to test drivers.

Deterrence, the tactic of choice against drunken drivers for two decades, is no longer working in the struggle to reduce the death toll, say private and government experts, and today they will propose moving toward alcohol detection in every vehicle.

In the first phase, Mothers Against Drunk Driving (MADD), backed by a national association of state highway officials and carmakers, plans to campaign to change drunken driving laws in 49 states to require that even first offenders be required to install a device that tests drivers and shuts down the car if it detects alcohol.

Many states already require the devices for people who have been convicted several times. Last year, New Mexico became the first to use them after a first offense. With that tactic and others, New Mexico saw a 12 percent drop in alcohol-related fatalities last year, while the number nationwide was essentially unchanged.

"It is an integral part of our success," said Gov. Bill Richardson.

The next step would be a program to develop new devices that would unobtrusively test any driver for alcohol and disable the car to thwart drunken driving. The automaker Saab and a medical equipment firm already have devices that might be adapted for that job.

About 13,000 people will die this year, as in each of the past several years, in car crashes in which a driver was legally drunk.

"We've seen no progress in 10 years; we're completely stalled," said Susan Ferguson, a highway safety researcher at the Insurance Institute for Highway Safety.

Ferguson said the most promising new technologies would work automatically, like air bags. "We don't want the soccer mom dropping kids off, going to the grocery store and the preschool, and having to blow into something every time."

Chuck Hurley, chief executive of MADD, said that automatic sensors might be used first in corporate fleets, and that eventually insurance companies might give discounts on coverage to drivers who had them.

The Alliance of Automobile Manufacturers helped a New Mexico task force appointed by Richardson to develop its program and supports early use of Breathalyzer interlocks, a spokesman said. So does the Governors Highway Safety Association, said chairman Christopher Murphy.

Murphy said the typical penalty, revoking a drunken driver's license, did not work because offenders drive anyway; California alone has about 1 million people driving with suspended or revoked licenses.

Murphy also supports the long-term goal of unobtrusive alcohol sensing in all cars. "When 40 percent of all our crashes are alcohol-involved, I don't think it's going to be that difficult of a sell."

**2. A Whiff of Notoriety Is All It Took to Sell an Alcohol Vaporizer**

By Kevin Helliker – *Wall Street Journal*

November 21, 2006; Page A1

**Politicians Got Wind of It, Prompting Legislation; Liquor Makers In a Huff**

GREENSBORO, N.C. -- In September, the fortunes of Spirit Partners Inc. looked bleak. Sales of its only product -- a device that vaporizes liquor, allowing it to be inhaled rather than drunk -- had slowed nearly to a halt. And the company had no marketing budget.

Then news broke of a Kentucky legislator's effort to ban the device, which is called AWOL, for alcohol without liquid. Suddenly, newspapers around the country carried warnings that the device might induce extraordinary mind-altering effects. An Oct. 7 segment on NBC's "Today" show on the device quoted an addiction expert saying that inhaled alcohol might go straight to the brain, producing a faster high than alcohol gulped from a glass. "Within a couple of days, we sold about 200 of them," says Kevin Morse, chief executive of Spirit Partners, which is based here. "There's no way we could buy that kind of advertising."

About 20 states have banned the device in the two years since Spirit Partners bought U.S. rights to the British invention. Others have been thinking about it. Publicity suggesting that inhaled alcohol could pack an extraordinary wallop has sparked demand for the product, which is sold over the Internet and which has never been advertised. Mr. Morse says he has sold 1,000 units at $299 apiece, almost enough for him and his three partners to recoup their investment.

Mr. Morse is a defense attorney who in his spare time peddles the device with the help of his paralegal. AWOL isn't successful enough to support even one full-time employee. Inventory consists of a waist-high stack of boxes in the corner of a warehouse packed with coin-operated arcade games -- the primary business of another Spirit partner.

In states that have banned or proposed banning AWOL, legislators have acted in the absence of reports of adverse consequences. Wyoming legislators banned the device without knowing whether anyone in the state had ever seen it.

People who have used it say a no-hangover claim made for AWOL is accurate, given that the device takes so long to vaporize liquor, but it's no way to get drunk.

Anyone wanting an alcohol buzz "would be better off drinking a beer," says Mark Hemmis, a Maryland tavern owner who tried AWOL with his wife. "We were using half an ounce of 100-proof liquor, and after 30 minutes, only half of it would be inhaled."

One reason for the fuss the product has caused is that AWOL breaks a cardinal rule of marketing alcohol: Never extol inebriation. The AWOL Web site boasts that "AWOL is a hit in the global club scene due to the euphoric 'high' created when alcohol is vaporized, mixed with oxygen and inhaled." It's OK to advertise taste, aroma, freshness, sex appeal and whether a product is less filling. But saying that it makes you feel good is a drug dealer's line.

Susan McComas, a Republican legislator in Maryland, proposed outlawing AWOL after seeing a flier touting the device at Mr. Hemmis's tavern, the Phoenix Emporium in Ellicott City. "I would say none of my other bills have received as much publicity," says Delegate McComas, who publicly likened AWOL to crack cocaine.

"Before this came up, I'd never heard of her, and suddenly she was on all the networks," says Mr. Hemmis, who calls the AWOL controversy "a fantastic way for conservative politicians to get their name in the paper."

Not that he is complaining. He bought a $3,000 AWOL model capable of serving several inhalers at once, planning to charge customers $10 each to use it. When it turned out that his patrons disliked the device as much as he did, he trashed it -- but not before Ms. McComas's legislation brought his tavern more publicity than it had ever had.

The liquor industry also has made a big to-do of opposing AWOL. The Distilled Spirits Council of the U.S., the American Beverage Licensees and liquor giant Diageo have supported proposed bans on AWOL. "It is something with potentially dangerous side effects," says John Bodnovich, spokesman for the American Beverage Licensees, which represents retailers of beer, wine and spirits.

The inhalation of alcohol is little studied. But in theory, vaporized alcohol could be more potent, because it goes straight from the lungs into the bloodstream, bypassing the stomach and liver. Cigarette smoke, for instance, is a faster provider of nicotine than chewing tobacco is, for the same reason. Supporters of legislative bans point out that even if current vaporized-alcohol machines don't intoxicate users, future ones might. Thus, they say, legislative bans are preventative.

