

LOTTERY link

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



MARCH/APRIL 2014

Easy steps to prevent lock-outs and lost sales

It's easy to quickly determine if a scratch ticket is a winner by scanning it on your lotto terminal. But your terminal has a built-in security feature that will "lock-out" further transactions when too many non-winning tickets are scanned throughout the day. If you experience a lock-out, you will be unable to conduct any instant ticket transactions (including sales) or reports. Only Lottery personnel is able to restore your terminal to full functionality when a lock-out occurs, and this can only be done during regular Lottery business hours.

Lock-outs do not have to occur! Simple practices that all employees should know can prevent them.

- Encourage players to scan their tickets on the self-checkers.
- Scan only winning tickets on your lotto terminal.
- Use the ticket's matching validation codes to determine if a ticket is a winner.



Upcoming games feature \$100,000 top prizes!

20X the Money

Match any of YOUR NUMBERS to any of the WINNING NUMBERS and win the prize shown. Reveal a "20X" symbol and win all 20 prizes.

Giant Jumbo Bucks

Match any of YOUR NUMBERS to any of the SERIAL NUMBERS and win the prize shown. Get a "STAR" symbol and win the prize automatically. Get a "JUMBO" symbol and win all 20 prizes.

Don't forget to play the FAST \$100 spot. Get a "STACK OF BILLS" symbol and win \$100 instantly.

PROMOTIONS that PROFIT

Don's Valley Market hosts anniversary party



Don's Valley Market in Rapid City threw a fun bash to celebrate its 8th anniversary. Players who bought \$10 worth of "X Family" tickets could draw for Lottery premium items such as T-shirts, sweatshirts, sunglasses, pocket knives and free tickets. The store offered grocery gift certificates, 8-piece chicken dinners, Rush tickets and 12-packs of soda as prizes. Owner Don Turner was pleased with the turnout which was publicized in the store's weekly newspaper ad.

Schoon's pumps up sales with discount fuel promotion

Schoon's Pump N Pak South in Brookings offered customers purchasing \$5 in Lottery tickets a 5 cent per gallon fuel discount and those purchasing \$10 in tickets a 10 cent per gallon discount. Manager Dan Bauer offered the promotion each Saturday for a couple months. "Saturdays are typically a little slower than other days," Dan said. "This promotion was a good way to draw in customers."



Welcome aboard, new retailers!



Brenda Mayer, manager,
Casey's in Mitchell.



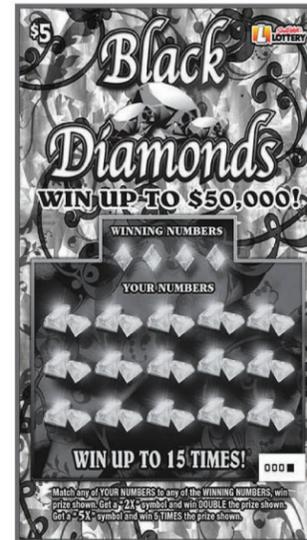
Holly Fuerst, manager,
Buche's in Scotland.

Winners named in Powerball Tailgate Party trip giveaway

Kathi Anderson of Redfield and Erica Benson of Garden City will be mingling with pro football Hall of Famers this spring, courtesy of the South Dakota Lottery. Anderson and Benson were randomly drawn February 11, 2014 from among more than 1,500 entries to win trips for four to the Powerball Pro Football Hall of Fame Tailgate Party in Cleveland, OH in May. To be eligible for the drawing, players had to enter the serial numbers from Powerball or Powerball with Power Play tickets with a retail value of \$10 or more purchased by midnight February 9, 2014.

Both women will be able to bring up to three guests with them to a private tailgate party event featuring nearly 100 inducted members of the Pro Football Hall of Fame, as well as attend the Hall of Fame's Fan Fest and visit other attractions in Cleveland.

