



**SOUTH DAKOTA  
LOTTERY™**

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

# LINK

MAY/JUNE  
2016



**GOODE  
TO GO**  
North Sioux  
City



**HOFFMAN  
GAS &  
GRILL**  
Corsica



**Success Stories**

In the fourth quarter of 2015 the Goode to Go store in North Sioux City raised its scratch ticket sales 46% over the previous year.

That increase can be attributed to having fresh promotional material for the newest games at both major entrances. They also keep example void tickets at both registers and have a clean and easily accessible play slip area for their lottery players.

Chad and Coreen Wieber, new owners of Hoffman Gas & Grill in Corsica, recently moved up to selling 24 games in a highly visible on-counter 24 game promoter type dispenser, growing their scratch ticket revenue to more than double the amount sold during the same time last year. Way to go Chad and Coreen!

[Lottery.SD.gov](http://Lottery.SD.gov) or [GoodFunSD.com](http://GoodFunSD.com)



#GoodFunSD

# new RETAILER spotlight



Gena Thorn is manager of the **M STATION** in **MINA** that opened in December of 2015.



Jeff and Janine Nielson are the proud owners of the new **TOTAL STOPS** in **FREEMAN** and **MENNO**. They also own the Total Stops in Lennox, Emery, Alcester, and Beresford.

**TERMINAL NOT WORKING RIGHT?**  
Call the hotline at  
**1-888-473-5688**

## Where Should We Market the Lottery in Your Store? **YOU TELL US!**



The South Dakota Lottery recently began the process of surveying our lottery retailers to find out the best ways – and places – in your store to market our lottery products. The purpose of the survey is to determine where lottery point of sale items are currently displayed, where they could be displayed, what other means of in-store advertising is available (including electronic) and what new ideas could be implemented. Lottery sales reps began the survey with retailers in Aberdeen, Fort Pierre, Hot Springs, Huron, Pierre, Rapid City, and Sioux Falls. The survey is divided into two sections: what's currently being used and what possibilities exist for future use. Among the areas covered in what's currently being used are the number of purchase points at each retailer, the type of ticket dispensers used, if a jackpot sign is displayed, is POS displayed on doors and windows, and does the store have a winner wall. As to what marketing possibilities exist for future use, sales reps are looking at indoor wall and window use, menu boards, indoor video monitors, outdoor pump video monitors, pump toppers, outdoor marquees (digital and manual), and outdoor poles, walls and bollards.

When the survey is completed, the Lottery will have a better idea of how to target our marketing message at retailer locations and provide you with the best tools and materials we can to increase sales at your store. Thanks for your insight and participation!

# NEW GAME spotlight



**\$20 ticket**  
**MORE MONEY MONEY MONEY**  
**\$500,000 top prize**

**\$3 ticket**  
**WILD WEST SLINGO**  
**\$30,000 top prize**

**\$3 ticket**  
**HERE BINGO!**  
**\$30,000 top prize**

**\$5 ticket**  
**7's**  
**\$57,777 top prize**  
4 neon colors!

**PLAY IT AGAIN**  
Give your non-winners a SECOND chance!

# SUMMER Sizzle

We're Making  
**SUMMER SIZZLE WINNERS**  
All Summer Long

The \$30,000 grand prize drawing in the Play It Again Summer Sizzle Second Chance promotion isn't until Aug. 26, but our players don't have to wait that long to be Summer Sizzle winners. Mini drawings are being held monthly in which five entrants are randomly drawn to each win their choice of \$100 in scratch tickets or a \$100 gift card from a participating retailer. Upcoming drawings are scheduled for May 20, June 24, July 22 and Aug. 19. A terminal message will be sent to all retailers a day or two prior to the drawing as a reminder. Winners will be contacted by email and must confirm receipt of that email to claim their prize. Winners' names will be posted on Facebook, Twitter and the Lottery website (<http://lottery.sd.gov/>). Mini drawing winners are still eligible for the grand prize drawing on Aug. 26.