But Dominic Simler, the British entrepreneur who invented the AWOL machine, says the liquor industry is using the product as a vehicle for portraying itself as responsible. "Diageo has a responsibility to show that it's doing something about problem drinking, and AWOL is a soft target," says Mr. Simler.

Diageo, the British-based purveyor of Guinness, Johnnie Walker and other brands, says: "We don't want anyone to consume our products irresponsibly. [AWOL] is nothing more than a vehicle for irresponsibility."

Using AWOL entails inhaling through a tube, a process that isn't conducive to socializing. The user could be mistaken for an asthma sufferer. Even the man responsible for marketing AWOL in the U.S., Mr. Morse, doesn't use it. A daily drinker, Mr. Morse says, "I take my alcohol the old-fashioned way."

Those whom he has watched try AWOL had a similar response, he says. "Most people try it once and then go back to drinking."

In England, the AWOL device is legal but controversial. It created an outcry in the United Kingdom that caught the attention of some small business owners here in Greensboro. Thinking that the product might generate similar publicity in the states, four investors created Spirit Partners and bought the U.S. rights from Mr. Simler. The investors had stakes in real estate, junkyards and coin-operated arcade games. Their leader, Mr. Morse, defends people in court against charges ranging from speeding to murder, and he co-owns Pig Masters, which barbecues whole pigs for private parties.

Hiring a public-relations consultant, Mr. Morse staged an AWOL launching party in 2004 at a New York bar and issued an announcement on PR Newswire. Before the event began, local alcohol officials raised questions about the legality of the product, creating a media storm -- "Drunk on Fumes" read one headline -- and forcing Mr. Morse to demonstrate the product using nonalcoholic beverages.

Spirit Partners dreamed of AWOL becoming a must-have party toy across the country. Mr. Morse had dreams of being able to abandon his law practice. But word of mouth failed to catch on, and the partners lack any funds to advertise. So they've depended on legislators hostile to the product to drum up business. The recent Kentucky proposal to ban the product won coast-to-coast coverage, even though the legislature ultimately failed to pass the bill.

Though AWOL hasn't enabled Mr. Morse to quit practicing law, it has raised his profile at the county courthouse. Following the recent media storm over Kentucky's proposed ban, Mr. Morse's arrival in a courtroom prompted a court reporter to declare that she had never before known anyone who had appeared on "Good Morning America."

"It was the 'Today Show,' " Mr. Morse corrected her.



**3. ITALY: Campari Buys up Skyy Spirits Shares**

Editorial Team - *Just-drinks.com*

November 2, 2006

[Skyy](http://www.just-drinks.com/factsheet.aspx?id=145) Spirits has become a fully-owned subsidiary of [Campari](http://www.just-drinks.com/factsheet.aspx?id=149) after the Italian drinks group bought the remaining stake in the US company.

Campari said today (2 November) that it had paid US$62m for an 11% stake in Skyy Spirits after gaining an option to buy the shares four years ago.

Campari CEO Enzo Visone said the purchase was a sign of the company’s “strong commitment” to the US market, where Skyy Spirits handles a number of Campari-owned and third-party brands.

The San Francisco-based company owns premium [vodka](http://www.just-drinks.com/factsheet.aspx?id=98) brand Skyy, which sells around 2.4m cases a year. Skyy Spirits also distributes brands including [Diageo](http://www.just-drinks.com/factsheet.aspx?id=1)’s 1800 [Tequila](http://www.just-drinks.com/factsheet.aspx?id=104) and C&C International’s Tullamore Dew Irish whiskey.

 <http://www.just-drinks.com/article.aspx?id=88299>

**4. SEC Recommends Closing Molson Coors Probe**

Editorial Team - *just-drinks.com*

November 22, 2006

The controversy surrounding the 2005 merger of [Molson](http://www.just-drinks.com/factsheet.aspx?id=32) and Adolph Coors looks to have ended after a US share watchdog said its probe into the deal is likely to end without sanctions against the brewer.

Molson Coors said yesterday (21 November) that the US Securities and Exchange Commission has recommended that the investigation end without any “enforcement action” against the company.

Lawsuits filed last year in the US and Canada had prompted the SEC investigation. The suits claimed Molson Coors and some of its directors had misled shareholders by not disclosing first-quarter business trends before shareholders voted on the merger.

Molson Coors was formed in February last year with the merger of Canada’s Molson and Colorado-based Adolph Coors. Two months later, Molson Coors reported a first-quarter loss of US$46.5m, mainly due to special charges from the merger and lower sales in each of its four key markets.

One of the lawsuits had alleged that, in order to get the necessary shareholder approval for the merger, Molson Coors executives failed to disclose that “Coors was not operating according to plan and had experienced material adverse changes in its business”.

Molson Coors is the world’s fifth-largest brewer, producing a stable of brands including Molson Canadian, Coors Light and Carling.

Earlier this month, the brewer reported a 25% rise in net income to US$135.8m for the third quarter of the year, thanks to rising sales in the US and a raft of cost-cutting measures.

<http://www.just-drinks.com/article.aspx?ID=88509&lk=dm>

**[II. IOWA NEWS.](#II)**

**5. For A Young Industry, Hints of Possibility**

By Eric Asimov - *New York Times*

November 19, 2006

Michigan, Missouri and Iowa don’t quite have the ring of Napa and Sonoma. They will probably never connote the golden good life that California has marketed. But that doesn’t mean they can’t make wines that are not only decent, but also enjoyable and distinctive.

[Skip to next paragraph](http://www.nytimes.com/2006/11/19/us/19pour.html?_r=2&oref=slogin&oref=slogin#secondParagraph#secondParagraph)



**Tony Cenicola/The New York Times**

**Wines of Iowa include a Penoach red table wine, Jasper Winery’s Behind the Shed Red and Seyval Blanc, and a Summerset sangria**.

It’s natural that states in the earliest stages of their vineyard development should rely on the grapes that are easiest to grow — make that least difficult — as they decide where the best vineyard sites are and which grapes will ultimately perform the best. Europe took centuries to determine which grapes should grow where; California has made great progress over the last 60 years but is still working at it. If Midwestern states prove serious about winemaking, it will take decades at least to get pointed in the right direction.

