

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



MARCH/APRIL 2013

## Get fired up for fun!

### Hot Lotto game heats up this spring

Bigger prizes, more number choices, and a cash only jackpot are among the changes players will see when Hot Lotto becomes the latest lotto game to be updated. Beginning with the May 15, 2013 drawing, the game's second prize will jump from \$10,000 to \$30,000 (\$30,000 to \$90,000 with the Sizzler option) while the third prize goes from \$500 to \$3,000 (\$1,500 to \$9,000 with the Sizzler option).



Several lower tier prizes are increasing as well. While players now choose their five white ball numbers from among a field of 39, under the enhanced game the field expands to 47, allowing for more combinations. The amount of numbers to select from for the Hot Ball will remain at 19. Although the game is changing, the price of a ticket is not. One play will still cost just one dollar, with the Sizzler option available for an additional dollar. Information on the game change will be deployed to all retailers before the changes take effect.



### Win up to \$100,000 with Smokin' Hot Cash!

Win up to 20 times with Smokin' Hot Cash! Match any of YOUR NUMBERS to any WINNING NUMBER and win the prize shown. Reveal a 5X symbol and win five times the prize. Reveal a "HOT" symbol and win all 20 prizes!



Look inside: New NSF policy, signage, lock-outs, promotion ideas and more!

# PROMOTIONS that PROFIT

## Terminal lock outs disrupt business, cost sales



“Lock outs” occur when too many non-winning scratch tickets are scanned. A lock out will completely disrupt your ability to conduct instant ticket transactions and run reports, so it is critical that your staff knows how to prevent their occurrence. Lock outs can only be restored by Pierre Lottery security personnel at 605-773-5770 on weekdays from 8 a.m. to 5 p.m.

**Avoiding lock outs is easy!** If a customer brings in numerous scratch tickets to be checked, encourage the player to scan the tickets on your store's ticket checker. Or a store clerk can use the tickets' matching validation codes to determine winners. (Ask your sales representative about how to use the codes if you don't know how.) Only winning tickets should be scanned on the lotto terminal.

## Jackpot sign ideas!



The Bottle Shop in Chamberlain had its jackpot sign mounted in an exterior waterproof case. When it received its new smaller sign, it filled the extra space with a second sign showing the store's hours.



Prairie Stop in Watertown uses the back of its sign to hang winner awareness and point-of-sale material. Lottery sales representative Pat Boyles says the sign gets lots of attention.

**DON'T MISS IT!**  
Don's Valley Market  
**Prize Drawing!**  
Buy \$10 worth of scratch tickets and draw for great prizes!  
**FRIDAY, FEBRUARY 8  
3:00 - 5:30**  
A prize with every purchase:  
T-shirts, sweatshirts, caps, mugs & more!

Don's Valley Market in Rapid City treated players on its 7th anniversary with a fun promo! Players purchasing \$10 in scratch tickets received a prize.

## Insufficient payments policy changing

Effective April 1, 2013, the Lottery will update its policy regarding the receipt of insufficient payments. Currently, a 1.5% penalty is charged on the amount owed. Beginning April 1, per SDCL §57A-3-422, a \$30 NSF fee will be charged in addition to the penalty.

The NSF fee will apply to both paper checks and electronic payments. Retailers having questions about the Lottery's payment and penalty policies can contact our Finance Division at 605-773-5770.

## NEW instant TICKETS



### Bejeweled

Reveal three or more like gems in a horizontal row and win the corresponding prize. Get three like gems and a "Money bag" symbol in any row and DOUBLE the prize!

### Slingo Gold

Match all five numbers in a complete horizontal, vertical or diagonal line in the SLINGO GRID and win the amount shown in the legend.

### Star Trek

Match any of YOUR NUMBERS to either of the WINNING NUMBERS and win the prize shown. Get a "PLANET" symbol and win triple the prize amount.

## BONUS winners



### Countryside Convenience Sioux Falls

Owner Paul Garber received a \$10,000 bonus check for selling a \$250,000 Mega Millions prize-winner.



