

GOOD FUN!

GOOD FUN!

GOOD FUN!



NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

**SOUTH DAKOTA  
LOTTERY™**

# LINK

NOV/DEC  
2016

## HOLIDAY TICKETS ODDS ARE THEY'LL LOVE 'EM.

Customers are looking for gift ideas for family members, friends, co-workers and people who make their life easier every day. Let them know that Holiday Scratch Tickets are a quick easy way to show someone they're appreciated. Encourage customers to stuff tickets in a stocking, tuck them in a card, and use them as tags on holiday gifts. With three festive designs and prices ranging from \$1 to \$5, they're sure to please anyone on their list.



### TOBOGGAN TRIPLER

Ticket Price: \$1  
Top Prize: \$5,000

### HOLIDAY CASH

Ticket Price: \$2  
Top Prize: \$10,000

### COLD CASH

Ticket Price: \$5  
Top Prize: \$50,000

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



#GoodFunSD

# PROMOTIONS

The **COFFEE CUP FUEL STOP** in **HOT SPRINGS** had a Grand Opening promotion on Sept. 23. That day when players bought either a Pure Gold or Secret Symbol Cashword ticket that was a non-winner they received free a \$2 Lucky #13 ticket.



The **EXIT 8 PHILLIPS 66** in **SPEARFISH** had a Grand Opening celebration on Sept. 30. Mark and Patty Junek of Gillette, WY (pictured at left) enjoyed playing Make My Year and Wild Cash Bonanza, and if they didn't win, they got a free \$5 Pure Gold ticket.



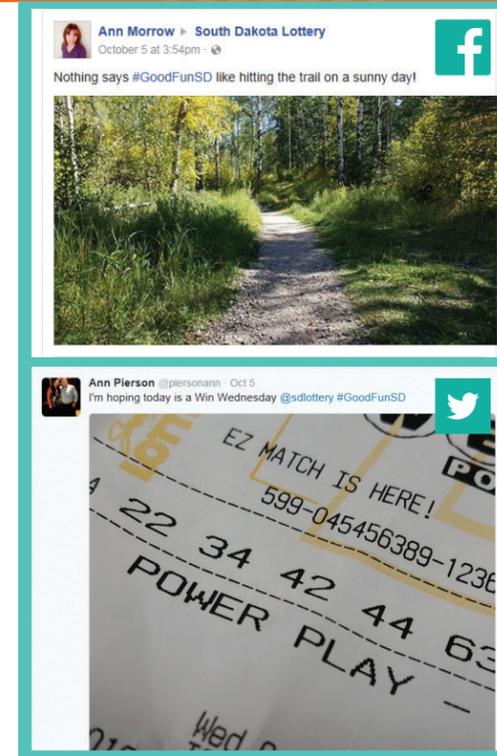
## Monthly Mini Drawings Underway for Latest Second Chance Promotion



The \$30,000 grand prize drawing may not be until February of 2017, but entrants in the Play It Again \$30K Dash for Cash second chance promotion are already winning. Monthly mini drawings began in September and will continue until January in which three lucky people are drawn from among all entries received to each win their choice of \$100 in scratch tickets or a gift card from one of more than 200 participating retailers. Remaining mini drawings are scheduled for Oct. 21, Nov. 18, Dec. 16 and Jan. 20; mini drawing winners are still eligible for the grand prize drawing on Feb. 28, 2017. Watch your lotto terminal for reminder messages the week of the drawings. Updates are also posted on our Facebook page, Twitter feed, website and in Players Club messages. And when selling holiday scratch tickets, be sure to let your players know that the \$2 game - Holiday Cash - is eligible for Play It Again.



**3 WINNERS WIN \$100 IN SCRATCH TICKETS OR A GIFT CARD**



## SHOW US THE FUN & WE'LL SHOW YOU THE MONEY

Winning a big lottery prize. Holiday get-togethers with friends. Enjoying the great outdoors during a South Dakota winter. Good fun happens everywhere, every day in South Dakota. Now until September 2017, people who post an original picture showing them having fun or who comment about what good fun means to them on the South Dakota Lottery's Facebook page or Twitter feed using the hashtag #GoodFunSD are entered into a monthly drawing to win their choice of \$100 in scratch tickets or a \$100 gift card from more than 200 participating retailers. Each month one lucky poster will be randomly drawn. If they're a member of the Lottery's free Players Club at the time they're picked, they'll also get a Lottery prize pack valued at \$25.

