

LOTTERYlink

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



JULY/AUGUST 2014



PLAY IT AGAIN *a SECOND chance!*

Give your non-winners

With over 9,500 non-winning \$10K Run scratch tickets entered by mid-July, interest is growing in the South Dakota Lottery's "Play It Again" second chance drawing program. With the \$10,000 grand prize drawing slated for December 18, 2014, the Lottery knew that the best way to keep players engaged with the promotion in the months leading up to the final drawing was to give them a chance to win prizes along the way.

Beginning July 1, monthly second chance drawings are being held for smaller cash amounts and prizes. In the first drawing, five entrants were randomly drawn to each win \$100 in \$10K Run scratch tickets. Winners were Jim Chilson, Chris Cunningham, Ellie Mathison, Laurie Picard and Todd Reistroffer. Players are not required to do any additional registering to be eligible for the monthly mini-drawings; they are automatically entered when they submit their non-winning \$10K Run scratch tickets for the grand prize drawing. And all monthly winners are still eligible for the grand prize drawing in December.

Monthly drawings are planned for August, September, October and November and will be conducted during the first half of each month. Information about specific draw dates and prizes will be posted on the Lottery's website at lottery.sd.gov, Facebook page, Twitter feed and through Players Club weekly emails. Terminal messages will also be sent to all retailers informing them of the draw date and prize for each month so they can help promote the drawings to their players.

Look for additional changes coming to "Play It Again" before the end of the year, including the expansion of the program to other scratch tickets in the \$2 and \$3 price points. Your Lottery sales rep will keep you updated in the months ahead.

Players Club adds new features

With the implementation of "Play It Again", some new security measures were added to the Lottery Players Club to ensure the safety of our members' personal information. Members are now being asked to create their own unique password to access the Club microsite and can also now update their own information if their email, phone number or address changes. New Club members must also activate their membership before they can access the "Play It Again" site to enter their non-winning tickets. New members will receive an email from the Lottery after signing up; to activate their membership, they must click on the link contained in that email within 24 hours.

PROMOTIONS that PROFIT

Lottery front and center at Lynn's Dakotamart



Every customer in your store stops at your front counter. Displaying a wide variety of lottery POS like Lynn's Dakotamart in Lead does ensure that customers know what games are available and can easily choose what to purchase and play. Bookkeepers Lynn Bradley and Becca Aspen make it a priority to promptly display all games and voids in their dispensers and change mat.

Social Media Tip

Does your store or chain have a Twitter account? Live tweets during special events can help draw in additional traffic. Post about in-store specials that begin at a specific time or winners' names moments after they're drawn for real-time excitement.



Lottery radio partner KDAM used the annual Ribfest at Memorial Park in Yankton to give away Grills Gone Wild scratch tickets. An estimated 10,000 people attended the June 7 event.



Your sales rep is a great resource for Lottery premium items and ideas for in-store promotions. Need posters to announce the big event? We can help with that, too.

NEW instant TICKETS

Right on the Money

The name says it all! Win up to \$50,000 and 15 times on a single ticket. Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. A "5X" symbol multiplies your prize by five times and the "stack of bills" symbol wins you all 15 prizes instantly.



\$50,000 Jumbo Bucks

This big brother of the Jumbo Bucks family has a \$50,000 top prize. Match any of YOUR NUMBERS to any of the SERIAL NUMBERS and win the prize shown. Uncover a "money bag" symbol and win the prize shown. Reveal a "JUMBO" symbol and your prize multiplies 5X!



INTRODUCING Our First Premier Store

Lottery officials hosted a ribbon cutting May 2, 2014 at our first Premier Store, EZ Mart on E. Highway 44 in Rapid City. Owner Darrell Lich (with scissors) officially opened the new store along with Lottery deputy director Clark Hepper (second from left) and sales director Joe Willingham (second from right).

