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|  | e - NEWS |
| *October 21, 2005* | |

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| http://www.dmregister.com/graphics/spacer.gif  http://cmsimg.desmoinesregister.com/apps/pbcsi.dll/bilde?Site=D2&Date=20051019&Category=NEWS10&ArtNo=510190384&Ref=AR&Profile=1001&maxw=250 HARRY BAUMERT/THE REGISTER Improvements: Kim Snook, driver services field manager for the Iowa Department of Transportation, says features of the new licenses displayed Tuesday in Cedar Rapids will make it harder for a would-be counterfeiter to make fakes.   |  |  |  | | --- | --- | --- | |  |  | All driver's licenses and state-issued ID cards have a ghost image of the holder's photo. The portrait has an issuing office number and the signature of the Department of Transportation director overlapping its edge as well.  The bar code and magnetic strip on the back contain all of the data from the front. The coating increases tamper resistance. The front has an "optically variable" pattern that changes color as the license is tilted.  A red bar with text indicates when a driver will turn 18 or 21.   The front includes a large state seal, and a bar across the top has the same town-and-country scene depicted on vehicle license plates. |     http://cmsimg.desmoinesregister.com/apps/pbcsi.dll/bilde?Site=D2&Date=20051019&Category=NEWS10&ArtNo=510190384&Ref=V1&Profile=1001&maxw=250  New under-21 license   |  |  |  | | --- | --- | --- | |  |  | Licenses, state identification cards and permits previously issued will continue to be valid until their expiration date. The cost will remain at $23 for a five-year renewal. |     http://cmsimg.desmoinesregister.com/apps/pbcsi.dll/bilde?Site=D2&Date=20051019&Category=NEWS10&ArtNo=510190384&Ref=V2&Profile=1001&maxw=250  New over-21 driver's license |  |  |  |
| **1. Restyled Licenses Accent Security**  By William Petroski, Staff WRiter – *Des Moines Register*  October 19, 2005  **Cedar Rapids, Ia. —** Iowa motorists are getting new driver's licenses jammed with security features aimed at deterring terrorists, curbing underage drinkers and stopping identity thieves.  The licenses, issued here Tuesday for the first time, include a "ghost" image of the license-holder in addition to the standard photo. The front also contains a pattern that changes color as the license is tilted.  A pink bar at the top of the card includes the same town-and-country scene shown on Iowa's motor vehicle license plates. A laminated coating on the front and back is tamper-resistant. The back of the license has a bar code and magnetic strip with all the data from the front of the license.  Sonya Lurkens, 35, of Cedar Rapids, who received her driver's license here Tuesday afternoon, was surprised to see the new design.  "Oh, my gosh. It looks very different. It's cool," she said.  Lurkens said she was also pleased that the licenses no longer include the driver's weight — something state officials have determined is no longer necessary.  The new Iowa licenses are among the most technologically secure of any driver's licenses being offered in the nation, said Kim Snook, driver services field manager for the Iowa Department of Transportation.  "Is this going to eliminate problems? No," Snook said. But the new features will make it more complicated for someone to counterfeit an Iowa driver's license, she said.  The DOT will start issuing the licenses within 30 days at 18 state-run license stations in Iowa's largest cities.  The licenses will be offered for the first time at Des Moines' Park Fair Mall station next Tuesday. By early December, all 82 county treasurer's offices issuing driver's licenses will have the new licenses.  Previously issued licenses, state identification cards and permits will remain valid until their expiration date, state officials said. The cost for a five-year renewal will remain $23.  Persons younger than 21 will continue to have a vertical display for their licenses, making it easy for alcohol retailers to identify people not old enough to drink legally.  A red bar with text indicates when a driver turns 18 or 21. Licenses for Iowans 21 or older have a horizontal display.  The new licenses are being issued to meet new federal standards as well as guidelines developed by the American Association of Motor Vehicle Administrators.  Each new license costs the DOT $1.91, the same as the previous license design under the state's contract with Digimarc Inc. of Burlington, Mass., the nation's largest provider of driver licensing systems.  Gustin Gyi, a Digimarc official who was in Cedar Rapids on Tuesday, said many other states are rolling out newly designed driver's licenses.  "Since 9/11 we have had a major emphasis on security and on identity," Gyi said.  Larry Hanson Jr., 18, of Fairfax was issued a new license Tuesday because he had received an endorsement to ride a motorcycle. His initial reaction to the design was generally favorable.  "I like it. I don't know if I like the pink at the top, but that's about the only thing," Hanson said. |  |  |