For now, modest wines are to be expected. Of five bottles of Iowa wine that I tasted, two stood out, both from the Jasper Winery in Newton. The winery’s Behind the Shed Red, a nonvintage wine made from the St. Croix grape, is juicy and pleasing with a floral spice to it, like a Beaujolais nouveau. A Jasper Winery 2005 chancellor, made from chancellor grapes grown in the Cherry Creek Vineyard, is a little more polished, if not as exuberant. But others I tasted were sweet and cloying, more like wine coolers or backyard scuppernong wines than something you would want on your dinner table.

The inconsistency is no surprise, nor is the rusticity. While producers in Ontario, Canada, have made gorgeous sweet wines of hybrid grapes like the vidal, those grapes rarely produce wines of great character. Certainly they would require a much cooler summertime climate than is found in Iowa.

For years, New York producers specialized in wines made from hybrid grapes like seyval blanc and vidal. Some still do, and the wines aren’t bad. But real recognition and wide public acceptance came only after wineries from the Finger Lakes to Long Island figured out how to grow classic European grapes like riesling, merlot and cabernet franc.

It may take years of trial and error before many Midwestern producers can do the same thing. But don’t laugh, it could happen. Just last weekend I tasted one of the better American rieslings I’ve had in recent years. It was the 2004 Peninsula Cellars, made from grapes grown on Old Mission Peninsula. Where’s that? It’s just north of Traverse City, Mich.

<http://www.nytimes.com/2006/11/19/us/19pour.html?_r=2&oref=slogin&oref=slogin>

**6. Iowa Finds Itself Deep in Heart of Wine Country**

By Susan Saulny - *New York Times*

November 19, 2006



Mark Kegans for The New York Times

**Corey Goodhue hopes to convert his family’s harvest from corn and soybean to grapes. “It’s the holy grail of high-value crops,” Mr. Goodhue said.**

**Published: November 19, 2006**

ADEL, Iowa — Stan Olson used to grow corn and soybeans on hundreds of acres here on the Raccoon River west of Des Moines, but no more. These days, Mr. Olson’s empty grain silo is useful only as a rustic image to promote his new vineyard and tasting room.

[Skip to next paragraph](http://www.nytimes.com/2006/11/19/us/19wine1.html?em&ex=1164085200&en=03653719171e71ca&ei=5087%0A#secondParagraph#secondParagraph)[Forum: Wine and Spirits](http://forums.nytimes.com/top/opinion/readersopinions/forums/diningwine/winespirits/index.html?page=recent)



The New York Times

**The Penoach Winery, in Adel, Iowa, is in the heart of corn country.**

Mr. Olson’s Penoach Winery is a tiny operation in a red barn behind his family’s farmhouse, next to a small grape nursery. It does not have much of a customer base yet or any vintages that go beyond last year, but Mr. Olson is thrilled nonetheless.

“I will make as much selling grape plants off of two acres this year as I did many years on 1,000 acres of corn and raising 3,000 head of hogs,” said Mr. Olson, who makes much of his money selling cuttings to other aspiring vintners.

“This year was a very good year,” he said.

When wineries began popping up around the region in the 1970s — the first rebound of a local industry killed by Prohibition — many people thought it was a fad that would go the way of herbal diets and frozen yogurt stands.

But across the Midwest, wineries are thriving, both as tourism magnets and profit-making businesses. Some are even producing quality wine, sommeliers say, made possible by French-American grape hybrids that are bred to thrive in cold climates.

They have been so successful that more corn, soybean and tobacco farmers are clearing fields and planting grapes. In Iowa alone, a new winery has been licensed every two weeks for the past year, officials say. Now, more than 700 acres are devoted to grapes (compared with 15 in 2000) and there are close to 70 commercial wineries. Iowa has also just hired its first state oenologist to help guide the novice winemakers.

Other Plains and Midwestern states are also producing grapes, and uncorking more of the bottles they produce.

In South Dakota, for instance, the number of wineries has more than doubled recently, to 11. In Indiana, the local wine industry has added $34 million to the economy annually. And Ohio is spending $900,000 to promote its local vintages, competing with more established regions in California, the Goliath of American wine.

“We’re not afraid to take them on,” said Fred L. Dailey, director of the Ohio Department of Agriculture. Bragging about a recent West Coast competition where an Ohio Riesling won an award, Mr. Dailey said dismissively, “We beat out all those over-oaked chardonnays over there.”

Much of the soil in the Midwest is too rich for good grape production, but grapes can grow and even thrive, experts say, in sunny areas with sandy, well-drained soil. Because of the extreme temperatures around much of the region, traditional European grape varieties tend not to do well, but some newer hybrid grape types can withstand the cold.

In a region where farmers have suffered through hard times for decades, the prospect of Bacchus smiling down upon the fields has produced a kind of farm-based optimism rarely seen in these parts.

“I go to sleep and wake up with a smile on my face,” said David Klodd, a native Iowan and an assistant winemaker at the Summerset Winery in Indianola, where sales have been increasing by about 20 percent a year. Summerset expects to sell a total of 130,000 bottles of a dozen varieties this year at $10 a bottle. Mr. Klodd is passionate about grapes, and his biggest problem is running out of Summerset’s best seller, a semisweet red, now that the wine is under contract to be sold in stores.

“People used to think it was funny, the idea of grapes and wine in Iowa,” he said. “They laughed at me when I’d go into the farm service to buy chemicals. Well, they don’t laugh anymore.”

Summerset has also become a tourist destination, with concerts on the weekends, themed parties and grape-stomps that draw thousands. Tourists will actually pay for the privilege to stomp grapes, Mr. Klodd was surprised to learn.

“I put a couple thousand pounds into a tank and people go nuts,” he said. “This is a tourist industry. If we were here just as a winery, I wouldn’t have a job. You have to develop a base, and we do that with harvest parties and weddings.”

The lifestyle is still new to many in the Corn Belt. “Even on a bad day you can be happy — just drink some of your own stuff,” said Mr. Olson, whose thick workman’s hands now gently pour Penoach’s delicate blends.

[Skip to next paragraph](http://www.nytimes.com/2006/11/19/us/19wine1.html?pagewanted=2&ei=5087%0A&em&en=03653719171e71ca&ex=1164085200#secondParagraph#secondParagraph)Agricultural economists say the timing is right for wineries like Summerset and Penoach — the original Indian name for Adel — because the American public is becoming more wine-friendly and is increasingly fond of all things local. Nationally, wine sales grew by 5 percent last year, to a retail value of $26 billion, according to the Wine Institute, an advocacy group for the industry.

