

# LOTTERY link

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



MAY/JUNE 2014

Non-winning tickets get a second chance with

# Play It Again!

A new program for Lottery Players Club members is giving non-winning scratch tickets a second chance to be winners. Play It Again, which launched April 23, allows certain non-winning scratch tickets to be entered online into second chance drawings for cash and prizes. The program's first promotion is giving holders of non-winning \$10K Run tickets an opportunity to win \$10,000.



To enter tickets, club members log in to the Players Club website and click on the Play It Again link to access their account and enter their tickets. As added security for members entering their personal information, a password is now required to access the website. The Play It Again homepage displays ticket art for all current promotions (second chance drawings can be offered for specific games or groups of games) and the player simply clicks on the ticket art for the game they want to enter and are taken to the entry page. At the entry page, they're prompted to enter the VIRN number from the front of the scratch ticket and the ticket number, which is below the barcode, from the back of the ticket.

There's a limit of 40 entries per player per day; once a ticket has been entered, the ticket holder does not need to keep it to claim the prize if they win. When the promotion

deadline is up, the second chance drawing is held at the Pierre Lottery office and the winners are chosen. The \$10K Run promotion is scheduled to run through mid-December.

Encourage your customers to join the Players Club to get in on the Play It Again drawings. Membership is free. Register online at <http://lottery.sd.gov/players/login/>



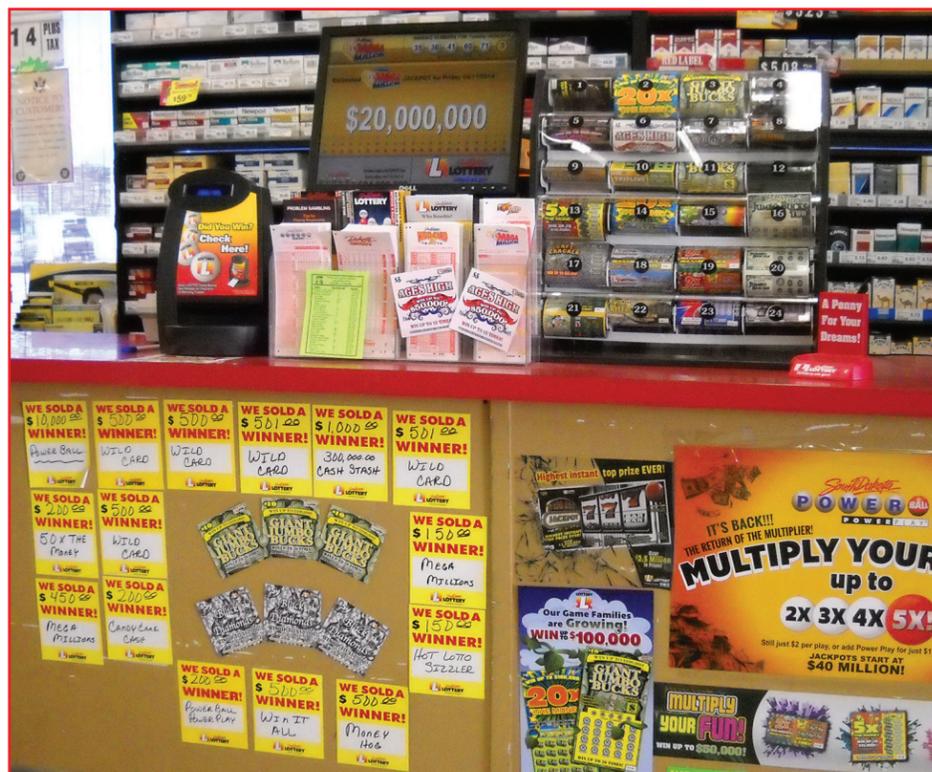
## 3 ways to pay a lotto ticket

So your customer comes in and sheepishly hands you a lotto ticket that is crumpled or torn or soiled. What's a clever clerk to do? Depending on the condition of the ticket, one of these methods should allow you to determine if the ticket is a winner, validate it and receive credit for the transaction.