### Ranch Mart Belle Fourche

Chris Schwartz received a \$4,000 bonus for selling a \$40,000 Mega Millions ticket.



### Freedom Valu -

MN Ave.  
Sioux Falls

Manager Amber Wallenstein received a \$5,000 bonus check for selling a \$149,000 Dakota Cash jackpot.



### Family Thrift Center -

Omaha  
Rapid City

Michael Murphy received a bonus of \$1,000 for selling a \$10,000 Powerball ticket.

## New Retailer



Welcome Scott Anderson, new owner of the One Stop in Faulkton.

## TERMINAL talk



**Q:** What should I do if my store is planning to have roof work done this summer?

**A:** If have a remodeling or reroofing project in the works, tell your Lottery sales representative of your plans or call the GTECH hotline.

Early notification will give the GTECH technicians time to move the terminal or satellite dish. This will save your roofers or carpenters time and inconvenience and will ensure the least interruption of your Lottery services.

# RETAILER spotlight



## Cooler's Drive-Thru

**Location:** Pierre

**Store type:** Convenience

**Owners:** Anne & Bert Rowe

**Manager:** JD Deal

### "The Ultimate Convenience"

Cooler's owners Anne and Bert Rowe call their unique drive-through business "The Ultimate in Convenience." Customers literally drive their cars through one giant doorway, make their purchases, and drive out a second doorway. Manager JD Deal says his customer base varies widely with one commonality: "They're all in a hurry."

### Signage is key

Because of the rapid pace of sales transactions at Cooler's, conspicuous signage is essential. But with the store being so exposed to the elements, point-of-sale must be exceptionally durable. JD is a pro at installing posters to withstand South Dakota's wild winds.

### Alert clerks

JD credits his staff with knowing its customers and anticipating what products they will be buying. "Several of our clerks have been here since the store opened. They know what someone is going to buy as soon as they get here," he said.

### Lottery products are new to the scene

Although Cooler's has been selling Lottery tickets for only a few months, it has already attracted customers who now stop in weekly to pick up their lotto tickets. "Some people come in for tickets and a few other items," JD said. "But it is not uncommon for customers to drive through and get nothing but their quick picks for the next drawing." And it's all about "quick" at Cooler's.

## ★ 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 T-shirt and cap and 20 people will win 25th Anniversary tumblers. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is April.15.

*Congratulations to last month's winner of a Lottery insulated mug and baseball cap: Chelsie Simons, Edgemont, Pj's. The following won lunch coolers: Liz Ellington, Sioux Falls, Lewis Southwest; Brittany Lunstra, Sioux Falls, Hy-Vee #1; Diane Haracek, Winner, Ampride; Rita Scherr, Roscoe, Roscoe Best Foods; Jo Vroman, Buffalo, Henderson Oil; Kindra Aaker, Bison, Bison Bar; Rhonda Bartscher, Sioux Falls, Sunshine Foods #1; Jill Hopf, Marion, Jill & Larry's MiniMart; Jean Cram, Sioux Falls, Lewis Drug; Gloria Bonebrake, Tea, Cubby's; Dana Krosch, Custer, Comer Pantry #12; LeeAnn Dekker, Philip, Coyle's; Charlie Stulken, Selby, Shorty's One Stop; Nancy Long, Mitchell, Coborn's Superstore; Tammi Johnson, Pierre, Cowboy Country Store; Lisa Jandel, Redfield, Appel Oil; Nikki Dennis, Philip, Comer Pantry; Susan Handel, Rapid City, EZ Mart; Jay Mutchelhaus, Huron, Fair City Foods; and Jennifer Dudley, Volga, ValleyMart.*

- How much will Hot Lotto's second-level prize be after the game changes in May?
- How does Prairie Stop use the back of its jackpot sign?
- What was the occasion for Don's Valley Market's February promo?
- Name one way your store can avoid a lock out situation.
- What do players win with a "Money Bag" symbol in the Bejeweled game?
- What's the name of your Lottery sales representative?

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

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

1. \_\_\_\_\_ 3. \_\_\_\_\_ 5. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_ 6. \_\_\_\_\_