NEW instant TICKETS



Scratch the CALLER'S CARD. Scratch the numbers on Cards 1 through 4 that match those on the CALLER'S CARD. Match numbers in a complete horizontal, vertical or diagonal line. Or match all numbers in all four corners. Or match all numbers to make a complete "X."

COMING SOON!



If YOUR NUMBER matches the RUNNER NUMBER that crosses the FINISH LINE, win the prize shown.

Match any of YOUR NUMBERS to any of the WINNING NUMBERS to win the prize shown. Get a "2X" symbol and double your prize amount. Get a "5X" symbol and get five times the prize amount.



TERMINAL talk

Q: How do I know my store has the newest Powerball playslips?

A: The new Powerball playslips should have been delivered to you by now. If you're running a playslip through the terminal and getting an error, check the back of the slip. On the very last printed line it should read "DDP REV. 11/13 SD-9004-01." If it does not, it's an old slip. Please dispose of all old slips and contact your GTECH service technician or Lottery sales rep to obtain the new playslips.

BONUS winners



Young's Mobil Pierre

Sara Brusseau received a \$600 bonus check for selling a \$6,000 Wild Card ticket.



Prairie Stop Watertown

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



Minitman Too Belle Fourche

Selling a \$74,505 Dakota Cash jackpot winner netted Allison Lesley's store a \$3,725 bonus.



RETAILER spotlight

Capitol City Wine & Spirits

Owner: Doug Day

Store Type: Liquor store

Location: Pierre

Spread the word – increase sales

Owner Doug Day of Capitol City Wine & Spirits knows that winner awareness sells tickets. Recent winner mini posters are prominently displayed next to the store's brochure holder and ticket checker. Doug also spread the word with holiday radio ads suggesting Lottery tickets as stocking stuffers.

24-game dispenser grabs attention

Capitol City Wine & Spirits recently installed the new 24-game in-counter dispenser and Doug says he has definitely noticed an improvement in sales. "I'm eager to see the actual impact in the next sales report," Doug said. The dispenser gets players attention because of its close proximity to the cash register. "When a clerk sees someone looking at tickets, she encourages a sale, pointing out which tickets are the newest."

Tickets generate additional sales

Doug says Lottery products may not be his biggest traffic draw, but they do create additional revenue and are a good fit for his business.

★ 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 sweatshirt and 20 people will win a mug. One entry per person. Deadline is April 15. 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 mug and gloves: BethAnn Klogo, Sioux Falls, Hy-Vee #1. The following won T-shirts: Desiree Pourier, Porcupine, Common Cents; Robbie Willhite, Rapid City, Westside Safeway; Shawn Andrews, Sioux Falls, Hy-Vee #1; Koreena Strande, Oacoma, Oasis Pump N Pak; Cindy Crook, Redfield, Bi-Rite Liquors; Harold Beidinger, Rapid City, Thrifty Smoke Shop; Juanita Bowman, Lead, Common Cents; Margaret Ring, Spearfish, Queen City Liquor; Rhonda Coyle, Philip, Coyle's Super Valu; Shelly Grosshuesch, Pump N Stuff, Viborg; Jim Coats, Rapid City, Thrifty Smoke Shop; Leah Schmidt, Redfield, Appel's Quick Stop; Mary Irwin, Wagner, Wagner Super Foods; Makenna Majors, Rapid City, Common Cents #104; Melissa Dodson, New Underwood, BJ's; Sandy Ekern, Flandreau, Dakota Stop; Tammi Johnson, Pierre, Cowboy Country Store #5; Susan Blanchette, Madison, Sunshine Foods; Jorge Budd, Rapid City, Corner Pantry E. North; Penny Schmidt, Spearfish, Speedy Mart.

1. What causes a lock-out?
2. What upcoming game has a \$100,000 top prize?
3. What's another upcoming game with a \$100,000 top prize?
4. A recent promotion awarded trips to what event?
5. Players can win up to how many times with the Black Diamonds game?
6. What are validation codes?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store address _____ City _____

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