**2. Alcohol Raises Issues Abroad**

By Cody Silva – *The Daily Aztec*

[October 19, 2005](http://www.thedailyaztec.com/main.cfm/include/displayIssueArticles/issue_date/20051019.html)

**Overseas travel allows Americans to utilize low foreign drinking ages**

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| |  |  | | --- | --- | | |  | | --- | | Nursing junior says many people waste precious time abroad by drinking instead of enjoying country. KRT Campus  Nursing junior says many people waste precious time abroad by drinking instead of enjoying country. KRT Campus | |   San Diego, CA -- Studying abroad can be a time for change, growth and new experiences in a student's life. For some it can also be the first time to legally drink alcohol.  With the drinking age being 18 in most countries abroad, students younger than 21 get a personal freedom they have never been allowed before - and still won't receive in their own country for a few more years.  Nursing junior Asante Cheatom, who studied abroad in Australia last semester, said she thinks a lot of people went abroad for the wrong reasons.  "Many people I knew wasted so much of their precious time in a beautiful country abroad not being sober," Cheatom said. "Besides missing out on a lot, it's dangerous if you get drunk, as often as some people did, especially in a foreign place.”  Assistant director for education abroad Robert Carolin said that before departing, students must attend a study abroad workshop that covers topics such as drinking and public behavior.  "Students are required to submit a signed liability waiver form that, among other things, holds each student responsible for unruly behavior, including drunkenness," Carolin said. "This sort of behavior can result in immediate termination of the student from the program.”  Binge drinking and all of the negative aspects of a drunken group can also confirm another culture's preconceived notions of the "ugly American," or the stereotype that Americans generally are ignorant and arrogant toward the rest of the world, according to Transitions Abroad Magazine.  "I can remember being on the tram last semester with a group of American students who were just yelling and acting out of control due to their drinking," Cheatom said. "I felt as if everyone else on the tram was judging me, even though I wasn't even associated with them.  "It was embarrassing.”  But she said all drinking isn't necessarily bad.  "It's people who think that alcohol is personality in a can that bother me," Cheatom said. "Unfortunately, too many of those people decided to study abroad, and it made it hard to get things done sometimes with the constant partying and loud noise in the complex I lived in.”  Stefanie Webb, a political science senior who also studied in Australia, said drinking is an important part of going abroad.  Certain people who wouldn't hang out under ordinary circumstances were brought together through the atmosphere that's involved with drinking - through games, dancing or socializing, Webb said.  However, Cheatom said the importance of alcohol while abroad is overrated.  "People may have socialized more, but they probably missed out on the things that you can't do in America," she said. "You can get drunk in America, but you can't see all of the sites and really enjoy them and remember them." |
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**3. Forget China, America is the Next Big Thing**

**Source: *London Daily Telegraph***

**October 17, 2005**

Diageo chief executive Paul Walsh believes the brand-conscious market across the pond is ready to be tapped, writes Andrew Cave

Forget the talk about China and India dominating the global economy. Diageo chief executive Paul Walsh is in no doubt over what is the most exciting emerging market for the world's largest spirits group.

"The most important developing market for us is the US," he declares. "Spirits are increasingly being consumed instead of other forms of alcohol and there is a growing market in America with 1m new consumers coming of drinking age every year for the next decade.

"It is heavily driven by growth in the populations of Asian Americans, Hispanics and African Americans. These consumers are very brand-conscious. They're seeking something different. Spirits are seen as being much more aspirational than beer.

"While everybody gets compelled with the growth story in China, for us the message is 'don't forget the US'. It's a market that already has a wealthy infrastructure and our brands have consumer appeal. That market is going to be extremely attractive."

Gosh. America, the industrial success story of the 20th century, isn't exactly everybody's idea of an emerging market. The world's most powerful nation is already responsible for one-third of profits at Diageo, whose share of the US market has more than doubled over the past 10 years.

One in every four of the 140m cases of spirits sold in America each year now bear Diageo's labels. That's quite a tipple for a group whose name was invented to remind people that its brands are being downed every day, all over the world.

Indeed, Walsh is quick to remind me that Diageo is a true multinational, selling in 180 markets and only making 7pc of its profits in the UK.

