



SOUTH DAKOTA  
**LOTTERY**

# LINK

SUMMER  
2020

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS

## *Thank You* **RETAILERS**



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# Contents

## 3 CELEBRATING OUR NEWEST BIG WINNER!

Hayes resident claims \$390,000 Lucky for Life Prize.

## 3 COMING SOON

The Lottery will be making updates to its end of scratch ticket game procedures.

## 4 RETAILER SPOTLIGHT

Lil' Feller

## 5 KEYS-N-CASH TICKET

Win a new 2020 Ford vehicle of your choice!

## 5 NEW YEAR'S ROCKIN EVE

The second chance Powerball promotion is back!

## 6 NEW RETAILER

Welcome the newest member to our Lottery family

## 6 GIVING BACK

Our team's effort to make a positive impact.

## 6 LOTTERY LINK NOTE

Details on the new electronic format.



## Message from the Director

As we continue the summer months, I want to begin with a simple message for all of our retail partners-- Thank You!

The COVID-19 pandemic put us all in uncharted territory, but the hard work of our retail partners and your staff are a big reason why the South Dakota Lottery enjoyed a successful spring. Our sales staff has adapted to the new normal, and we strive to do everything in our power to provide your business with the support it needs during these challenging times.

While COVID-19 was a major factor in everything we did, there is plenty to be excited about for both our retailers and players.

We recently celebrated our latest big winner as Hayes resident Fe Miller won the Lucky for Life second prize of \$390,000! Fe is the fifth South Dakotan to win this prize since the game's launch. Oddly enough, the Lynn's Dakotamart in Fort Pierre is now home to two of those winners!

Our players will have plenty of new opportunities to win, as we recently introduced an array of new scratch tickets to our lineup. One of these new tickets is Keys-N-Cash, which gives players the unique opportunity to win a new 2020 Ford vehicle of their choice. This also features a second chance drawing on November 20 with the same prize up for grabs.

You can read more about these items and more in this edition of the Lottery Link. As always, please contact your sales rep if you have any questions. Our success wouldn't be possible without your hard work, so again, we thank you for all of your efforts!

Sincerely,

A handwritten signature in black ink that reads "Norm Lingle". The signature is written in a cursive, flowing style.

Norm Lingle  
Executive Director  
SD Lottery



**Pictured**  
 Left: Fe Miller, a Hayes resident, claiming her check April 22, 2020  
 Right: Ruth (left), Dave (right) from Lynn's Dakotamart in Fort Pierre receiving their \$500 bonus check for selling the \$390,000 Lucky for life ticket!

## CELEBRATING OUR NEWEST BIG WINNER! IN THE PIERRE AREA

Fe Miller's lucky numbers had paid dividends before, but it's safe to say her most recent win is her most memorable.

The Hayes resident became the South Dakota Lottery's fifth Lucky for Life second prize winner since the game's launch in 2017. Miller's winning ticket provided her with the choice of \$25,000 a year for life or the cash option of \$390,000. Miller chose the cash option, noting the immediate financial security the prize brings.

"The main thing is that we can help my kids in the Philippines," Miller said. "We also have some bills

that we can pay off. Money can be a bit tough right now, so this is great."

The excitement also went beyond the Miller household. Lynn's Dakotamart in Fort Pierre is no stranger to dreams coming true through Lucky for Life. The location was also home to a Lucky for Life second prize winner in late 2017. Miller notes that the Dakotamart staff shared in her joy, and she hopes both of their luck continues.

"They are very happy," Miller said. "I will keep buying tickets there because we want to help them too. We could win again."

## COMING SOON: END OF GAME PROCESS

In the near future, the Lottery will be making updates to its end of scratch ticket game procedures.

The Lottery will be able to close games due to documented business reasons, and some of these games may have prizes unclaimed.

While this change is on the horizon, the Lottery team will take a hands-on approach to communicate any game end procedures.

The Lottery will provide a public notice on our website and mobile app to ensure that all players have the opportunity to play for prizes prior to the games closing date.

We will also provide materials for retail locations to indicate which tickets are ending soon.

Stay tuned for more information on this new process!



## RETAILER SPOTLIGHT

### LIL' FELLER

With more than 35 years in business, the Lil' Feller Convenience Store in Winner has not only become a staple of its community but also a mainstay of the Lottery.

Owned and operated by Brian Schaeffer and his family, the convenience store is one of the lone locally owned retailers in Winner. Schaeffer notes that he owned other locations prior to opening the Winner store in 1983, but he opted to focus on one location once his family grew.

Thanks in part to that familiarity, the Schaeffer family has embraced the Winner community as its home.

"We have a pretty big footprint here," Brian said. "We try to support the community as much as we can. I think that makes a big difference. We are also the only locally owned retail store at this time."

While Lil' Feller is an important part of the Winner area, it's also been with the South Dakota Lottery from day one. As the Lottery's inception became

a reality, Brian remembers it being something that appealed to his loyal customers.

"It was just something else that we could offer the public. We thought that it was a good draw for us. Quite often, when somebody buys Lottery tickets, they're also in for something else," Brian said.

Nearly 33 years of Lottery sales later, bringing Good Fun to customers is an important piece of Lil' Feller's business. Brian notes that Lottery products also bring excitement to him and his team, as big winners and high jackpots create a buzz.