“In the Midwest, it goes back to wanting to make homemade wine and having it represent the character of the region,” said Bruce P. Bordelon, an associate professor of horticulture and landscape architecture at [Purdue University](http://topics.nytimes.com/top/reference/timestopics/organizations/p/purdue_university/index.html?inline=nyt-org). “The wineries aren’t trying to be Napa, they’re trying to be Illinois. And there’s a place for all of them.”

Indeed, most Midwestern wine is consumed locally. But even at home, the wine can sometimes be a hard sell because the newly developed cold-hardy grapes are often unfamiliar to consumers. They go by names like vidal blanc, seyval blanc and chambourcin.

“You just say, ‘You like merlot? Well, here’s something similar, and we grow it out back. See if you like it,’ ” Dr. Bordelon said. “Most of the time, guess what? They do.”

Outside the Midwest, the wines face even more of an uphill battle.

“I’m not really feeling it here,” said Izabela Wojcik, programming director at the James Beard Foundation, a New York group that promotes regional cuisine. “I’m not seeing anything from the Midwest at this point.”

Ms. Wojcik recently held a dinner that featured wine from Idaho, and though it turned out to be excellent, she said, “We felt a little bit like it was a gamble.”

Still, food and wine experts agree that things are changing.

“The Europeans have had centuries to understand their vines,” said Doug Frost, a master sommelier based in Kansas City, Mo. “Lately, Midwesterners have produced some lovely wines from these vines, aided by greater experience in the vineyards and in the wineries.”

Perhaps most important in Iowa is the fact that wine — whatever it tastes like — is giving farmers the possibility of a decent living again. Some young people are choosing the vineyard back home over jobs in cities and suburbs.

Corey Goodhue is one such young farmer. His family cultivates 3,300 acres of corn and soybeans near Des Moines. Upon graduation from [Iowa State University](http://topics.nytimes.com/top/reference/timestopics/organizations/i/iowa_state_university/index.html?inline=nyt-org) in December, Mr. Goodhue, 23, will have many options but says he will go back to the farm. He has big ideas about grapes.

“We’re not getting enough value out of corn and beans,” he said. “But these grapes, there’s a tremendous market emerging. On one acre of ground, if we net $40 with corn or beans we’ve done good. With grapes, you could net upwards of $1,500 an acre. For us, growing grapes, it’s the holy grail of high-value crops.”

And that is without a winery or tourism. Mr. Goodhue said he was interested only in growing, not winemaking. He investigated apples, raspberries and rhubarb as potential moneymakers, to no avail. But grape-tending even fit nicely into the slow months of the corn- and bean-growing season.

“My dad said that if he was my age he would do it because it makes sense,” Mr. Goodhue said. “But most importantly, I’ve had a lot of fun doing it. I like to put on my iPod and work on the grapes.”

In April, Mr. Goodhue planted his first acre of vines with the help of some buddies from Iowa State. Start-up costs were $6,000, and he said he planned to plant six additional acres next year.

“When we were putting up the trellises, people were rubber-necking and stopping on the road to ask, ‘What are you guys doing?’ ” he said. “They had no idea, but they were certainly interested.”

<http://www.nytimes.com/2006/11/19/us/19wine1.html?em&ex=1164085200&en=03653719171e71ca&ei=5087%0A>

**7. Southwest Cowboys**

*Des Moines Register*

 November 15, 2006



[Editor’s Note: As a point of personal privilege – and to dote on my son – I’m including the following item from the local newspaper. Kurt was the starting quarterback, scored seven touchdowns on the season and threw for a pair of TDs as well. The fact that his father was the team’s offensive coordinator, I can assure you, played no role in his or the team’s success.]

**8. Man Was Shot at Arcade, Say D.M. Police**

By Amber Bryant-Tapper, Staff Writer – *Des Moines Register*

November 19, 2006

Less than a month after Des Moines police said they want to shut down Loco Joe's Nickel Arcade in northwest Des Moines because of a string of violence in its parking lot, there was a shooting at a Loco Joe's on the city's south side.

Police said Gerald Ziebell, 22, of Des Moines was shot in a knee and thigh about 2:30 a.m. Saturday at 6550 Bloomfield Road. He was taken to Iowa Methodist Medical Center. His injuries were not life-threatening, a police report said.

The shooting came about a week after owner Joe Henscheid reportedly closed the arcade on the northwest side. Police had threatened to shut down the business as a public nuisance because of noise complaints and violence, including a shooting on Oct. 29.

Henscheid also owns the building that houses the Bloomfield Road location. He did not return phone calls Saturday. The phone at the Loco Joe's on Merle Hay Road was disconnected.

On Saturday, Ziebell told police he had been inside the south-side Loco Joe's arguing with the man who later allegedly shot him. He said that he followed the man outside, and that the man started shooting at him with a handgun, according to the police report.

The alleged shooter drove away in a blue Chevrolet Cavalier, police said.

Des Moines police said late Saturday that Mitchell Coulter, 22, of 1703 S. Union St., had been arrested and charged with attempted murder in connection with the shooting. He was in the Polk County Jail on a $32,500 bond.

City Councilman Chris Coleman said he is working with legislators to make it easier for the city to close the doors of troublesome businesses.

"The citizens of Des Moines should expect that the City Council and their state legislators work together to close every loophole that businesses like this have to exist," he said.

"We're licensing these companies to be in existence, and we should be able to pull those licenses away when they behave so irresponsibly," Coleman said.

Police said they believe the shooting on Saturday was retaliation for previous incidents between Ziebell and another person.

<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=2006611190352>

**9. Nothing New About Distilleries in D.M.**

*Des Moines Register*

November 19, 2006

 

###### State Historical society of Iowa Archive

**Distilleries in Des Moines in the 19th Century: The International Distillery (identified as “The Big Distillery” above left) was on the city’s east side. The Aulman Brewery in photo at right from 1875.**

Making ethanol or ethyl alcohol in quantity is nothing new to Des Moines. The International Distillery, located on East 18th Street, was said to be the largest producer of alcohol in the world in the early 1880s, with a capacity of 25,000 gallons a day or 9 million gallons a year. With today's efficiency, this would have used a little over 3.5 million bushels of corn each year.

