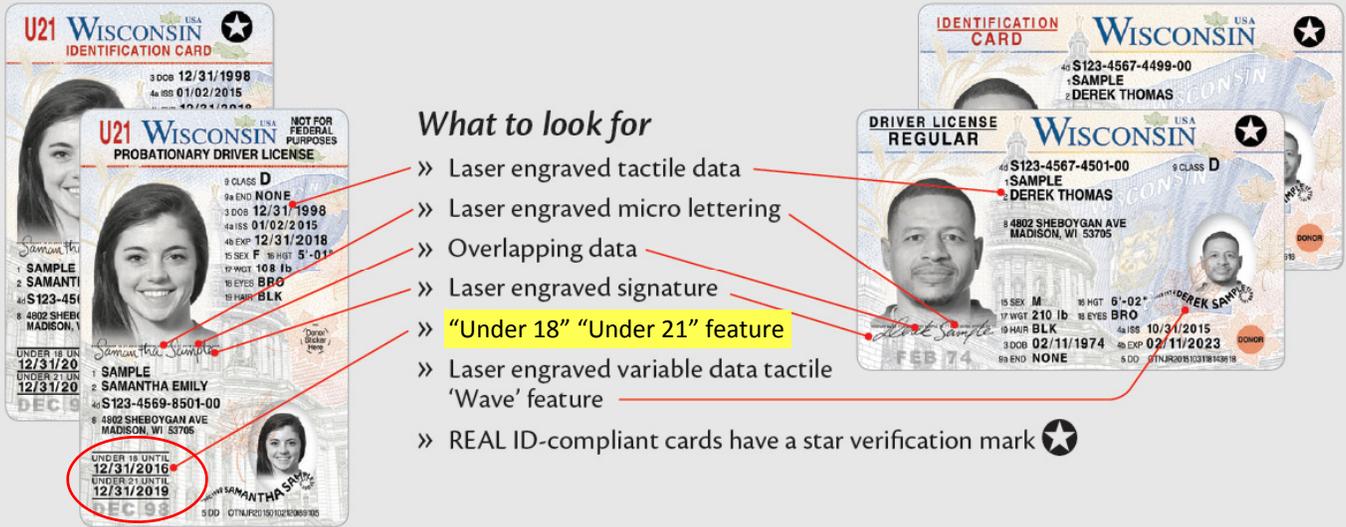


Wisconsin's current format beginning Fall 2015



What to look for

- » Laser engraved tactile data
- » Laser engraved micro lettering
- » Overlapping data
- » Laser engraved signature
- » **“Under 18” “Under 21” feature**
- » Laser engraved variable data tactile ‘Wave’ feature
- » REAL ID-compliant cards have a star verification mark ★



8/2015



Issued September 2005 to 2012 Some valid through 2020



What to look for

- » Pink or green card background
- » DOB always printed in red
- » License number, DOB and name in larger text

Issued March 2012-October 2015 Some valid through 2023



“Under 18” “Under 21” feature

What to look for

- » DOB always in blue, slightly larger text
- » Last name printed first, on its own line
- » First and middle name and suffix follow on line 2
- » REAL ID-compliant cards have a star verification mark ★

To download or print more handouts go to the “Compliance Checks” section of the Alliance website: www.getinvolvedASAP.org

6-Step ID check

EXPIRATION

Check the ID expiration (EXP) date.

The most common error that clerks make is accepting ID that has expired!



AGE

Have they celebrated their 18th or 21st birthday?

Does the ID have an “under 18” or “under 21” until date right on it? That’s their 18th and 21st birthdays!

If not, look for the Date of Birth (DOB) and add either 18 or 21 to the YEAR they were born to get their 18th or 21st birthday. If that date is AFTER today, they haven’t celebrated it yet and aren’t old enough to purchase.



PHOTO

Compare the photo to the person in front of you.

Remember—features like hair color can change over time. However, a person’s eyes and nose are usually constant features. Focus on these when comparing the photo to the person in front you.



SIGNATURE

Find the signature.

The ID must have a signature to be valid. If you suspect the ID does not belong to the person in front of you, ask them to sign their name on a piece of paper. Decide if they match.



FEEL

Feel the ID surface.

An ID that has been tampered with often has marks of some kind, usually rough surfaces or lamination that is not properly sealed. Quickly run your fingers over the ID to feel for any roughness and cracks in the lamination that may indicate a fake ID.



QUESTION

Still unsure? Ask more questions!!

If you are still unsure the ID belongs to the customer, you have the right to ask additional questions such as street address or zip code. See how quickly and correctly the person answers. Hesitation or a wrong answer may be a sign that the person is recalling information that was memorized.



Refusing an Illegal Sale

The hardest thing to do once you suspect that an ID is invalid (or that a customer is underage) is to refuse to make the sale. Your tone of voice, body language and word choice can either diffuse or ignite a confrontation with a customer. Refusing a sale can be intimidating for anyone, but there are some tips that can make refusing an illegal sale easier.

General Guidelines

- Remain calm
- Remove the product from the counter
- Be polite
- Don't accuse or become confrontational
- Stick to the facts
- Don't offer your opinion – the law is non-negotiable
- Remind the customer about the law and that you could be fined
- Try using humor to lighten the situation
- Remember that refusing a sale is not your choice; it's the law



Suggested Statements:

- "Sorry, we don't sell alcohol to people under 21."
- "I'm sorry. It's against the law."
- "I can be fined and even lose my job."
- "I'd card my own mother."
- "Don't take it personally. I get carded too."
- "Is there anything else I can get you?"
- "I'd be happy to hold this for you while you go get your ID."
- "No ID - no sale, no way."

