

Taverns Clearing the Air

A guide for bars, taverns and restaurants.



**TAVERNS
CLEARING
THE AIR**



Taverns Clearing The Air



WHO ARE WE?

Taverns Clearing the Air is a coalition led by Wisconsin Class B liquor license owners who support a statewide smoke-free law. There is no cost to join!

OUR MISSION

A statewide smoke-free law will help level the playing field for all businesses by eliminating the patchwork of local ordinances that pit one town's laws against another's, and will promote healthier, cleaner workplaces.

This booklet is designed to outline the benefits of a statewide smoke-free law, both for the bottom line of our businesses and for the health of patrons, employees and owners; and to provide resources to ensure that your business has the tools it needs to adjust to a statewide smoke-free law.

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“I had a heart attack at 44. My doctor told me to quit smoking, but I never smoked!

“The states that border Wisconsin have smoke-free laws. I want a statewide law. I don’t want to go out on my own and lose my smoking customers.”

– **Mark Kluck**

Kluck’s Callon Saloon, Weston

Wisconsin will have a smoke-free law.

More than half the country’s population is covered by laws that make all restaurants and bars smoke-free, including most of our neighbors: Minnesota, Iowa and Illinois.

Many communities in Wisconsin have passed smoke-free ordinances. A patchwork of local ordinances pits one community’s laws against another’s. This will continue to happen until Wisconsin passes a statewide law. We need a statewide smoke-free law passed quickly to ensure fairness for all businesses and communities.

“Secondhand smoke may have been a contributing factor to my cancer. I just wouldn’t want that to happen to anyone else.”

– **Tom Saxe**
Saxes Dining and Banquets, Genesee



Going smoke-free is important for our health.

Secondhand smoke contains more than 4,000 chemicals, including 69 that cause cancer. It is a proven cause of heart disease, cancer, asthma attacks and other health problems.

A statewide smoke-free law is the only way to protect business owners, employees and customers from the proven dangers of secondhand smoke.



A strong smoke-free law can financially benefit your business.

Ventilation systems are very expensive and do not provide health protection from secondhand smoke. Lower maintenance and insurance costs, healthier workers who miss fewer shifts, and a larger customer base are just some of the potential business benefits of a smoke-free law.

“I went smoke-free on my own. Not only has business gone up, but I save on cleaning smoky walls and carpets.”

– **Joanne Palzkill (at right, with co-owner Claudia Draganowski)**
Draganetti’s, Altoona



“I was afraid we’d lose business, but it didn’t happen. More nonsmokers came in. If Appleton allowed smoking again, Spats would stay smoke-free.”

– **Julie Nuebert**
Spats Tav on the Ave, Appleton


The public will adapt to a statewide smoke-free law, and you can too.

A 2008 statewide survey found that 69% of Wisconsinites favor a statewide smoke-free law. As smoking rates decline, so does the customer base of smokers.

In communities in Wisconsin that have gone smoke-free, tavern owners have successfully made the transition by implementing common-sense solutions. Here are some tips to help you succeed:

- Develop a plan ahead of time
- Talk to your customers – especially your smokers
- Prepare an accommodating outdoor space
- Examine food and snack options
- Train your employees
- Follow the law, and let your customers enjoy themselves

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in partnership with SmokeFree Wisconsin.



“When we opened Haute Taco, we never even considered allowing smoking. Jake’s had been successfully smoke-free for over twenty years. We’re about an experience, and smoking doesn’t mix with fresh food and drink.”

– **Karen and Jake Repogle**
Jake’s, Pewaukee and Haute Taco, Brookfield

Visit our web site for stories, tips and resources to help you go smoke-free.

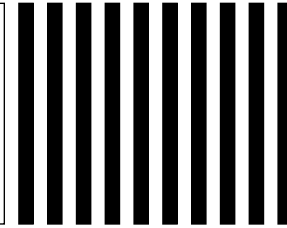
www.TavernsClearingTheAir.com is a web site where you can find out more information, share your feedback or submit questions and hear from business owners who have joined the coalition.

For more information and tools on implementing a smoke-free law, visit www.GoingSmokeFree.org.



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We want to hear from you!

Now that you know a little more about us, we'd like to know a little more about you.

Fill out the attached card, or visit our web site. Let us know your thoughts, your concerns and any other questions you may have.

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