Not surprisingly, Walsh, 50, who has led Diageo since 2000, is also keen on the nations that are most commonly referred to as emerging markets. In particular, he is convinced that whisky can become a highly fashionable drink in China and India. "We are the world's biggest exporter of Scotch whisky," he stresses, confessing a personal weakness for Johnnie Walker Gold Label. "It is one of the critical products in our portfolio. Scotch is growing as a category. It is having a renaissance.

"The consumer is looking for something more sophisticated; something with a more distinctive taste. Our offer is affordable indulgence. It is not like buying a new car, remodelling your house or going on an expensive holiday. It is luxury that is within your reach.

"In a crazy world, it is great to have affordable indulgence and to be able to treat yourself to a luxury brand like Johnnie Walker. Scotch is quality and it also has provenance and history. That is what people in Asian markets want. They want authenticity."

In emerging markets, Diageo's drinks are beyond the budgets of many of the population but Walsh's eyes are focused on affluent young professionals in the big cities.

"If you are a 25-year-old finance executive in China who has come out of university and is in his first job at a western company, you want to drink something very different to your parents to make a statement," he declares.

"If you are talking about someone in a tiny village in China, they probably do not have the disposable income to afford our products. You are looking at segmenting consumers into those who have money and those that candidly do not."

Walsh believes that even the latter section is worth enticing. "In eastern Europe people may have driven Trabants," he observes, "but, my oh my, they aspired to drive Mercedes.

"In Brazil we are number one in every spirits category in which we compete. The same is true in India and Russia. In China, we are number one through our joint venture with Moet Hennessy."

Positioning such premium brands is all about marketing and Walsh is acutely aware that Diageo must get that right. "Scotch has a wonderful provenance," he says at Diageo's lurid lime green and blue offices off London's Oxford Street where staff get their own bar to drink in after work.

"But if you think you can export it simply though adverts full of heather, bagpipes and tartan you are probably not doing your research on consumers."

Instead, Johnnie Walker is sponsoring the McLaren Mercedes Formula One team as well as America's Nascar motor racing series. "This is a step change for us," says Walsh.

"The person who is drinking Johnnie Walker is aged 30 and upwards, self-assured, aspirational and very successful. They live life in the fast lane. At the Brazilian Grand Prix, we owned Sao Paulo with Johnnie Walker branding. It was all over Kimi Raikkonen and we had some great ads which I thought were pretty clever."

Effort is also put into what Walsh calls "brand innovation". In the past year, spin-offs have included Smirnoff Cranberry Twist, Captain Morgan Tattoo and a new Green Label version of Johnnie Walker. Smirnoff is now available in lemon, vanilla and green apple flavours in the US. In Britain Smirnoff Penka, a high-end distilled vodka, is doing well.

Now, Walsh would like Tanqueray gin to do better and is bringing out new adverts to raise the profile of that brand. In the US, another promotion is seeking to lift sales of Baileys by encouraging drinkers to mix the Irish Cream liqueur with ice cubes in a liquidiser. "We're calling it Baileys over Ice," smiles Walsh. "We are exploiting Americans' love of the blender."

Walsh is also excited about a "fantastic" new Guinness advert called Evolution and an interactive ad for Smirnoff, in which viewers can press the red buttons on their Sky zappers to choose their preferred ending. "All of a sudden you are engaged in it," he enthuses. "At the end of the day, one of the things you want is a brand you can advertise.

''We are doing an awful lot of activity to improve the visibility of our brands. In the African American community in the US, the barber shop is a place where people meet, so we now sponsor barber shops. It is not like barber shops here. You meet your friends there and it is fantastic.

''There are Crown Royal Canadian Whisky blue gowns that you put on to have your hair cut and the staff also wear Crown Royal endorsements. The only thing is you can't actually get a drink there because they are not licensed."

That's probably just as well, unless you don't care about getting a pudding basin cut when you've gone in for a perm. Walsh laughs but he seems to see sales opportunities in everything.

In the United Kingdom, for instance, he believes plasma television sets have created opportunities in the off-sales market.

"Five years ago, if you wanted to watch the rugger on television you would go with your mates to the pub and watch it on the big screen there," he says. "Now people have big screen TVs in their homes, so their mates come around and have drinks there. In the US, this is not happening. People are going out more, not less."

Each market brings its own difficulties. In India, imports of spirits are hit by swingeing taxes ranging between 212pc and 525pc.

Walsh is too diplomatic to voice complaints but he adds with irony: "The market that is doing extremely well at the moment is Brazil. We do not have any of those issues there."