There was a smaller plant in Des Moines called Atlas. The two plants had a combined output in 1884 valued at $3.4 million, about $75 million in 2006 dollars.

The plants were located in Des Moines because of the plentiful supply of corn available to them. International employed about 100 men to produce its 9 million gallons; today's plants use about a dozen employees to produce 9 million gallons, but much of the work at that time was done by muscle power.

The alcohol was shipped as a beverage to other states and to Glasgow, Scotland, and Marseilles, France, to be used in the manufacture of liquor, wine and perfume. The leftovers were fed to cattle.

The plants closed when the Polk County District Court ruled in 1887 that alcohol could not be made for beverage purposes in Iowa, and the Supreme Court upheld that verdict.

In "Life on the Mississippi," written after the Civil War, Mark Twain said Iowa had "a bill to forbid the manufacture, exportation, importation, purchase, sale, borrowing, lending, stealing, drinking, smelling, or possession, by conquest, inheritance, intent, accident, or otherwise, in the state of Iowa, of each and every deleterious beverage known to the human race, except water."

Thus, it took roughly another century for ethyl alcohol to become a significant product again. Archer Daniel Midlands and Cargill began producing ethanol in Iowa in the 1970s and, today, many others produce it. Of course, the most of today's ethyl alcohol goes into fuel for internal combustion engines.

<http://www.desmoinesregister.com/apps/pbcs.dll/article?AID=2006611190320>

**[III. OTHER STATE NEWS.](#III)**

**10. Stores to Seek Sunday Sales of Beer and Wine (Georgia)**

*Atlanta Business Chronicle*

November 17, 2006

Georgia grocers and convenience stores plan to ask state lawmakers for the ability to sell beer and wine on Sundays, setting the stage for what could be a major battle at the GOP-controlled Gold Dome in 2007.

Nearly 75 years after the end of Prohibition, Georgia is one of just three states that still bans retailers from selling those products on the Christian Sabbath (the others are Connecticut and Indiana). Every other state allows the practice in some fashion, often at the option of individual counties or cities.

**11. City Says Giant Liquor Ad in Midtown Must Come Down (New York)**

*NY1 News*

November 18, 2006

The city said Friday that a giant liquor billboard has to come down.

The six-story ad for Chivas Regal Scotch fills the entire corner of Fifth Avenue and 41st Street across from the New York Public Library. The city's Department of Buildings says it cited the owners with six separate fines for $2,500 each. It says the billboard is too big and it is was hung without a permit in an ad-free zone.

While some neighborhood groups are angry, people who spoke with NY1 say don't see what all the fuss is about.

"No, I think it's in proportion with New York," said a tourist. "I'm not from New York, but I just looked at the ad and was like, 'another ad, which is big."

"I think that kids have seen a bottle of liquor before, so I don't see why that would be a problem for kids, I mean you can see people drinking in the street," added a New Yorker.

Representatives for the owners and importers of Chivas Regal say it is up to their vendors to make sure their advertising is placed properly and legally.

They say they will follow up with their vendors to quote "ask for an explanation and determine the next steps."

**12. Washington State Creates New Beer Panel (Washington)**

By Shannon Dininny - *The Associated Press*

November 20, 2006

YAKIMA, Wash. -- In Washington state, where the brewpub craze was launched two decades ago, craft brewers have created a new state-sanctioned commission to better market their beers to consumers.

The group will represent licensed breweries that produce less than 100,000 barrels annually per location. With 84 microbreweries, Washington trails just California and Colorado.

The commission may be the first state-sanctioned promotional group for craft brewers, according to Paul Gatza, director of the Brewers Association in Boulder, Colo. The group counts 905 craft breweries as members, producing 7 million barrels of beer in 2005.

"That it's part of the state government system, that it's recognized as a pretty important agricultural product to the state, makes it exciting," Gatza said. "When you're dealing with an alcoholic beverage industry, it's hard to get the state to get anywhere near it except to regulate it. But to promote the quality of the state's beers is just a wonderful direction."

Beer is big business in the Pacific Northwest. In the early 1980s, the late beer pioneer Bert Grant laid claim to what was believed to be the first American brewpub since Prohibition in central Washington's agricultural Yakima Valley.

Three-fourths of the nation's hops, which provide much of the flavor and aroma of beers, also come from Yakima Valley.

Sales of craft beers continue to escalate. For the first six months of 2006, microbreweries saw increased sales of 11 percent nationally, Gatza said.

"It's going to be a banner year," he said. "What's even more interesting in Washington, because there is so much strength of the industry there, even though some of them are very small, is that this should get a pretty nice pool of resources to market with."

The Washington commission will collect a 10-cent per barrel assessment on a maximum of 10,000 barrels per brewer, as well as revenue from commission-sponsored festivals, to pay for promotional activities.

State lawmakers approved the commission during the last legislative session. Valoria Loveland, director of the state Department of Agriculture, announced its inaugural members last week.

"Most people are working at capacity or near capacity to try to keep up with demand, which is great," said commissioner Jeff Smiley of Baron Brewing Co. in Seattle, which produces German-style beers. "It's the perfect time to be getting out and talking about our products."

Members are hoping to replicate the success of the Washington Wine Commission, which promotes the state's wines domestically and internationally. Washington is the nation's second-leading producer of premium wine behind California.

"Some of the best beers in America are made in Washington state, and like Washington wine was 10, 20 years ago, really not recognized around the nation. We hope to change that," said George Hancock, commission member and founder of Pyramid Breweries Inc. "For the most part, those guys are small businesses too, and are a great model for beer and small brewers."

The first order of business, though, will be to promote Washington beers to Washington consumers, Hancock said. He estimated as much as 99 percent of all beer consumed in Washington is brewed outside the state, despite tremendous growth in production among the state's breweries.

Anacortes Brewery, which opened in 1994, has experienced up to 12 percent growth each year since 2000. The brewery makes 30 beers and buys most of its ingredients from Washington farmers.

"All of our employees come from the state of Washington, our ingredients come from the state of Washington, and most of our product is sold within the state of Washington," said Allen Rhoades, president and brewer. "We all have good products to sell, and we want to get out there and let people know that."