- Run the ticket through the lotto terminal
- Enter the ticket serial number
- Scan the barcode

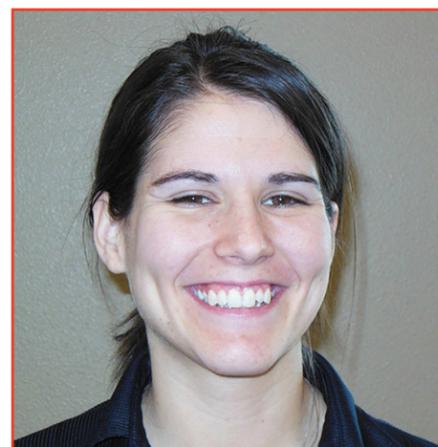
# PROMOTIONS that PROFIT

## Lottery POS gets star billing at FTC Express



FTC Express in Rapid City makes it easy for customers to remember to make a Lottery ticket purchase each time they approach the check-out counter. A full array of playslips, POS pieces, void tickets and winner mini- posters helps put Lottery games at the forefront.

Store director Rich Willms is especially enthusiastic about his store's 24 game dispenser. "I truly love the new dispenser," Rich said. "Customers just give us the number of the ticket they want and we can find it. It's a great selling tool."



Welcome to new Lottery partner Friendly's in Baltic! Pictured is manager Whitney Baker.



Dakota Sunset in Mitchell created an attractive display of prizes for its recent second-chance drawing promotion.



Coffee Cup in Plankinton uses this nifty "menu board" to display void tickets of its current available games. It's a great way to improve visibility and helps players easily make their ticket selection.



### Cornhole Cash

If YOUR SCORE beats THEIR SCORE, within the same round, you win the PRIZE shown for that round. Get a "\$\$" symbol within that round and win double the prize shown for that round.



### Grills Gone Wild

Match any of YOUR NUMBERS to either of the GRILLING NUMBER to win the prize shown.



## BONUS winners



### Coyle's Super Valu Philip

Dawn and Ronnie Coyle received a \$1,000 bonus check for selling a \$10,000 Powerball ticket.



### Don's Valley Market Rapid City

Fred Salano earned a \$900 bonus for selling a \$9,000 Hot Lotto ticket.



### Munchies Sioux Falls

Misty Wehrkamp's Dakota Cash jackpot sale garnered her store a bonus check of \$3,281.



### Safeway Spearfish

Shane Hennies accepted a bonus check for \$600 for selling a \$6,000 Wild Card ticket.



### Hy-Vee Watertown

Shane Cogner was presented with a bonus check for \$900 for selling a \$9,000 Hot Lotto ticket.



**Q:** How can I assure I don't run out of paper for my lotto terminal?

**A:** If you have only one roll of paper in stock, call the Hotline at 888-4SD-LOTTO. Don't risk missed sales because your terminal is out of paper. NOTE: It is important that all employees know where you store your ticket stock so they can access it if necessary.

# RETAILER spotlight



## Pump N Pak

**Owner:** Kevin Annis

**Store Type:** Convenience store

**Location:** Vermillion

### Play It Again promo sparks interest in Players Club

Pump 'N Pak owner Kevin Annis says the hype surrounding the second-chance Play It Again promotion is generating interest in the Lottery's Players Club. In fact, Kevin himself was not a member until he heard about the promotion. "I tell people asking about the drawing to join the Players Club," Kevin said. "I tell them they'll get good insider information that other players don't get."

### Spectacular signage

Pump 'N Pak doesn't miss a chance to promote Lottery games by attracting customers' attention. His staff knows how to craft a really great message on the store's outdoor marquee. Posted during a recent big Powerball jackpot run: "It would be nice to have a 'Vermillionaire!'"

### Staff and customers play in the Pump 'N Pak pool

Kevin runs a fun in-store lotto players' pool. When a jackpot tops \$100 million, members ante up \$4 for Powerball or \$5 for Mega Millions. Winnings are reinvested. The group is hopeful the pool will make them "Vermillionaires."

# ★ 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: David Larson, Fedora, Larson Feed & Grocery. The following won mugs: Briana Johnson, Webster, Mike's Jack-N-Jill; Stephanie Funk, Aberdeen, Airport Travel Center; Carolyn Kaiser, Faulkton, Ber Mac; Rhonda Coyle, Philip, Coyle's Super Valu; Linda Jewell, Rapid City, Thrifty Smoke Shop; Fae Hawk, Oacoma, Oasis Pump 'N Pak; Nancy Long, Mitchell, Coborn's Superstore; Scott Oster, Custer, Lynn's Dakotamart; Brent Derschied, Redfield, Apples Quick Stop; Janice Eining, Clear Lake, Cowboy Country Store #4; Spencer Ballieu, Sioux Falls, Lewis Drug Southwest; Rod Pederson, Rapid City, I-90 Travel Plaza; Jason Moore, Spearfish, Queen City Liquor; Lisa Kistler, Sioux Falls, Cubby's; Marian Gwizdala, Rapid City, EZ Mart; Letha Myers, Custer, Lynn's Dakotamart; Georgia Mullinix, Sioux Falls, King's Mart BP; Marina Bouser, Philip, Coyle's Super Valu; Margaret Ring, Spearfish, Queen City Liquor and Kianna Durham, Rapid City, Exxon.