In Russia Scotch is doing well but it is difficult for Diageo to make inroads into the vodka market, which Walsh says is stuffed with low quality local brands.

In Britain, there is binge drinking, which Walsh admits is a bigger problem in the UK than in most other markets. He wants it tackled with a two-pronged strategy of education about responsible drinking and an enforcement crackdown with fines levied against excessive drinkers.

"We are taking it very seriously," he says. "This is enlightened self-interest."

As for the future, Walsh doesn't see any more major deals to follow the Guinness-GrandMet merger and the joint acquisition of Seagram with Pernod Ricard in 2001.

Nonetheless, he has concluded £1billion-worth of smaller acquisitions in the past 12 months, adding Bushmills Irish whiskey, California's Chalone Wine Group of California and Ursus vodka.

"People forget these because of our sheer size," he says. "It's not a lot when you have a £26billion market capitalisation but I am hoping that we can continue to bring in a couple of deals a year. If we cannot, we will return cash to shareholders." Diageo investors would certainly drink to that.



**4. Bacardi Parody Gets Mixed Results**

By Theresa Howard, *USA Today*

October 17, 2005

NEW YORK — The 1980s are back, and they've landed smack dab in the middle of a Bacardi Rum ad.

Bacardi ads feature over-the-top macho men helping partiers have a good time.

As moviemakers rush to revisit the days of oversized hair and shoulder pads with remakes of 1980s TV hits, the spirits marketer spoofs the era in TV ads. Why wait until next year for Universal Pictures' Miami Vice revival when you can enjoy a parody of Crockett- and Tubbs-like characters in Bacardi's ads now.

In the ads, Bacardi Guy and Cola are a dynamic duo saving the night — and amply endowed women — by unwittingly fixing partygoer problems. They are macho men wearing Members Only-style jackets, mustaches and well-coifed hair.

"It's so over the top," says David Angelo, chief creative officer of agency David and Goliath, which made the ads. "If you go back to Tom Selleck and Matt Houston days with their large cellular phones, women with exposed cleavage and guys with the big mustaches, you look at it and laugh."

Bacardi is looking for the ads to drive sales by reaching twentysomething men who are hip to the '80s parody. The world's biggest rum brand has been losing share not only to its top rum rival, but also to currently chic luxury vodkas.

"In the past couple of years of tracking, we've been losing some share of that audience to Grey Goose (vodka) and even losing some share to (rum rival) Captain Morgan," says Joe Metevier, Bacardi's group marketing manager.

"We had an opportunity to revitalize our brand among adult consumers, 21 to 29, specifically males. The goal is to get them to go up to that bar and order Bacardi and cola instead of rum and cola."

The superheroes of social settings stand out amid a clutter of alcohol ads that use the same basic formula: a bottle in a bar context. Captain Morgan has broken through the clutter by promoting the Captain, with his curly mustache and swashbuckling style, in whimsical ways.

Bacardi tried to sway men by placing the ads mostly on male-focused programming but recently added more female viewers through ads on TNT and TBS.

Local TV stations and cable TV have opened up to liquor advertising in recent years, though they still require that ads run in shows drawing an audience that is 70% age 21 or older. This year Bacardi will spend on TV about 65% of its $30 million ad budget that used to go to print. That's because, Metevier says, TV builds awareness more quickly and has more reach. "We can reach 50% of our targeted demographic with TV."

In one ad, a communication gap with Bacardi Guy and Cola helps a Japanese man win a game of "21" at a casino. He mistranslates Cola's sneeze as, "Take a card, you sissy."

In another ad, two women pout that they want a cocktail but are watching their carbs. The dudes introduce the women to Cola's cousin, Diet Cola — a little break dancer in a classic '80s sweat suit.

In a third ad, a woman is disappointed when Bacardi Guy and Cola don't remember her name. They say: "Sure we do. Anne? Karen, Erin? Mindy? Veronica?" At that, Veronica says, "Yeah, you do remember. You guys look hot." The tagline for all: "Bacardi, Cola. They get the job done."

Consumers overall liked the ads, according to Ad Track, USA TODAY's weekly poll. Among both men and women, 20% liked them "a lot" vs. the Ad Track average of 21%. But 19% overall "dislike" the ads vs. the average of 13% — and that was driven by 28% of women saying they "dislike" the ads.

