



New York Association of Convenience Stores
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NYACS Launches Online NYS-Certified Alcohol Sales Training Program

NYACS is pleased to announce that members can now access New York State Liquor Authority-approved alcohol sales training online, delivered through our content and Learning Management System partner, Ready Training Online.

Q: What does the course cover?

A: New York State law governing the sale of alcoholic beverages, specific products thou shalt not sell to minors, penalties for your store and your employees if a violation occurs, acceptable forms of ID, compliance enforcement, required signage, how to recognize and correctly handle scenarios where minors try to trick you into selling them alcohol, and why all this is serious business.

Q: How does a retail store benefit from this training?

A: Most importantly, ensuring that your employees fully understand the dangers of underage alcohol use, and the procedures for preventing underage sales in a retail environment. Plus, in the event an underage sale does occur, and the State Liquor Authority brings disciplinary proceedings against your store, it can help limit your penalty. Specifically:

- If an employee who is trained and certified makes an illegal sale to a minor, and the licensee has no violations within the past five years, the maximum penalty the SLA can impose is \$1,000.
- If an employee who is *not* already trained and certified makes an illegal sale to a minor, and the licensee has no violations within the past five years, the licensee can subsequently train all of their employees and receive a 25% reduction in their SLA penalty.

Q: How does an employee benefit from this training?

A: In addition to learning the techniques for preventing underage sales, if an employee makes an illegal sale to a minor, and they are charged criminally, they will receive an adjournment in contemplation of dismissal from the court if they were previously trained and certified, or if they subsequently get trained and certified.

Q: Am I required to train all of my employees?

A: No. This training is completely voluntary. But the penalty limitations offer a strong financial incentive for retailers to provide SLA-certified alcohol awareness training like this to their entire sales team.

Q: How long does the training take?

A: About one hour.

Q: Can one of my employees do part of the training course today and pick up where they left off tomorrow?

A: Yes. There are three parts. You can stop after the first or second part and go back in another time and complete the training.

Q: How much does the training course cost?

A: \$20 per person for NYACS members, \$40 for non-members, payable online.

Q: Where do I go online to find this training?

A: <http://store.readytraining.com/nyacs-elearning-c18.aspx>

Q: How do I get the NYACS Member Discount?

A: The coupon code has been sent to all NYACS retail members. If you did not receive it, or misplaced it, call the NYACS office at 800-336-9227 and we'll help.

Q: At the end of the course, do I get written proof that the training was completed?

A: Yes. Upon completing the course, and passing the test, you will be able to print out a Certificate of Completion that is valid for three years from the date of training.