

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



MAR/APR 2012



Win up to \$100,000 10 Times the Cash

There's lots of action and lots of prizes with 10 Times the Cash. Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal a "10X" symbol and win 10 times the prize shown. Win up to 20 times.

2012 Off to a Winning Start

2012 has barely started but if the last few months are any indication, it could be a winning year for South Dakota Lottery players. Two jackpots have been won in the state since the first of the year. Siblings Robert and Arlo Maisch and their sister, Connie Lutz, all of Mobridge, picked up the \$40,553 Dakota Cash jackpot from the Jan. 25, 2012 drawing. Their winning ticket was purchased at Gas 'N Goodies of Mobridge. Dave Yuhas of Rapid City became the state's second jackpot winner in 2012 when he won the \$256,515 Wild Card 2 jackpot from the Feb. 4, 2012 drawing. His lucky Quick Pick came from Big D Oil Company on Jackson Boulevard in Rapid City.

The big wins are not just confined to lotto games. On Jan. 17, 2012, Gary Pastian of Gregory became the third and final winner of a new car from the Camaro® Cash instant scratch game. The \$5 ticket that put him in the driver's seat came from Buche's Food Store in Gregory. And on Jan. 14, 2012, Jimie Dempsey of Colome cashed in the South Dakota Gold scratch ticket she purchased at Casey's General Store in Winner and claimed her \$100,000 top prize.

Eric Peterka of Yankton and Melissa Fischer Olson of Sioux Falls submitted the winning Wheel of Fortune scratch ticket entries for the trips to Hollywood to play a non-broadcast Wheel of Fortune game with Pat Sajak and Vanna White.

Congratulations to all of our winners so far in 2012.

Look inside:

- ❑ Don't miss this issue's Terminal Talk article. It could save you hours of downtime by avoiding a terrible but preventable nuisance -- the dreaded "Lock Out."
- ❑ Get some fun ideas on hosting a St. Patrick's Day promotion.
- ❑ Insider facts about the new \$2 Powerball game.

PROMOTIONS that PROFIT

Perfect St. Patrick's Day promos

No other holiday lends itself better to a Lottery promotion than St. Patrick's Day. The magic and the fun surrounding the concept of good luck is the common denominator. Try one of these simple and budget-friendly ideas to pique your customers' interest in some good old Irish (and Lottery) luck:

- ✿ Randomly mark the backs of your Lucky Leprechaun tickets with a marker or stickers. Award a luck-themed prize or a free ticket to whoever buys the specially marked ticket.
- ✿ Place a coupon in your local shopping newspaper good for a free Lucky Leprechaun ticket with the purchase of five lotto tickets.
- ✿ Hold a second-chance drawing for a basket of St. Patrick's Day items.
- ✿ Give customers a free Lucky Leprechaun ticket with a fuel purchase of a designated minimum amount.
- ✿ Use void Lucky Leprechaun tickets and shamrocks to decorate your Lottery play area.



Instant Game Validation Codes

AA..... \$1	GG.....\$5	NN..... \$11	UU..... \$20
BB..... \$2	HH..... \$6	PP..... \$75	VV..... \$21
CC..... \$3	JJ..... \$7	QQ.....\$80	WW...over \$100
DD..... \$4	KK..... \$8	RR..... \$50	XX..... \$25
EE..... \$40	LL..... \$60	SS..... \$100	YY..... \$27
FF..... \$77	MM.... \$10	TT..... \$15	ZZ..... \$30
		☆☆.... ENTRY	

South Dakota Lottery Retailers are required to pay all winners of \$100 or less. Prizes greater than \$100 must be paid by the South Dakota Lottery. Check these codes to sight validate instant game winners. Then validate through your on-line terminal.

NOTE: DO NOT SCAN TICKETS THAT DO NOT HAVE MATCHING CODES.

Did you know?

With the new \$2 Powerball game, South Dakota should see two to three second-level \$1 million prizes won each year.

Also a \$1 million prize should be won somewhere in the U. S. at each drawing.

NOTE: These predictions are, of course, based on statistics. Because this is a Lottery game, the element of luck must be factored in.



Dakotamart in Hot Springs displays Lottery signage at their pumps to encourage customers to pick up their Lottery tickets when paying for their fuel.

NEW instant TICKETS



Cool Cash

Get three like symbols in any row, column or diagonal and win the prize shown.

Star Spangled 7's

Get three 7's in any row, column or diagonal – just like tic-tac-toe – and win the prize shown.