A premier store is a lottery retailer that shows their support for the agency's products by agreeing to have their business "wrapped" with a South Dakota Lottery theme. The wrap, which features lottery logos and colors, is displayed on overhead areas, cabinets, tabletops, front counters, storage areas, front windows and floor rugs. The Lottery hopes to debut its second Premier Store, likely in the eastern part of the state, in 2015.



Q: Our lotto terminal was acting up and then it went down altogether. What are we supposed to do to get it up and running again?

A: Call the GTECH Helpdesk at 1-888-473-5688 (there's also a label with that number on your terminal printer). Be as specific as you can about what the terminal is doing and NOT doing; Helpdesk personnel have a variety of troubleshooting solutions at their disposal and can often resolve your issue right over the phone. If the problem can't be fixed over the phone, the GTECH Communications and Operations groups can remotely check your terminal for communication or technical problems. Your local Field Service Technician (FST) will also be contacted to assist you, either over the phone or in person. They will do their best to fix the problem and get your terminal operating as quickly as possible. If your terminal comes back online or the problem is resolved before the FST arrives, please notify the Helpdesk and they will alert the FST and call off the dispatch.



Ken's SuperFair Foods, Food Fair and Shell Express

Store Type: Supermarket, convenience store

Locations: Aberdeen, Britton, Clark, Eureka, Groton, Ipswich

RETAILER spotlight

Chain-wide Second Chance Drawing Promotes Scratch Tickets and Summer Fun

With six locations, Ken's SuperFair Foods recognized that a chain-wide promotion would be a good way to generate increased traffic in all of its stores while giving customers a chance to enter their non-winning tickets for a prize at the location where they normally do business.

Gearing their giveaway towards the summer grilling season, Ken's invited players to submit their non-winning Grills Gone Wild scratch tickets into drawing boxes at each of their six stores. The grand prize drawing held on July 4 was for a grill; one grill was given away at each location for a total of six second chance drawing winners.



★ 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 Lottery sweatshirt and 20 people will win T-shirts. One entry per person. Deadline is August 10. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501 or give them to your sales rep.

Congratulations to last month's winner of a Lottery sweatshirt: Loren Adema, Elk Point, A-1 Quick Stop. The following won t-shirts: Sharon Ragels, Aberdeen, Gas 'N Goodies; Rich Niesent, Belle Fourche, Big D Oil; Shane Gruber, Custer, Lynn's Dakotamart; Jennifer Tew, Deadwood, Gold Dust C-Store; Cindy Lewis, Fedora, Larson Feed and Grocery; Sally Clevenger, Lead, Common Cents; Susan Blanchette, Madison, Sunshine Foods; Kathy England, Madison, Sunshine Foods; Crystal Ford, Oacoma, Oasis Pump 'N Pack; Edwin Murray, Philip, Coyle's Super Valu; Desiree Poirier, Porcupine, Common Cents #141; Jim Coats, Rapid City, Thrifty Smoke Shop; Tammy Young, Rapid City, MG Oil office; Kenny Bordeaux, Rapid City, E-Z Mart; Larry Crook, Redfield, Bi-Rite Liquors; Jean Cram, Sioux Falls, Lewis Drug; Jamie Johnson, Sioux Falls, Lewis Westgate; Penny Schmidt, Spearfish, Speedy Mart; Margaret Mach, Wagner, Wagner Super Foods; and Amber Neyhard, Whitewood, Sonset.

- | | | |
|---|--|--|
| 1. When was the ribbon cutting for the first Premier Store? | 3. Dakota Cash jackpot winner Derek Ronning is from where? | 5. True or False: the HelpDesk number can be found on your printer. |
| 2. A "Jumbo" symbol multiplies your prize by how much? | 4. What radio station gave away Grills Gone Wild tickets at Ribfest? | 6. How many more Play it Again mini drawings will be held this year? |

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store address _____ City _____

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

1,000 copies of the lottery link were printed by the South Dakota Lottery at \$.82 per copy.