# 13. First Taste of Sunday Drinking in Rock Hill (South Carolina)

*Charlotte Observer*

November 20, 2006

ROCK HILL - Kirk Behring was right where he likes to be on a football Sunday: at a nearby restaurant, watching games on big-screen TVs, a Coors Light in his hand.

The drought is over.

"You have no idea," said Behring, 34, kicking back at Chili's in Rock Hill on Sunday afternoon.

It's the first time since moving from New Jersey to Rock Hill a year ago that he was able to spend a Sunday this way in his new hometown.

City restaurants served liquor for the first time Sunday, thanks to residents voting earlier this month to lift the law that prohibited alcohol sales on Sundays.

"When I first moved down here, it was shocking to learn I had to spend Super Bowl Sunday in the house," said Behring. "Now they're opening up."

Managers at eateries around the city said they enjoyed business like never before on a non-holiday Sunday. Patrons like Dawn Collins, 35, previously left town for Pineville or Charlotte for Sunday outings. This past Sunday, though, she enjoyed a beer at the Rock Hill Outback Steakhouse.

"It's nice to stay in town," said Collins, who grew up in Rock Hill. "You feel more at home here."

Jeff Brown, managing partner at Outback, noticed customers coming in after the Carolina Panthers played in Charlotte -- for the first time.

"People are stopping here closer to home, rather than stay in Charlotte" post-game, said Brown, who had five more servers working Sunday.

That was the case at the Cactus Creek restaurant, where two customers enjoyed burgers and beers at the bar after leaving the Panthers game in the third quarter to get out of the wind and cold.

"We think it's marvelous," said Anne, who wouldn't give her last name. "We're firm believers in leaving our sales tax dollars in the state we live in."

Dilip Patel, general manager of the Microtel Inn & Suites in Rock Hill, thinks serving alcohol on Sundays will translate into more hotel business, too. Interstate 77 travelers heading north to Pennsylvania, or south to Florida, often pull over to Rock Hill for an overnight rest stop -- then leave just as quickly when they realize they can't get a drink with dinner at a restaurant if it's Sunday.

Now they can.

"What a great economic impact this will be for our community," Patel said.

**14. To Crack Down on DUIs, More Alcohol Sensors Urged in Cars (New Mexico)**

*New York Times via Seattle Post-Intelligencer*

November 20, 2006

WASHINGTON -- The threat of arrest and punishment, for decades the primary tactic against drunken drivers, is no longer working in the struggle to reduce the death toll, authorities say. Instead, they are proposing to tackle the problem by turning to technology: alcohol detection devices in every vehicle.

In the first phase of the plan, Mothers Against Drunk Driving, backed by a national association of state highway officials and car manufacturers, will announce here today a campaign to change drunken-driving laws in 49 states to require that even first offenders be made to install a device that tests drivers and shuts down the car if it detects alcohol.

**Alcohol traffic deaths**

Many states already require the devices for people who have been convicted several times. Under Washington state law, judges can require that offenders get ignition breath-alcohol devices installed on their vehicles.

But last year, New Mexico became the first to make them mandatory after a first offense. With that tactic and others, the state saw a 12 percent drop in alcohol-related fatalities last year.

New Mexico was not the only state to record a decline in alcohol-related motoring deaths, and several states showed even bigger drops. For example, from 2004 to 2005, Maryland showed a decrease to 235 from 286, or 17.8 percent. In New Mexico, which has had a chronic problem with drunken driving, state officials cited the new rule on interlocks as a significant factor in their campaign to cut the fatality rate. The rule did not take effect until June 17, 2005.

"It is an integral part of our success," New Mexico Gov. Bill Richardson said.

Advocates for interlocks acknowledge that they are not foolproof. They can be easily circumvented if a sober person blows into the breath analyzer tube, for instance.

Officials say interlocks for first offenders are not a panacea but will reduce repeat offenses. They say the next step will be a program to develop devices to unobtrusively test every driver for alcohol and disable the vehicle. The automaker Saab and a medical equipment company already have devices that may be adapted for that job.

Statistics show that about 13,000 people die each year in car crashes in which a driver was legally drunk.

"We've seen no progress in 10 years; we're completely stalled," said Susan Ferguson, a researcher at the Insurance Institute for Highway Safety.

Ferguson said the most promising technologies would work automatically, like air bags. "We don't want the soccer mom dropping kids off, going to the grocery store and the preschool and having to blow into something every time," she said.

Chuck Hurley, the chief executive of MADD, said automatic sensors might be used first in corporate fleets and that eventually insurance companies might give discounts on coverage to drivers who had them.

The Alliance of Automobile Manufacturers helped a New Mexico task force to develop its program and supports early use of ignition interlocks, a spokesman said. So does the Governors Highway Safety Association, said its chairman, Christopher Murphy.

Murphy said the typical penalty, revoking a drunken driver's license, didn't work because offenders keep driving anyway; California has about 1 million people driving with suspended or revoked licenses, he said.

He also supports the long-term goal of unobtrusive alcohol sensing in all cars. "When 40 percent of all our crashes are alcohol-involved," he said, "I don't think it's going to be that difficult of a sell. There are so many innocent people being killed."

Today, the groups and the Department of Transportation also plan to announce an enforcement campaign aimed at drunken drivers.

Even the Century Council, a trade association of liquor distillers, says it favors the New Mexico approach for first offenders, but only those caught with blood-alcohol levels far above the minimum legal threshold.

Bush administration officials also will endorse research into the use of passive devices for alcohol detection, other participants in the announcement said, but have not decided whether to push for wider adoption of the New Mexico approach.

Two companies recently have introduced products that hint at future strategies. Saab, which is owned by General Motors Corp., is testing in Sweden a breath analyzer that attaches to a key chain and will prevent a car from starting if it senses too much alcohol. Taxi companies and other fleet owners are the target market, the company said.

A New Mexico company, TruTouch Technologies, is modifying a technique developed for measuring blood chemistry in diabetics and using it to measure alcohol instead. The appliance shines a light through the skin on the forearm and analyzes what bounces back. Future devices may read alcohol content when a driver's palm touches the steering wheel or the gearshift lever, said Jim McNally, the chief executive of TruTouch.