Super Joker Slingo

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

Win \$3 for each "GOLD COIN" revealed in YOUR SLINGO NUMBERS.

Reveal a "SUPER JOKER" symbol in YOUR SLINGO NUMBERS and win 10 times your prize instantly.

TERMINAL talk

Q: Our store's terminal recently had a lock out. What causes them?

A: If a clerk scans too many non-winning scratch tickets, it will cause a "lock out." A lock out is a security feature implemented to thwart unscrupulous clerks. Only Lottery security personnel is able to restore your terminal to full functionality following a lock out. This can only be done during regular business hours. Call the GTECH Hotline at 1-888-473-5688 as you would with any problem you have with your terminal. Because a lock out will completely disrupt your ability to conduct instant ticket



transactions and reports, it is critical that all of your staff knows how to prevent this occurrence.

- Players should scan all of their scratch tickets on your store's ticket checker.
- Only winning tickets should be scanned by the clerk on the lotto terminal.
- If a player asks the clerk to scan a non-winning or damaged ticket, the clerk must refuse and instruct the player to send the ticket with a claim form to the Lottery.
- Remember validation codes should also be used to determine if a ticket is a winner. If you don't have a code chart, ask your sales rep for one or clip out the one on the facing page of this newsletter.

BONUS winners



Super America Sioux Falls

Val Ridel of Super America in Sioux Falls accepted a bonus check for \$500 for selling a Wild Card winner at her store.



Loaf -N-Jug Rapid City

Loaf-n-Jug on Rushmore Rd. in Rapid City sold a winning \$10,000 Mega Millions ticket. Manager Ed James was presented its bonus check for \$1,000.

RETAILER spotlight



Heart T Stop

Location: Hartford

Store type: Convenience store with gas

Owners: Wade & Beth Thomas

Supervisor: Dawn Henning

Renovation attracts new customers

Dawn said the store's recent remodeling and merchandising make the business more friendly to families. In-counter dispensers and displays of void tickets are a visual reminder for players to make a Lottery purchase.

Clerks are "on the ball"

Heart T Stop's Lottery rep, Lana Okeson, said the store's clerks are on the ball, asking customers if they have their tickets for the next drawing. "That has paid off," Lana said.

Winners generate interest

The crew at Heart T Stop has sold a number of winning scratch tickets lately and proudly display their achievements with "We Sold a Winner" mini posters near the store's ESM and ticket checker. "If we don't display the winner's name, customers get really curious and ask who the winner was," Dawn said.

A smile is worth a thousand words

Although the Heart T Stop folks are always ready with a friendly greeting, they know a smile is worth a thousand words. "A smile lets our players know the staff is glad they came in the door," Dawn 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 Lottery sweatshirt and 20 people will win T-shirts. One entry per person. Send entries to Trivia Quiz - PO Box 7107, Pierre, SD 57501. Deadline is Apr. 15.

Congratulations to last month's winner of an insulated mug and a baseball cap: Georgeann Estma, Rapid City, Comer Pantry #18. The following won T-shirts: Janice Eining, Clear Lake, Cowboy Country Store #4; Desiree Poirier, Porcupine, Common Cents; Sonia Rosencranz, Spearfish, Minitman Too; Becky Witlock, Selby, Shorty's; Rod Pederson, Rapid City, Mobil I-90; Kathleen Stickler, Murdo, Triple H Truck Stop; Rhonda Grijalva, Sturgis, Lynn's Dakotamart; Lacey Breckenridge, Rapid City, SPF #7; Margaret Mach, Wagner, Wagner Super Foods; Mike Terrill, Custer, Lynn's Dakotamart; Shaun Rice, Porcupine, Common Cents; Ralph Fiedler, Sturgis, Quik Mart; Nicole Dennis, Philip, Comer Pantry; Karen Glover, Huron, Fair City Foods; Christen Semmler, Mitchell, Cobom's; Stacey Lenard, Edgemont, PJ's; Connie Nelson, Brookings, Gas N Mor; Matt Johnson, Lemmon, Geo's Comer; Deb Berens, Selby, Shorty's, and Nancy Long, Mitchell, Cobom's Super Store.

1. Statistically, how many times a year should the \$1 million Powerball prize get hit?
2. What causes "Lock Outs" to occur?
3. What March holiday is a perfect time for a Lottery promotion?
4. Up to how many times can players win with the 10 Times the Cash game?
5. How can you easily determine if a scratch ticket is a winner?
6. How much do you win for each Gold Coin revealed in the Super Joker Slingo game?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

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