Thanks to the more than 200 retailers who've signed on to provide gift cards for the promotion. If you're not currently a participating retailer but would like to be, contact your Lottery sales rep.

## It pays to Display

**BIG D #17** in Rapid City uses a wall of winners and POS to promote Lottery products.



**CASEY'S GENERAL STORE** in Aberdeen placed game cards and voids inside their dispenser, making tickets easy to see and dispensers looking full and neat.

## Activating Packs of SCRATCH TICKETS

**Q** How do I activate a pack of scratch tickets without the pack activity card?

**A** On the left hand side of your terminal there's an instant function icon. Touch the icon and a list of instant functions will appear. Select "Activate Pack" and scan the large barcode on the back of the ticket. This will print an activate pack ticket.



## RETAILER bonus spotlight



### Teals Market SISSETON

Steven Eneboe accepted a bonus check for \$2,150 for selling a \$215,000 Wild Card 2 jackpot ticket.



# LOTTERY WINNERS

## RECENT WINNERS

**Mitch Eichhorn**, Sioux Falls  
The Gas Stop #124 - Sioux Falls  
\$1,000 - 7\*11\*21

**Valarie McGinnis**, Seneca  
The Burg - Gettysburg  
\$500 - Money, Money, Money

**Stacy Kazos**, Dakota Dunes  
Cubby's - Dakota Dunes  
\$500 - Holiday Magic

**Victoria Knight**, Watertown  
Casey's General Store - Watertown  
\$502 - Wild Card 2

**Darrell Ward**, Belle Fourche  
Lynn's Dakotamart - Belle Fourche  
\$500 - Holiday Magic

**Wilson Trent**, Sioux Falls  
Gas Barrel - Sioux Falls  
\$1,000 - 5X the Cash

**Melissa Schwader**, Rapid City  
Corner Pantry #13 - Rapid City  
\$500 - Money, Money, Money

**Josie Heeren**, Elk Point  
Kum & Go - Elk Point  
\$500 - Beginner's Luck Bingo

**Erin Even**, Sioux Falls  
Casey's General Store - Lennox  
\$500 - SD Lottery Limited

**Linda Schaible**, Lead  
C-Express North Second - Aberdeen  
\$1,000 - SD Lottery Limited

**Cortney Redenius**, Humboldt  
Coffee Cup Fuel Stop - Hartford  
\$500 - Lucky Dog Doubler

**Ernest LeBlanc**, Eagle Butte  
M & D Food Shop - Faith  
\$500 - 2X the Cash

**Jazz Sutto**, Rapid City  
Corner Pantry - Rapid City  
\$1,000 - Cash Frenzy



**Justina Bagola**, Wounded Knee  
Big Bat's #1 - Pine Ridge  
\$11,000 - 7\*11\*21



**Caylee Holmes**, Aberdeen  
The Wolf Stop - Aberdeen  
\$600 - Beginner's Luck Bingo



**Gerald Williams**, Watertown  
Freedom Value Center - Watertown  
\$1,000 - Mega Fortune



**Anthony Tibbits Sr.**, Manderson  
Common Cents Grocery - Porcupine  
\$1,000 - Money, Money, Money



**Linda LaPorte**, Sioux Falls  
Lewis Drug Southwest - Sioux Falls  
\$5,000 - Money Spectacular



**Kathy Wipf**, Rapid City  
Big D Oil Company - Rapid City  
\$15,000 - 5X the Cash



**Michael Oestreich**, Holabird  
D & K Outpost - Highmore  
\$500 - \$100K No Tax



**Raymond McLaughlin**, Custer  
Big D Oil - Custer  
\$50,000 - Powerball



**Casey Verhey**, Lake Preston  
Handi Mart - Arlington  
\$1,000 - Money, Money, Money



**Heather Martinez**, Pukwana  
Casey's General Store - Chamberlain  