A national campaign against drunken driving began a quarter-century ago with President Reagan, and the death toll was cut by about 40 percent through a change in public attitudes and an increase in the legal drinking age. But over the past decade, although the rates of deaths per car and per mile traveled have declined, the death toll has flattened as traffic has increased.

The National Transportation Safety Board hasn't studied installing interlocks after a first offense, but using them more widely may be more useful than traditional penalties, Chairman Mark Rosenker said. "I've always been of the belief we're looking for a result. Punishment doesn't always do it."

Troy Prichard, a lawyer in Albuquerque who defends people arrested on drunken-driving charges, said interlocks for first offenders could be appropriate, or could be excessive.

"There could be the responsible guy that just lapses that one time," Prichard said. But, he said, "another guy, it may be his first and he's on the road to 12."

**15. More Than Half Denver Liquor Joints Tested Sell to Minors (Colorado)**

By Staff - *The Denver Post*

November 19, 20006

DENVER - Eleven out of 21 liquor stores and bars sold alcohol to minors during an undercover operation conducted by Denver police on Saturday night using police cadets as decoys.

Citations were issued to people who sold the alcohol to appear in court.

On Friday night, Denver police also conducted an investigation in Lower Downtown to determine whether bartenders were serving people who were already intoxicated.

Police visited six different businesses and cited two bars for serving visibly intoxicated patrons.

Denver police spokesman Sonny Jackson said the investigations were conducted as part of routine practice.

<http://www.denverpost.com/headlines/ci_4689125>

**16. City Council to Address Simplification of Liquor Laws (Nebraska)**

*The Independent*

November 21, 2006

The Grand Island City Council will talk Tuesday night about making the city's liquor laws easier to understand and follow.

The discussion arises as the city is moving chapter by chapter through the city code book, updating the laws and regulations.

Possible changes to be discussed Tuesday include making alcohol serving hours more consistent, prohibiting minors from being in a bar after 9 p.m. and possibly extending service hours or types of alcohol sales on New Year's Eve this year as the holiday falls on a Sunday.

"The hours of sale for various alcohol products are cumbersome," Grand Island Area Chamber of Commerce President Cindy Johnson said in a letter to the city.

Various products can be sold on various days and at various times, she said.

"Is it possible to modify the dates to avoid unintended noncompliance?" Johnson asked.

Included in a packet to the city council was a chart detailing the variety of sale times in Grand Island on a Sunday for the various kinds of alcohol products. That compared to a chart of sale times in Lincoln on a Sunday.

In Lincoln, as in Grand Island, all alcohol sales are prohibited on Sunday before noon. But in Lincoln, once the clock strikes noon, all types of alcohol can be sold, and they continue to be sold until 1 a.m. the following day.

In Grand Island on a Sunday, only on- and off-sale beer and wine go on sale at noon, unless a nonprofit corporation is doing the selling. Then, other alcoholic liquors may also be sold at noon.

On-sale alcoholic liquors, those consumed where they are sold, may be sold after 6 p.m. Sunday. Off-sale alcoholic liquors are prohibited all day long on Sunday -- a concern for this year's New Year's Eve holiday on a Sunday.

The cutoff time for all beer, wine and alcohol sales is at midnight Sunday -- another concern for retailers and party goers who may ring in the new year at midnight.

Besides the hours-of-sale discussion, Project Extra Mile -- a group focused at the prevention of underage drinking -- would like Grand Island city code altered to prohibit minors from being in bars after 9 p.m.

Current code allows a minor to be in a bar after 9 p.m. with a parent or adult guardian.

Project Extra Mile Project Coordinator Lex Ann Roach said, under the current code law, officers would need to verify the relationship of every minor in a bar after 9 p.m.

"The only forms of documentation certifying those relationships are birth certificates or court-appointed guardianship papers," Roach wrote in a letter to interim City Attorney Dale Shotkoski. "It is very unlikely a patron of a bar would be able to provide these documents at an officer's request."

The council also will consider some streamlining of the liquor license application process to align it with state statute and the state's definitions related to liquor laws.

The city also plans to outline the procedures for possible cancellation of a liquor license. Current code only addresses the revocation of a license.

Tuesday's council meeting is a study session -- meaning that discussion and direction on the topic is warranted, but final action will need to be taken at another meeting.

**17. Georgia Retailers Push for Sunday Alcohol Sales (Georgia)**

*The Atlanta Journal-Constitution*

November 20, 2006

Georgia retailers want the General Assembly to consider giving stores the opportunity to sell beer and wine on Sundays, but getting the change through the General Assembly will be difficult next year.

Georgia is one of few states that doesn't allow retailers to sell beer and wine on Sunday, and efforts to change the law have seldom gotten far in the statehouse, whether it was controlled by Democrats or Republicans.

The latest push is being made by the Georgia Food Industry Association and Georgia Association of Convenience Stores. The two groups provide free food and drink to lawmakers while they are in session. Retailers want the chance to compete with restaurants and bars that can sell beer and wine on Sundays.

However, the traditionally conservative Legislature has expressed opposition to allowing the sale of beer and wine on a day many Georgians attend church services. And Gov. Sonny Perdue, who is also a conservative Christian, has vetoed liquor legislation in the past.

**18. Bar That Fought State Over Dancers Quietly Closes (Utah)**

*Daily Herald*

November 21, 2006

PARK CITY, UT (AP) – The Monkey Bar has closed in the resort town of Park City, a move that automatically ends a dispute with state regulators over scantily clad entertainers.

The private club’s owner, Greg Davison, said the reason was simple: The landlord wanted the space for another business.

“There’s a little less diversity in park City,” Davison said.

After police reported lewd dancing in 2004, the state Department of Alcoholic Beverage Control fined the club, closed it for a month and requested a raised stage with a fence surrounding the dancers.

Davison refused, so regulators yanked his liquor license. A judge, however, reinstated it and agreed to hold a trial about dancers’ clothing, among other issues.

The Monkey Bar closed Oct. 31, and Davison withdrew his appeal against the agency. He can’t apply for a new license for three years.

“That’s just their rule,” Assistant Attorney General Sheila Page said.