LOTTERY winners

JULY/AUGUST 2014

RECENT winners

Rick Trupe, Castlewood
Bob's Bait Shop
\$10,000 \$10K Run

Austin Neis, Rapid City
Carol Enterprises, Inc.
\$1,000 on \$400,000 Jackpot

Tiffany McBride, Fort Thompson
North Park C Store
\$10,000 Jumbo Bucks Two

Elmer Gall, Hot Springs
Boyd's Drug Mart
\$3,000 Hot Lotto

Norma Boetel, Huron
Lewis Drug
\$6,000 Wild Card 2

Skylar Burgher, Watertown
I-29 Shell
\$1,000 Pot 'O Gold Bingo

Myron Grenz, Rapid City
County Fair Food Store - Watertown
\$5,000 20X the Money

Walter Larsen, Pierre
Capitol City Wine & Spirits
\$2,500 Mad Money

Douglas Bahr, Groton
Ken's Food Fair
\$1,500 Aces High

Lisa Slotsky, Colome
Flying D Convenience Store
\$1,000 Jumbo Bucks Two

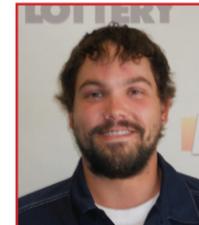
Roberta Martinez, Pine Ridge
Big Bat's #1
\$3,000 Tripling Cashword

Rhonda Tompkins, St. Lawrence
Milan, Inc - Miller
\$1,000 Tripling Cashword

Makayla Fiechuk, Nemo
Gold Dust C Store - Deadwood
\$700 Sparkling 7's



Derek Ronning, Vermillion
Hy-Vee
\$154,737 Dakota Cash Jackpot



Derik Noeldner, Waconia, MN
Zip Trip #63, Brookings
\$100,000 20x the Money



Robin Flynn, Mission
Gus Stop
\$3,000 Slingo



Dean Stuart, Pierre
Fresh Start
\$6,001 Wild Card 2



Cheri Callies, Sioux Falls
Casey's #3019
\$1,000 \$10K Run



John Tobin, Lead
Big D Oil #21
\$30,000 Slingo



Michael Cook, Sioux Falls
The Gas Stop #120
\$10,004 Powerball



Kelly Mernin, Yankton
Hy-Vee
\$30,000 Tripling Cashword



Andrew Rhodes, Sioux Falls
Holiday Station #304
\$12,000 Grills Gone Wild



Nikki Fisher, Faith
M&D Food Shop
\$500 Giant Jumbo Bucks

★ RECENT winners

Amanda Bednarz, Box Elder
Corner Pantry #16 - Rapid City
\$5,000 Black Diamonds

Jacob Sathe, Oacoma
Oasis Convenience Store
\$1,000 World Series of Poker

Beverly Rogers, Sioux Falls
D&J Station - Gas Stop
\$20,000 on \$20,000 Pay Day

Scott Kennedy, Kingly, IA
Casey's #1157 - North Sioux City
\$15,000 5X the Money

Mark Suhr, Jefferson
Discount Liquor - North Sioux City
\$9,000 Hot Lotto w/Sizzler

Irene Deberg, Canton
Hy-Vee - Sioux Falls
\$5,000 Aces High

Jason Moistner, Rapid City
Corner Pantry #9
\$4,000 2x the Money

Barbara McNabb, Rapid City
Prairie Bottle Market
\$1,000 on \$400,000 Jackpot

Dorothy Tiesler, Beaver Creek, MN
Casey's General Store #2351 - Sioux Falls
\$1,000 10X the Money

Brittany Davis, Brookings
Zip Trip
\$1,000 Tripling Cashword

Cheryl Kespert, Hermosa
Flying J
\$700 Sparkling 7's

Donald Christopherson, Peever
Stillson Oil Company - Sisseton
\$700 Sparkling 7's

David Orr, Lake Preston
The Bullpen Bar & Grill
\$700 Sparkling 7's

★ YOUR TICKET TO FUN IS HERE!