

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



JAN/FEB 2012

## Ring in the new year

with the newest scratch games from the South Dakota Lottery!

**\$3 OVER \$700,000 IN CASH PRIZES**

**Just Plain Bingo II**

**WIN UP TO \$30,000!**

**CALLER'S CARD**

08	16	32	54	68
05	19	36	56	66
02	30	FREE	60	72
04	22	42	47	65
10	21	43	57	61

Card 1\*Line = \$3\*4 Corners = \$5\*"X" = \$100

14	16	44	57	66
06	24	39	49	63
03	27	FREE	58	69
13	22	33	48	75
09	19	31	55	71

Card 3\*Line = \$20\*4 Corners = \$50\*"X" = \$1,000

Win by forming horizontal, diagonal lines, by matching four corners, or by forming an "X."

Just Plain Bingo II sports a cool \$30,000 top prize!

Win up to four times!

**\$5**

**SLOTS OF CASH**

**WIN UP TO \$50,000!**

Match 3 like symbols in any one game, win PRIZE shown for that game. Get a "WIN" symbol, win prize for that game instantly.

GAME 1	7	PRIZE
GAME 2	7	PRIZE
GAME 3	7	PRIZE
GAME 4	7	PRIZE
GAME 5	7	PRIZE
GAME 6	7	PRIZE
GAME 7	7	PRIZE
GAME 8	7	PRIZE
GAME 9	7	PRIZE
GAME 10	7	PRIZE
GAME 11	7	PRIZE
GAME 12	7	PRIZE

**WIN UP TO 12 TIMES!**

Match three like symbols in any one game and win the prize shown for that game. Get a "WIN" symbol and win the prize for that game instantly.

Win up to 12 times!



# PROMOTIONS that PROFIT

## Ask-for-the-sale clerk incentive boosts sales at Common Cents stores

Common Cents stores throughout the state recently participated in a sales contest, vying for Camaro Cash merchandise and scratch tickets. As a result, 85 percent of the Common Cents stores saw sales increases that averaged nearly 18 percent chain-wide. The East North Street store nearly doubled its sales from the same quarter the previous year, ranking first in the competition.



East North Street Common Cents team members left to right are: Sarah Braveheart, Liz Hansen, manager Chris Riebe, lottery rep Sandy Schleining, John Moritz and Kevin Preiss.

The Porcupine Common Cents came in second and the Rushmore Road store came in third, as well as nabbing an additional prize for selling the most Camaro Cash ticket packs during that quarter.



Fred Salono, manager of Don's Valley #2 in Rapid City, displayed Camaro merchandise prizes given away in his store's second-chance drawing.

## Al's Oasis clerks vie for tickets

Two rounds of in-store competition got the clerks at Al's Oasis in Oacoma fired up to ask for the sale.

The two-week promotions awarded free scratch tickets to the top two sellers. The first place clerk for Round One, Delores Stoll, below, received 15 tickets for her efforts. The runner-up received 10 tickets.

Manager Joni McCormick said the promotion increased sales by an amazing 20 percent.



## Second-chance drawing with a fun twist

The Patriot Express in Yankton is attracting lots of attention by offering a new twist with its second-chance drawing. Managers Ryan and Tyler Annis have players enter the drawing using non-winning lotto tickets.

The player whose name is drawn wins a \$5 gift card multiplied by the ticket price. If a \$5 Powerball ticket is drawn, that player wins a \$25 gift card.



## NEW instant TICKETS



### 24 Karat Cash

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown. Reveal a "Gold Bar" and win the prize automatically.

### Double Match

Two ways to win: Match any of YOUR NUMBERS to either of the WINNING NUMBERS or match three like prize amounts and win that amount.



### Lucky Leprechaun

Match any of YOUR NUMBERS to either of the LUCKY NUMBERS and win the prize shown. Reveal a "Leprechaun" symbol and win all 10 prizes.

## BONUS winners



### King's Liquor Mart Sioux Falls

Jae Sim from King's Liquor Mart accepted a check for \$5,000 for selling a Dakota Cash jackpot ticket.

### Minitman Too Speartfish

Manager Sonia Rosencranz received a bonus check for \$3,403 for selling a Dakota Cash jackpot.



### Common Cents Wall

Manager Holly Schulz received a \$1,300 bonus check for selling a Wild Card jackpot.



## TERMINAL talk



**Q:** Where can I get messages from the Lottery that have been sent to my terminal?

**A:** To read and/or print communications from the Lottery go to "SERVICES" and the "MAIL." This is where you can find the most recent messages regarding winner news, last top prizes that have been won, Amber Alerts and network issues.

**Q:** What should I do if my Lottery terminal locks up or freezes?

**A:** Restarting is a quick, one-step process. Remove the back cover of the terminal to locate the power switch. The switch is just below the main power cord on the left side, next to the fan.

Turn the terminal off, wait ten seconds and turn it back on. If this does not resolve the problem, please call the GTECH Hotline at 888-473-5688.



# RETAILER spotlight



## Kusler's

**Location:** Aberdeen

**Store type:** Convenience store with gas and car wash

**Owners:** Ernie Kusler

**Supervisor:** Anita Barlow

### Winners aplenty

"We Sold a Winner" signs hang prominently near the terminal at Kusler's, where players have won big lately. The store sold a \$30,000 scratch winner in December and a \$10,000 Powerball winner in November.

### Conspicuous signage

Kusler's has its jackpot sign near the front door and a ceiling sign hanging above the check-out stands. "Players are able to clearly see the display monitor when standing in line to make a purchase," Ernie said.

### Clerk interaction boosts interest

Ernie said his clerks know which players regularly purchase lotto tickets, often asking for a four-pack or a six-pack. Lottery rep Joanne Brandlee said Kusler's staff generates interest in the games, and they are genuinely excited when players win.

### Traffic generation bonus

"Lottery products bring people into the store," Ernie said. "People come in and usually end up buying other things too."

## ★ 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 an insulated mug and a baseball cap and 20 people will win T-shirts. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is Feb.15.

*Congratulations to last month's winner of a Lottery sweatshirt: Bonnie Dudley, Volga, Valleymart. The following won stocking caps and flashlights: Mike Wentz, Lemmon, Geo's Corner; Cindy Engle, Sturgis, BJ's Conoco; Jacey Murphy, Rapid City, EZ Mart; Tammy Jurgens, Wilmot, Jurgens' Oil; Tammy Taylor, Sturgis, BJ's Country Store; Desiree Pourier, Porcupine, Common Cents; Linda Splittstoesser, Rapid City, MG Oil; Dylan Ash, Central City, Big D Oil; Diane Harmacek, Winner, Ampride; Wendy Wolfe-Gluyas, Custer, Lynn's Dakotamart; Chris Riebe, Rapid City, Common Cents #106; Jean Cram, Sioux Falls, Lewis Drug; Cheryl Sheeley, Belle Fourche, Common Cents; Angela Kuhnel, Rapid City, MG Oil; Nola Ulmer, Winner, Ampride; Shawn Roe, Rapid City, Common Cents #104.*

- How much did sales increase during the Common Cents clerk incentive promo?
- How were prizes calculated in the Patriot Express' second-chance drawing?
- What's the top prize in the Just Plain Bingo II game?
- How many times can players win in the Slots of Cash game?
- What did Don's Valley #2 give away in its second-chance drawing?
- Where can you find messages from the Lottery on your terminal?

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_

Store name \_\_\_\_\_ Store Address \_\_\_\_\_ City \_\_\_\_\_

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_