See the promotion rules for more information at <http://lottery.sd.gov/about/rules.aspx>

#GoodFunSD /sdlottery @sdlottery

## Lottery Director Named to Industry Hall of Fame



South Dakota Lottery executive director Norm Lingle on Oct. 4, 2016 was inducted into the Public Gaming Research Institute Lottery Industry Hall of Fame. Lingle was one of six new members for 2016. The Lottery Industry Hall of Fame was founded in 2005

to recognize those who promote excellence and integrity in the lottery industry. Lingle says he was honored by the recognition.

"The lottery industry is comprised of many distinguished and hard-working people, on all levels, and to be recognized by my peers for my contributions to the industry is an honor. I'm humbled to be included in the Hall of Fame," said Lingle.

In his position with the Lottery, Lingle oversees the instant, online and video lottery programs. He's also active within the Multi State Lottery Association (MUSL) having served as MUSL President and Chair of the Powerball, Hot Lotto and Wild Card 2 game groups. He currently serves as the Chair of the MUSL Security and Integrity Committee.



## TERMINAL talk

**Q:** How can I help the Field Service Technicians be more efficient?

**A:** If you've called the IGT Hotline to report a problem but your machine starts to work again, please cancel your hotline request. To cancel the request, call the hotline back at 1-888-473-5688 and let them know you no longer need assistance. This will save a Field Service Technician valuable time and allows them to visit with other retailers that need their help.



Allanna Harris, a clerk at **COMMON CENTS** on Sheridan Lake Road in **RAPID CITY**, **MADE A SIGN** and hung it above their brochure holder to let players know about the new **EZ MATCH OPTION** for Dakota Cash.

After a long summer of road construction the crew at **PUMP N' STUFF** in **IRENE** decided to find ways to **ADVERTISE OUTDOORS**.



**EAGLE STOP** in **WAKONDA** is using their **CORRUGATED SIGN** to promote the Lottery.

## ways to Display

**KUSLERS** in **ABERDEEN** used their **DIGITAL AMERICAN NEWS KIOSK** to advertise their Lottery special.



# NEW retailer

**BJ'S COUNTRY STORE** on Highway 16 in **RAPID CITY** opened it's doors on Sept. 29. Manager, Bryce Borr hung Lottery signs outside his store right away because the next day was the Buffalo Round Up and he anticipated lots of traffic.



# RETAILER bonus spotlight

## Prairie Stop WATERTOWN

Lorie Beynon accepted a \$300 bonus check for selling a \$3,000 Hot Lotto ticket.



## Hy-Vee BROOKINGS

Val Nissen accepted a \$4,529 bonus check for selling a \$90,585 Dakota Cash jackpot ticket.



# 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 Dec.10.

Congratulations to last month's winner of a Lottery t-shirt: **Mary Pahnisch of Shopko in Sioux Falls.**  
The following won assorted Lottery promotional items: Cindy Crook, Bi-Rite Liquors-Redfield; Kristy Boltz, Common Cents #141-Porcupine; Jessica Grimaldo, Prairie Market-Rapid City; Conny McKiver, M Station-Mina; Kerry Post, Wallemart-Volga; Jerry Witcraft, Ranch Mart/Fresh Start-Sturgis; Marcia Longden, Clark Pump N Pak-Oacoma; Gwen Johansen, Lewis East Gate-Sioux Falls; Brad Day, Lynn's Dakotamart-Custer; Koreena Strande, Oasis Pump N Pak-Oacoma; Kay Adolph, Ken's Food Fair-Clark; Jan Lary, Pit Stop-Lemmon; Bonnie Dudley, Wallemart-Volga; Jodi Tumbleson, Lewis Drug SE-Sioux Falls; Jamie Coleman, Ranch Mart/Fresh Start-Belle Fourche; Sage Hill, Prairie Market-Rapid City; Becky Hartwig, Prairie Stop-Watertown; Jamie Johnson, Lewis Drug-Sioux Falls; Samantha Kranstz, EZ Mart-Rapid City; Becca Aspen, Lynn's Dakotamart-Lead.

- Which new Holiday Ticket offers the highest top prize?
- What hashtag do you use to win prizes in the hashtag contest?
- True or False: The \$30K Dash For Cash monthly mini-drawings have five winners each month.
- Who was recently inducted into the Lottery Industry Hall of Fame?
- What new retailer is featured in this edition of the Lottery Link?
- What retailer received a bonus check for a \$90,585 Dakota Cash Jackpot?