Metevier says new Bacardi Guy and Cola ads next year may be toned down a bit: "Given that the media environment is becoming more broad and more dual-audience, we can get a little smarter."



**5. Aged Tequilas Put to the Test**

By Eric Felten – *Wall Street Journal*

October 15, 2005; Page P11

When most Americans think of tequila, they think of José Cuervo, the spirit that has fueled a grillion spring-break hangovers. Enough Cuervo tequila is sold in the U.S. that it gets driven across the border in tanker trucks. The bulk shipments go all the way to Menlo Park, Calif., where it is bottled. Cuervo may have cornered the mass market, but that doesn't mean the company isn't capable of serious tequila. Cuervo just doesn't want you to know it.

In recent years tequila has gone upscale. After the wildfire spread of super-premium, super-profitable vodkas like Grey Goose, distillers are trying to do the same thing with tequila -- take a drink that had been thought of as merely a potent mixer, and turn it into a luxury liquor. Part of the equation is to treat tequila as one of those quirky products the economist H. Leibenstein labeled "Veblen goods," in honor of the "leisure class" theorist. Most workaday products sell less as the price goes up. Veblen goods, by contrast, are ones that become more attractive to their conspicuous consumers as the prices rise. A perception of exclusivity is essential, and it doesn't hurt if the Veblen marketer is actually selling something superior to the run-of-the-mill stuff.

Tequila is made from the juice of the blue agave (pronounced a-GAH-vay), one of a variety of spiny succulent plants that, growing up in Arizona, we used to call "century plants." Agaves don't actually take a hundred years to grow, but they do take the better part of a decade. When the plants mature, a "jimador" (as the men wielding sharpened spades are called) hacks off the pointed fronds, leaving the heart of the agave. It is this core that is roasted, pulped, fermented and distilled.

Given the expense of nurturing agave plants for 8 to 12 years, most tequila is what is known as mixto, in which the fermenting agave juices gets stretched with other sugars. But the added sugar-water lacks the earthy agave flavors that make tequila distinctive. Which is why tequila connoisseurs generally dismiss mixto tequila out of hand, demanding that their spirit be made from 100% blue agave. How do you know what's in the bottle? If a tequila's label doesn't state clearly that it is 100% agave, you can be sure it is a mixto.

Pure agave tequilas come in three varieties: blanco, reposado and añejo. Blanco, or "white" (sometimes called plata, or "silver"), is a sort of agave-vodka. The fiery spirit is clear as water and bottled without aging. This is the classic tequila: Watch a Mexican movie from the '40s -- the sort starring Dolores del Rio -- and chances are the hero and the villain will both spend plenty of time swigging from bottles of blanco tequila. (Bandoleros don't seem to have much use for glasses.) Reposado, or "rested," tequila is aged for a few months, often in large oak vats. Añejo, or "aged," tequila is barreled in small oak casks for one to four years for smooth sippability.

Aged tequilas are the vanguard of the luxury tequila market. I recently bought six bottles of widely available añejo tequilas and put them to a blind taste test.

Patrón is perhaps the most elegantly marketed of the premium tequilas, what with its celebrity campaigns and beautiful, blown-glass bottle. Though by no means unpleasant, Patrón proved to be the least compelling of the añejos I tasted. It fell flat on the tongue, having neither agave depth nor the rich roundness of oak.

El Tesoro de Don Felipe is much celebrated. It is a fine tequila, but not distinctive enough to make me seek it out in the future. I would say the same for Gran Centenario.

Herradura's añejo, by contrast, is distinctive, with a wonderful old-fashioned quality to it. Because it is relatively dry, the Herradura has room for a pronounced agave flavor that reminds you you're drinking tequila. Delightfully untrendy, the Herradura tastes the way I imagine it would have back in the 1950s when Bing Crosby took to drinking the brand in Mexico.

Corazón is owned by Sidney Frank, the genius behind Grey Goose vodka. When Mr. Frank sold Grey Goose to Bacardi last year for a whopping $2 billion, he agreed to stay out of the vodka business for a spell. So he turned his hand to tequila. I paid $80 for the Corazón, and though I later found a bottle for $60, my instincts are to dislike a spirit that tries to gin up snob appeal with a steep price tag. But tasted blind, Corazón proved to be my second-favorite. Part of the pleasure is a little bait and switch: The first whiff is sweet and mellow, but the taste is bright and lively.

