

**State of Louisiana**  
Office of Alcohol and Tobacco Control

John Bel Edwards  
Governor



Juana Marine-Lombard  
Commissioner

**RESPONSIBLE BUSINESS PILOT PROGRAM**

**APPLICANT INFORMATION**

<b>1. Type of Ownership</b> <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> LLC <input type="checkbox"/> Corporation
<b>2. Owner/Entity Name of Business (individual, partnership, LLC, corporation):</b>
<b>3. Trade Name of Business (d/b/a):</b>
<b>4. Location Address:</b>
<b>5. Mailing Address:</b>

**CONTACT INFORMATION**

**Note: The appointed contact person must be registered with ATC as an owner, partner, member, and/or manager of the applying business.**

<b>6. Contact Name:</b>
<b>7. Contact Business Phone Number:</b>
<b>8. Contact Cell Number:</b>
<b>9. Contact Email Address:</b>
<b>10. Affiliation with Business (job title):</b>
<b>11. Provide a brief explanation of your interest in the program in the space provided below:</b>          

**REQUIRED TERMS**

<b>12. Does the applicant agree to implement a Zero Tolerance Policy as instructed in the Requirements section of the application?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO Initial:
<b>13. Does the applicant agree to conduct a training course for ALL employees at least once a year relative to the responsible sale and/or service of alcoholic beverage and tobacco products?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO Initial:
<b>14. Does the applicant agree to ensure that all employees maintain a valid RV certification and that each new hire be certified prior to hiring?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO Initial:
<b>15. Does the applicant agree to institute a Secret Shopper Program and comply with all terms of the program as listed in the Requirements section of the application?</b>	<input type="checkbox"/> YES <input type="checkbox"/> NO Initial:

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**Responsible Business Pilot Program- Affidavit**  
**Sworn Statement**

**BY SIGNING BELOW, YOU ARE SWEARING, UNDER OATH,** that I have read each of the above questions and the answers that I have given are true and correct to the best of my knowledge; and that I meet the qualifications and conditions set out in R.S. 26:80 and 26:280. I consent to this information being shared with Louisiana State Police for video poker licensing purposes.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

**For Notary Use Only**

<b>NOTARY</b>	<i>Sworn to and subscribed to me this _____ day of _____, 20_____, In the parish/county</i>	
	<i>of</i>	
	_____, <i>State of</i> _____.	
_____ Notary Public's Signature	_____ Print Name of Notary Public	

<b>Office Use Only</b>	Permit Number	Processed by:	Approved by:	Approval Date:
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**Responsible Business Program Information**

**Required procedures for participation in the pilot program:**

1. Zero Tolerance Policy - The business must agree to immediately terminate, and not re-employ for a period of at least one year, any employee found guilty by ATC of selling and/or serving either an alcoholic beverage or tobacco product to an underage person.
2. Employee Training - The business must agree to conduct a training course at least once a year for ALL employees relative to the responsible sale and/or service of alcoholic beverage and tobacco products. Additionally, the business must submit a report to ATC of the date, time, and duration of each training session, along with a list of printed names and signatures of each employee that attended each training session one year after your program has been approved and each year after that or upon request of an ATC agent.
3. Responsible Vendor (RV) Certification - The business must agree to ensure that all employees maintain a valid RV certification and that each new hire be RV certified prior to hiring.
4. Secret-Shopper Program - The business must agree to institute a secret shopper program, which must receive prior written approval from the ATC Commissioner and comply with ALL of the following:
  - Send a secret shopper into your business at least once a quarter to attempt a purchase of alcohol and tobacco products (depending on what type of permit you hold).
  - The secret shopper must be under the age of 21 years for alcohol and under the age of 18 years for tobacco.
  - The secret shopper cannot be under the age of 17 years.
  - The secret shopper shall not be allowed to consume alcoholic beverage or tobacco products at any time.
  - The ATC report of secret shopper findings form (attached and on our website at [www.atc.la.gov](http://www.atc.la.gov)) shall be fully completed and submitted to ATC one year after you received approval from ATC to begin your program and each year after that or upon request by an ATC agent.
  - No violations will be issued by ATC for any sales made to your secret shopper; however, the employee that sells and/or serves an alcoholic beverage or tobacco product to an underage secret shopper shall be dealt with according to your policy and procedures. Unlike if ATC catches them; Zero Tolerance is not mandated if you catch an employee selling and/or serving an alcoholic beverage or tobacco product to an underage secret shopper.
  - If the secret shopper is denied the sale and/or service of an alcoholic beverage or tobacco product, the employee who denied the sale and/or service shall be given a certificate of commendation and at least a \$25 reward from the business.
  - You can either do an in-house program where you hire and administer it or you can contract with a company. Whichever you choose, it must be approved by the ATC Commissioner.

**DISQUALIFYING FACTORS**

A business will be immediately disqualified from participation in the "Responsible Business" pilot program upon finding:

- The owner or the spouse of an owner sold and/or served an alcoholic beverage or tobacco product to an underage person; or
- It is determined by the ATC Commissioner that the business has not genuinely complied with ALL of the provisions of this program.