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

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# LOTTERY WINNERS

## RECENT WINNERS

**Katie Smedsrud, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$3,000 - Wild West Slingo

**Amanda Puppel, Rapid City**  
Loaf 'N Jug - Rapid City  
\$1,000 - 7's

**Chris Schwan, Aberdeen**  
West Hill - Aberdeen  
\$3,002 - Hot Lotto

**Terry Hartsook, Sioux Falls**  
J & K Kwik Stop - Sioux Falls  
\$1,000 - 7's

**Daron Matheny, Valparaiso, IN**  
Holland Bros Oil - Britton  
\$2,500 - Junior Jumbo Bucks

**Dean Little Hawk, Dupree**  
LaGrand Station - Rapid City  
\$500 - Pure Gold

**David Smidt, Sioux Falls**  
Lewis Drug - Sioux Falls  
\$500 - 10X The Cash

**Kevin Anton, Rapid City**  
Family Thrift Center East - Rapid City  
\$200 - Powerball w/ Power Play

**Susan Weeldreyer, Sioux Falls**  
Pump N Pak - Sioux Falls  
\$1,000 - Wild West Slingo

**Georgiana Dyer, Monroe, LA**  
Countryside Convenience - Lennox  
\$500 - Money, Money, Money

**Danielle Dixon, Chamberlain**  
Bottle Shop - Chamberlain  
\$500 - 10X The Cash

**Eric Mileusnich, Hot Springs**  
Sonny's Super Foods - Hot Springs  
\$500 - Extra! Extra! Cashword

**Calarina Drapeaux, Lake Andes**  
Bob's Liquor - Wagner  
\$500 - Cash Frenzy

**JACKPOT Winner**

**Evelyn Edwards, Brookings**  
Hy-Vee Food Stores - Brookings  
\$90,585 - Dakota Cash

**TOP Prize**

**Beryl Tilton II, Rapid City**  
Loaf 'N Jug #446 - Rapid City  
\$50,000 - Caesars

**TOP Prize**

**Rhonda Antonson, Wanblee**  
Wanblee Mart - Wanblee  
\$5,000 - 10X The Cash

**TOP Prize**

**William Feigen, Tea**  
Food-N-Fuel - Sioux Falls  
\$2,200 - 2 For The Money

**TOP Prize**

**Baran Zeynep, Rapid City**  
Holiday Stationstore - Rapid City  
\$5,000 - 2X The Cash

**TOP Prize**

**Paul Corcoran, Flandreau**  
Trading Post - Flandreau  
\$1,000 - Money, Money, Money

**TOP Prize**

**Michelle Hosman, Piedmont**  
Fresh Start - Edgemont  
\$500 - 7's

**TOP Prize**

**Dale Servold, Sioux Falls**  
Hy-Vee Food Store #1 - Sioux Falls  
\$5,000 - 2X The Cash

**TOP Prize**

**Sami Collins, Eagle Butte**  
Shel's Local Zip - Pierre  
\$1,000 - Spot Some Cash

**TOP Prize**

**Jeremy Nye, Summerset**  
Loaf 'N Jug - Box Elder  
\$500 - 10X The Cash

## RECENT WINNERS

**Kista Schnell, Rapid City**  
Pilot Travel Center - Rapid City  
\$1,000 - Money, Money, Money

**Leslie Cummings, Pierre**  
Coffee Cup - Plankinton  
\$1,000 - Here Bingo

**Linda Fleming, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$1,000 - 7's

**Bailey Barry, Mission**  
Country Coop Ampride - Mission  
\$3,000 - Wild West Slingo

**Dorothy Petrik, Martin**  
KJ's Pit Stop - Martin  
\$600 - Here Bingo

**Nicholi Cromwell, Fulton**  
Weston Texaco - Alexandria  
\$1,000 - Money, Money, Money

**Valerie Goss, Rapid City**  
Big D Oil Co. - Rapid City  
\$500 - 7's

**Ann Beil, Monroe**  
Jill & Larry Mini Mart - Marion  
\$5,000 - Pure Gold

**Michael Bray, Fitchburg, MA**  
Common Cents Food Store - Wall  
\$1,000 - Money, Money, Money

**Matthew Berthiaume, Clear Lake**  
Cowboy Country Store - Clear Lake  
\$500 - 7's

**Kari Denke, Creighton**  
BJ's Country Store - Sturgis  
\$1,000 - Grand 7's

**Dawn Schomaker, Sioux Falls**  
Casey's General Store - Sioux Falls  
\$1,000 - Wild Cash Bonanza

**Edgar Burr, Spearfish**  
Valley Corner - Spearfish  
\$1,500 - Mega Millions w/ Megaplier



**GOOD FUN!**

Lottery.SD.gov or GoodFunSD.com



/sdlottery



@sdlottery



/sdlottery

#GoodFunSD