<http://www.heraldextra.com/content/view/200672/4/>



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| **19. Vermont Retailers Are Crying in Their Beer Tax (Vermont)** By Chris Fleisher – *Valley News*November 21, 2006 **You’ll pay extra for suds across the river**

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| Beer. For nearly 40 years it stood on the final frontier of Vermont's retail landscape, immune from the state's sales tax. But on Jan. 1, when Vermont applies new definitions to its sales tax, those six-packs will cost 6 percent more. The changes are the result of Vermont's participation in the Streamlined Sales Tax Project, an effort begun in 2000 to make it easier for businesses to collect state sales taxes on online and mail-order purchases. Experts say the new standards will mean $22.5 million in extra revenue next year. But beer retailers are upset, saying the change puts one more burden onto the backs of the very businesses who find it tough to compete with stores across the Connecticut River in tax-free New Hampshire.

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"It's just one more step in a great, long, uneven list between New Hampshire and Vermont," said George Fraser, co-owner of Dan & Whit's general store in Norwich, Vt. "Where is the commerce along the Connecticut River Valley?" asked Clare Buckley, a lobbyist for the Vermont Wholesale Beverage Association. "It's not just West Lebanon. It's all in New Hampshire, and it's things like the sales tax and the bottle bill that drives that." Beverage retailers point to the bottle deposit and handling fees adopted in the early 1970s as the start of the problems for beverage businesses in Vermont. The state was one of the first in the nation to adopt those fees, which add 8 cents to the price of any soda or beer bottle. Jack Fraser, who co-owns Dan & Whit's with his brother, George, said beer and soda revenue was cut in half after those laws were passed. Though beer sales account for only a tiny fraction of sales at the Norwich general store, Jack Fraser said it will be another obstacle to overcome as his customers decide whether to spend their money across the river in New Hampshire. "By saying we have to tax beer, that is probably not a huge thing," Jack Fraser said. "But when you pile it on top of everything else, it becomes significant." In addition to the revised sales tax, new health care requirements and an increase in the minimum wage will also strain small businesses, Fraser said. Starting next year, employers in Vermont will have to pay an assessment to the state for any workers who are not covered under their insurance. Also in 2007, the state minimum wage of $7.25 per hour (well above the federal standard of $5.15 used in New Hampshire) will be going up 5 percent. The beer tax may be minor, but it has some business owners are saying they are fed up. "I could find some other things to do with this building," said Joe Shadwell, who owns Ken's Country Store in Wilder, Vt. "It's going to make me seriously think about doing something else. Why be the sucker?" As part of the program, Vermont will get rid of its sales tax on clothes, which clothing retailers said will help attract new customers, even if it is unlikely to have a significant impact on revenue. Vermont already did not tax clothing purchases less than $110, but many people didn't know that, said Paul Gallerani of Farm-Way in Bradford, Vt. Other clothing retailers, such as the Fat Hat Factory in Quechee, Vt., are not anticipating a big gain in business because the sales tax usually doesn't affect their customers' decisions. Many Fat Hat customers are tourists who are more interested in buying unique, Vermont-made products than avoiding the sales tax, said store manager Maryann Nugent. "I think a lot of the stuff we sell are probably not things a lot of shops in New Hampshire would have," she said. Nevertheless, Nugent said, it was encouraging for other retailers and Vermont residents. "If you're talking about a $500 jacket that people aren't going to have to pay sales tax on, I think that would be huge for people," Nugent said. Jim Harrison, president of the Vermont Grocers Association, acknowledges that the changes will make it tougher on Vermont retailers along the New Hampshire border, but he said they've been anticipating the change for several years and must finally get used to it. "It's water under the bridge at this point," Harrison said. "The sales tax is starting January 1, and we'll have to find other ways of keeping business in Vermont." <http://www.concordmonitor.com/apps/pbcs.dll/article?AID=/20061121/REPOSITORY/611210318/1265/48HOURS> |

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**20. Sanford Backs New Push to Close Loopholes in DUI Law (South Carolina)**

By Susanne M. Schafer - *Associated Press*

November 21, 2006

COLUMBIA, S.C. -Gov. Mark Sanford said Tuesday he'll support a new effort to toughen drunken-driving laws because nearly 500 people are killed every year in South Carolina by alcohol-impaired drivers.

"It is an absolute tragedy in terms of human life, of human potential in our state," Sanford said, adding that the state ranks among the top 10 "where you can expect to be killed on the roadway by a drunk driver."

Sanford said he intends to work with state lawmakers, Department of Public Safety Director Jim Schweitzer and local Mothers Against Drunk Driving representatives to try to quell the carnage on the state's roadways.

The governor decried the fact that, given certain "nuances in the law," cases against drunken drivers aren't fully prosecuted and many people charged with multiple drunken-driving offenses plead guilty to lessor charges to avoid jail time.

"The time has come ... to look at changes," Sanford said, arguing that adjustments in the law have not gone far enough to keep repeat offenders off the roads.

"There's no question what we need are stronger laws and tougher enforcement," said Rep. Jim Harrison, R-Columbia, chairman of the House Judiciary Committee.

Harrison said changes to a new law might include increasing penalties for those found to be driving with higher blood alcohol levels; making public service mandatory for first-time offenders and ordering mandatory prison time for those with multiple convictions.

Schweitzer said changes also could include removing the "needless complexity" of the law. For example, troopers are required to inform people of their rights three times during an arrest on drunken-driving charges, he said.

Sanford said citizens also should take more responsibility for keeping family members off the roads if they have been drinking over the holiday season.

"Today, somebody is going to die on a roadway in South Carolina as a result of a drunk driver," Sanford said. "It means tomorrow, somebody is going to die on a roadway as a result of a drunk driver. It means the day following that, the day following that, the day following that."

Sanford and Harrison were joined by Schweitzer, Jami Goldman, state executive director of Mothers Against Drunk Driving, and Reps. Nikki Haley and Chip Huggins, both Republicans from Lexington, where several teens have lost their lives recently in alcohol-related crashes.

Sen. Brad Hutto, D-Orangeburg, who has previously crafted DUI legislation and was not at Tuesday's session, said he would support any move to put more troopers on the roads, but that more resources should be put to education and treatment of offenders rather than putting them behind bars.

"I certainly want to do whatever we can to make our highways safer, but I also would argue that putting those people on probation and in alcohol and drug treatment programs would be more effective, dollar-for-dollar," Hutto said.

<http://www.myrtlebeachonline.com/mld/myrtlebeachonline/news/local/16068627.htm>