\$5,000 - Cash Frenzy

## RECENT WINNERS

**Robert Bloom**, Rapid City  
Fresh Start Rapid Valley - Rapid City  
\$500 - Powerball w/ Power Play

**Erin Earley**, Brookings  
Schoon's Pump N Pak South - Brookings  
\$1,000 - Money, Money, Money

**Samuel Bior**, Sioux Falls  
Lewis Drug Store Eastgate - Sioux Falls  
\$500 - Money Spectacular

**Chris Peterson**, Wolsey  
Corner Pantry - Huron  
\$500 - Money, Money, Money

**Tammy Phillips-Lundi**, Rapid City  
Family Thrift Center - Rapid City  
\$500 - Money, Money, Money

**Heather Koapke**, Huron  
Corner Pantry - Huron  
\$1,000 - Mega Fortune

**Roberta Mendez**, Box Elder  
Big D Oil Company - Rapid City  
\$1,000 - Make My Year

**Donna Reid**, Brookings  
Schoon's Pump N Pak North - Brookings  
\$1,000 - Money, Money, Money

**Adrienne Clairmont**, Marty  
Casey's General Store - Wagner  
\$500 - Make My Year

**James Rogers**, Wanblee  
Wanblee Mart - Wanblee  
\$1,000 - 5X the Cash

**Erin Crichton**, Delmont  
Xpress Mart - Armour  
\$500 - Money Spectacular

**Anna Sazue**, Mission  
Gus Stop - Mission  
\$500 - Jumbo Bucks Two

**Angela Martin**, Rapid City  
Common Cents Food Store - Rapid City  
\$500 - Extra! Extra! Cashword

# TRIVIA Quiz

What's your Lottery IQ? To enter our drawing, send your Lottery Trivia answers to South Dakota Lottery, 711 East Wells Ave., Pierre, SD 57501 or give them to your sales rep. One person will win a Lottery t-shirt and 20 people will win assorted Lottery promotional items. One entry per person. Deadline is June 15.

Congratulations to last month's winner of a Lottery t-shirt: **Robbie Willhite of Westside Safeway in Rapid City.** The following won assorted Lottery promotional items: Sharon Connot, Pioneer Country Mart-Murdo; Kim Erickson, Airport Travel Center-Aberdeen; Dana Badure, Discount Fuel-Kadoka; Mike Vun Cannon, Lynn's Dakotamart-Custer; Cindy Crook, Bi-Rite Liquors-Redfield; Cindy Currie, Sunshine Foods-Madison; Cara Unruh, Cowboy Country Store-Pierre; Lorri Olson, 212-79 Service Center-Newell; Mary Pahnisch, Shopko-Sioux Falls; Brooke Peterson, 281 Travel Center-Wolsey; Samantha Foote, CP Convenience-Winner; Roxane Norgaard, The Main Stop-DeSmet; Jakob Larson, Captain Norm's-Yankton; Kayla Kirchmeier, Mike's Jack & Jill-Webster; Alex Kaiser, EZ Mart-Rapid City; Donna Vroomar, Appel's Quick Stop-Redfield; Darian Johnson, Clark Pump N Pak-Oacoma; Suzi Dooley, TJ's-Yankton; Lorrie Wiebelhow, Dakota Sunset-Mitchell; Bonnie Moore, Lynn's Dakotamart-Custer.

1. Is the barcode scanned to activate a pack of scratch tickets located on the front or back of the ticket?
2. What is the top prize on the More Money, Money, Money scratch ticket?
3. True or False: The M Station is in Mina, SD.
4. Name one of the two businesses featured in the "Success Stories" article.
5. How much does a Wild West Slingo ticket cost?
6. What retailer received a bonus check for \$2,150?

NAME \_\_\_\_\_ PHONE \_\_\_\_\_ SALES REP'S NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

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

