

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



NOV/DEC 2011

Enhanced Powerball planned for 2012

Pending rules approval by the Lottery Commission and the South Dakota Legislature's Rules Review Committee, South Dakota lotto players will see some big changes in the Powerball game starting Jan. 15, 2012. As "America's Game" celebrates its 20th anniversary, game officials are promoting more millionaires, bigger starting jackpots, and better overall odds.

Beginning with the Jan. 18, 2012 drawing, players who pick their own numbers will be choosing their Powerball number from between 1 and 35, instead of 1 and 39 as they do now. Among the prize level changes is an increase from the \$200,000 second prize to a \$1 million cash prize for matching all five white ball numbers but not the Powerball; ticket holders who hit the Powerball but no other numbers will win \$4 instead of \$3. Players who add Power Play to their tickets for an additional \$1 will no longer wonder what multiplier will be drawn; all Power Play prizes will be fixed under the enhanced game, giving people the chance to win from \$12 to \$2 million. And the overall odds of being a winner playing Powerball will improve from 1 in 35 to 1 in 31.8.

The most noticeable change for players when the enhanced game begins is the price. Effective Jan. 15, 2012, the cost for a single Powerball ticket goes from \$1 to \$2. The price for the Power Play option will remain at \$1 per play.

More!
Bigger!
Better!



INSIDE: See upcoming instant games, find out how your terminal works, see where Pat and Vanna are, and try your luck at winning a Trivia Quiz prize.

PROMOTIONS that PROFIT

Wheel of Fortune fun!



Lance Kvanig of Corner Pantry #9 in Rapid City placed Pat and Vanna right next his check stand.



Kwik Mart in Sturgis invites customers to come in and say "Hi" to Pat and Vanna.

Second-chance drawing showcases store products



Cowboy Country Stores in Pierre and Ft. Pierre held a second-chance drawing for Rooster Racin' tickets, Lottery merchandise and Rooster Wear clothing products. Ask your sales rep for custom signage like this for your next Lottery promotion.

Holiday bling!



Maria Nehl of Common Cents on Mt. Rushmore Road in Rapid City used void holiday scratch tickets to trim her store's tree. Maria "wallpapered" the back wall of the area with Christmas wrapping paper and mounted a Lottery holiday poster on it. She used other seasonal props and products to complete the eye-catching display.

NEW instant TICKETS



Fireball 7's

Get three 7's in any row, column, or diagonal and win the prize shown.

Bonus Word Crossword

Scratch YOUR LETTERS box to reveal your 18 letters. Scratch the corresponding letters on the CROSSWORD PUZZLE and the BONUS WORD. If you uncover 3 or more complete words in the CROSSWORD PUZZLE, you win the prize shown in the legend.



Three Lottery sales reps' vans are now sporting decals which feature all five lotto games, a generic scratch game logo, and the Lottery web address. The perforated material helps with heating and cooling the vehicles.

BONUS winners



Boyd's Drug Mart Rapid City

Don Duetsch received a \$500 bonus check for selling a \$5,000 Wild Card ticket.

Cowboy Country Store Pierre

Jody Carter received a \$500 bonus for selling a \$5,000 Wild Card



Sioux Valley Coop Watertown

Casey Krause received a \$4,149 bonus for selling a \$82,988 Dakota Cash jackpot-winning ticket.

TERMINAL talk

Q: What is the process for producing a ticket once I hit the "SEND" key on my lotto terminal?

A: The green "SEND" button on your screen begins the process for ordering tickets and other ticket transactions. Here's what happens next:



Your action sends a command through your indoor unit to the satellite dish outside your store. The signal then goes through a transmitter to an orbiting satellite, then on to one of two network operating centers, and next to the primary data center and a backup site.

The signal then makes the trip in reverse back to your terminal where your transaction is processed -- all within a matter of seconds!

RETAILER spotlight



Kyle Grocery

Location: Kyle

Owners: Liz & Avery May

Supervisor: Tammy Nelson

Kyle Grocery may seem to be an unlikely success story, but it has a thriving Lottery business, given the Pine Ridge town's small population of under 1,000. Because the reservation and the state have no compact allowing lotto games, the store sells only scratch tickets. Bingo is the number one favorite. "Our players love that game," supervisor Tammy Nelson said.

Easy Access

Kyle Grocery sells tickets at the store's courtesy counter and at the check-out lanes. Void tickets of the newest scratch games are affixed to raised check-writing stands and protected with plexiglass.

Winner awareness

For a small-town store, Kyle grocery has produced more than its fair share of winners. In the past year they've sold three \$3,000 winners to local players. The store uses the Lottery's mini winner posters to display the game and prize amount of their recent winners. "When we have a big winner, our sales improve," Tammy said.

Congenial clerks have Kyle style

Tammy said the store's clerks let players know when there is a new game out, and they wish customers "good luck" when they make a Lottery purchase. "Our clerks show players how to scan their tickets on the self-checker and help them determine if a ticket is a winner," Tammy said.

★ TRIVIA Quiz ★

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to the address below or give to your sales rep. One person will win a sweatshirt and 20 people will win stocking caps and flashlights. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is Dec, 15.

Congratulations to last month's winner of a Lottery sweatshirt: Marlene Young, Huron, Fresh Start. The following won T-shirts: Sonia Kopp, Spearfish, Minute Man Too; Rick Wellington, Custer, Lynn's Dakotamart; Jackie Carista, Whitewood, Howdy's; Tyrell Tanner, Edgemont, Pj's Conoco; Tiffany Demarce, Huron, Corner Pantry; Janelle Sorenson, North Sioux City, Freeway Express; Julia Thornton, Wagner, Weisser Oil; Malina Scott, Deadwood, Deadwood Gulch; Stella Smith, Selby, Shorty's One Stop; Mary Owens, Huron, Super X; Karen Iwar, Philip, Coyle's Super Valu; Brandi Lamster, Brookings, Schoon's Pump n' Pak; Michelle Kessel, Bowdle, Bowdle Best Foods; Sue Vander heiden, Mitchell, Country Fair; Scott Peterson, Rapid City, I-90 Mobil; Ed James, Box Elder, Loaf N Jug; Carole Funk, Woonsocket, Express Stop; Kristy Pourier, Porcupine, Common Cents #141; Dawn Goin, Rapid City, Corner Pantry #4; and Tammi Johnson, Pierre, Cowboy Country Store #3.

- | | | |
|---|--|--|
| 1. How much did Sioux Valley Coop earn for selling a Dakota Cash jackpot? | 3. What did Kwik Mart put on their outdoor marquee? | 5. What is the validation code for a \$100 scratch ticket? |
| 2. What did Common Cents in Rapid City use to decorate its holiday tree? | 4. How much will Powerball tickets cost after January, 15, 2012? | 6. What will be the prize for a match five ticket with the new Powerball game? |

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

- | | | |
|----------|----------|----------|
| 1. _____ | 3. _____ | 5. _____ |
| 2. _____ | 4. _____ | 6. _____ |