- (a - c) What are the three ways to validate a lotto ticket? and prizes for non-winning scratch tickets? has a lawn game theme?
- What new program gives cash
- What upcoming scratch game
- What does Coffee Cup in Plankinton use to display void tickets?

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

Store name \_\_\_\_\_ Store address \_\_\_\_\_ City \_\_\_\_\_

1. a. \_\_\_\_\_ 1. c. \_\_\_\_\_ 3. \_\_\_\_\_

1. b. \_\_\_\_\_ 2. \_\_\_\_\_ 4. \_\_\_\_\_



# LOTTERY MAY/JUNE 2014 winners

## RECENT winners

**Justin Cathey, Casper (WY)**  
Big D Oil Company #2  
\$15,000 5X the Money

**Clayton Blakeman, Moorcroft (WY)**  
Loaf 'N Jug #445  
\$7,000 Sparkling 7's

**Laura Alderman, Baltic**  
Friendly's  
\$5,000 Aces High

**Curtis Forse, Duluth (MN)**  
Shop 'N Cart 1-29  
\$3,000 Tripling Cashword

**Blake Bramer, Watertown**  
Cowboy Country Store #1  
\$3,000 Tripling Cashword

**David Meltz, Rapid City**  
Big D Oil #41  
\$3,000 Slingo

**Harold Sevier, Pierre**  
North Park C Store  
\$2,500 Junior Jumbo Bucks

**Jessica Alarie, Lemmon**  
Lemmon Pit Stop  
\$1,000 on \$400,000 Jackpot

**Chelsey Haibeck, Mitchell**  
Northside Sinclair  
\$1,000 on \$400,000 Jackpot

**Howard Christensen, Sioux Falls**  
Lewis Drug Westgate  
\$1,000 on \$400,000 Jackpot

**Zack Jansma, Sioux Falls**  
Hy-Vee #3  
\$1,000 Jumbo Bucks Two

**Melanie Letsche, Huron**  
Super X  
\$1,000 Slingo

**Jamie Campbell, Webster**  
Casey's General Store #2196  
\$500 World Series Poker



**Kevin Webster, Sioux Falls**  
Munchies  
\$65,629 Dakota Cash



**Liza Zeestraten, St. Onge**  
WWP - Whitewood  
\$50,000 Hot Ticket



**Lloyd LaCroix, Rapid City**  
Don's Valley Express #2  
\$9,000 Hot Lotto Sizzler



**Terrence St. John, Sisseton**  
Teal's Market  
\$3,000 Slingo



**Daron Knolley, Rapid City**  
Thrifty Smoke Shop #2  
\$10,000 Powerball



**Lana Steele, Chamberlain**  
Casey's General Store  
\$7,000 Sparkling 7's



**Brenda Jensen, Midland**  
Midland Food & Fuel  
\$5,000 10X the Money



**Jeremy Elk, Wounded Knee**  
Big D Oil #4 - Rapid City  
\$50,000 Black Diamonds



**Lynette Fredericksen, Pierre**  
Lynn's Dakotamart  
\$10,000 Holiday Tripler



**Barry Mercer, Sioux Falls**  
Hy-Vee #1  
\$9,000 Hot Lotto Sizzler

## RECENT winners

**Judith Red Willow, Rapid City**  
Big D Oil #22  
\$30,000 Tripling Cashword

**Bradley Carman, Aberdeen**  
Casey's General Store  
\$10,000 Giant Jumbo Bucks

**Donna Nelson, Deadwood**  
Big D Oil #11  
\$6,000 Wild Card

**Linda Schaible, Lead**  
Corner Pantry #9 - Rapid City  
\$6,000 Wild Card

**Kory Klaahsen, Sioux Falls**  
Cubby's  
\$5,000 Silver & Gold

**Barbara Mitchell, Sioux Falls**  
Lewis Drug Westgate  
\$1,000 Buck-A-Roo Bingo

**Penny Lemke, Brandon**  
Hy-Vee Gas - Sioux Falls  
\$1,000 on \$400,000 Jackpot

**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!