The least expensive of the añejos tested was the clear standout: the 1800. Purists may object that the 1800 -- reddish-brown from aging in charred oak barrels, and layered with deep, rich vanilla and chocolate flavors -- tastes more like a bourbon than a tequila. And the purists may be right. But the agave, tamed and elegantly clothed though it may be, is still there.

When José Cuervo introduced the 1800 brand to the U.S. 30 years ago, the company name was prominently displayed on the label. But as the premium tequila market has bloomed in the past few years, the Cuervo name disappeared from the 1800 label. Perhaps this was to make room for other upscale Cuervo brands, such as the super-pricey "José Cuervo Reserva de la Familia," which goes for about $100. I suspect the company doubted that many of those Cuervo Gold drinkers ready to move up to something more luxurious would be willing to entertain another Cuervo product. Veblen goods are tricky that way. But whatever the name on the label, no one who tries the 1800 will confuse it with the shooters of their youth.



**6. D.C. Council Votes to Ease No-Tolerance DUI Law**

By Eric M. Weiss, Staff Writer *- Washington Post*  
Wednesday, October 19, 2005; Page A01

**Business Needs Cited; Mayor Faults Proposal**

WASHINGTON, DC -- The D.C. Council voted yesterday to relax the city's "zero tolerance" drunken driving law, which allows drivers to be prosecuted for minimal amounts of alcohol in the bloodstream.

D.C. law gives police the authority to arrest drivers with blood alcohol levels above .01 but below .08, the level at which a driver is considered legally intoxicated in the District.

The council voted 9 to 3 for emergency legislation under which drivers with less than .05 blood alcohol would be presumed to be not intoxicated. Mayor Anthony A. Williams (D), who called the bill "hastily written,'' has 10 days to decide whether to veto it.

Council members introduced the measure after news reports highlighted cases in which drivers were arrested after drinking as little as a glass of wine. Members said they were worried about a drop-off in business for District bars and restaurants and concerned that the city's law was becoming a national joke.

"D.C. is once again open for business," said council member Carol Schwartz (R-At Large), principal author of the legislation. She said visitors "can come in and have a glass of wine and not be harassed or intimidated."

The changes would place alcohol levels from .05 to .079 in a "neutral zone" that would require other factors, such as sobriety field tests, to establish a driver's impairment. The changes would bring District law in line with that of Virginia, Maryland and other states.

Three members voted against the measure, saying it was put together hastily and would not address the core problem of police officers' abusing their discretion.

"We are only addressing what happens in court," said council member Kathy Patterson (D-Ward 3), who voted against the measure. She said the key problem is officer training.

Also voting against the emergency measure were council members Phil Mendelson (D-At Large) and Sharon Ambrose (D-Ward 6). Mendelson said the council was rushing through complex legislation that might create more problems than it fixes; Ambrose said she was not convinced that the problem was so severe and widespread that it needed immediate action.

If Williams approves the temporary legislation, it will be in effect for 90 days. The council must act again to make the changes permanent.

Council member Marion Barry (D-Ward 8), one of the measure's co-sponsors, was absent.

Before yesterday's vote, Williams wrote the council a letter in which he questioned the need to change the law and said police are "not unfairly targeting drivers who have a drink at dinner." After the vote, he issued a statement that criticized the council's action.

Williams noted that six people in the District died last year in alcohol-related crashes in which the driver's blood alcohol level was less than .08.

"The fact that people are dying on the road is reason enough for us to think long and hard about undoing years of federal and local public safety messages that stress: 'Don't Drink and Drive,' " Williams wrote.

Council member Jim Graham (D-Ward 1), whose district includes bars and restaurants in Adams Morgan and along U Street NW, said the council's action was urgently needed.

"We need to send a clear and unequivocal message that you can come to the District of Columbia, have a drink and not end up in the slammer," Graham said.

Schwartz said her office has been inundated with calls, letters and e-mails since The Washington Post published the story last week of Debra Bolton, a 45-year-old energy lawyer and single mother of two, who was arrested in the District and spent five months fighting a charge of driving under the influence after drinking one glass of wine with dinner. Her blood alcohol level was .03.

Members said they are concerned that the story was making headlines across the country and portraying the District as the last refuge of Prohibition. Ambrose said she attended a wedding in Maine this weekend and was teased about it. Council member Vincent B. Orange Sr. (D-Ward 5) said participants at a recent business meeting were jokingly warned not to have a glass of wine lest they be carted away.

"The press is killing us," Orange said.