***"It's fun to watch the expression on people's faces when they win," Brian said. "It's also a draw when that jackpot gets high. There's a lot of electricity in the air when that happens. It brings people in and helps sales with other things."***

Lil' Feller is also a location greatly appreciated by Lottery staff. Lil' Feller is always willing to provide aid to the Lottery in marketing its products, creating a great partnership for all parties. An example of this is Brian's willingness to showcase the Lottery's point of sale items.

"You need to have a change. You don't want the same stale displays all of the time," Brian said. "It's important that we keep that up."

This strategy has proved to be beneficial as Lil' Feller is one of the Lottery's top retailers in the area. Brian also notes that retailers throughout the state have more resources than ever before, which certainly helps in these efforts.

"Truthfully, the Lottery has done a really good job in keeping up with technology," Brian said. "A lot of the stuff they do benefits retailers, such as the upgrade in the Powerball and scratch ticket scanners."

# REV UP YOUR ENGINES FOR KEYS-N-CASH!

The new KEYS-N-CASH scratch ticket released early May offers customers a chance to win a brand new 2020 Ford vehicle of their choice! Among the vehicles to choose from are the three vehicles shown: 2020 Ford F-150 XLT SuperCrew, 2020 Ford Mustang GT Premium Fastback, and 2020 Ford Explorer XLT.

If that wasn't enough, Keys-N-Cash non-winning tickets are eligible for the November 20 second chance drawing for another chance to win a new vehicle!



# 50 PLAYERS HAVE CHANCE TO BECOME 2021'S FIRST POWERBALL MILLIONAIRE

**POWERBALL**  
**FIRST MILLIONAIRE**  
**OF THE YEAR**<sup>SM</sup>



As we begin the final half of 2020, South Dakota Lottery players will have the opportunity to start 2021 with \$1 million.

In conjunction with the Multi-State Lottery Association, the SD Lottery will offer players with non-winning Powerball tickets the chance to celebrate New Year's Eve in Times Square, along with becoming 2021's First Powerball Millionaire.

For a chance to win, players simply need to enter their non-winning Powerball tickets via the Players Club website or mobile app prior to the October 14 drawing.

While the COVID-19 pandemic has affected the promotion, the show must go on! Rather than each state's winners earning a trip to New York, South Dakota's five winners will be entered into an additional drawing conducted by MUSL. These five winners will also receive an exclusive prize pack courtesy of the SD Lottery.

The nationwide drawing will determine five finalists, each of whom will receive an all-expenses paid trip to New York for themselves, along with a guest. The promotion will culminate with a final drawing to determine 2021's first Powerball Millionaire.

For more information on the second chance drawing, visit our Players Club!





# Lottery **WINNERS**



**CHAD SAATHOFF, ESTELLINE**  
Country Corner - Estelline  
\$44,074 - Dakota Cash



**JEFFERY ALLEY, BOX ELDER**  
Loaf 'N Jug #449 - Box Elder  
\$44,074 - Dakota Cash



**MARY PROVINCIAL, PIERRE**  
Shel's Inc. - Pierre  
\$30,000 - BINGO



**ROY RODEN, BLACK HAWK**  
Big D Oil Co. #17 - Rapid City  
\$21,555 - Dakota Cash



**DANIEL ZIMMER, OMAHA, NE**  
Hy-Vee Gas - Sioux Falls  
\$20,000 - Lotto America



**SAMANTHA LEWIS, MISSION**  
Jay Ambe-3 LLC - Sioux Falls  
\$10,000 - \$10,000 Payday



**REBECCA STONEMAN, OKREEK**  
Gus Stop - Mission  
\$9,333 - Triple 333



**SHAYNA HENDRICKSON, BELLE FOURCHE**  
Lynn's Dakotamart - Belle Fourche  
\$5,000 - \$250,000 Multiplier



**BOBBI LAHR, ASHTON**  
The One Stop - Redfield  
\$1,000 - 2020



**MORLAN SWAN, RAPID CITY**  
Corner Pantry #8 - Rapid City  
\$3,000 - Silver and Gold

## RECENT WINNERS

**Wesley Simonton, Watertown**  
Cowboy Country Store #3 - Watertown  
\$50,000 - 20X

**Walt Dansby, Rapid City**  
I-90 Service Center Inc. - Rapid City  
\$500 - Hit \$500

**Jose Amezcua, Pasedena, TX**  
BJ's New Underwood - New Underwood  
\$1,000 - \$250,000 Multiplier

**Leslie Huber, Rapid City**  
Safeway Store 46 Inc #581-MTR - Rapid City  
\$500 - Mega Millions

**Jered Bloom, Rapid City**  
212-79 Service Center LLC - Newell  
\$500 - 100X The Money

**Marin Giardino, Lead**  
Yesway #1178 - Kadoka  
\$500 - Silver and Gold

**Blake Paxton, Pierre**  
Don's Sinclair - Pierre  
\$500 - Hit \$500

**Mike Crawford, Rapid City**  
Family Fare #253-East - Rapid City  
\$1,000 - Mega Millions

**Tanner Goss, Box Elder**  
BJ's New Underwood - New Underwood  
\$200 - Lucky for Life

**Patti Dobson, Rapid City**  
Big D Oil Co #8-JNB - Rapid City  
\$1,000 - 5X Bonus! Cashword

**Larry Goodlander, Pierre**  
The Corner Station - Pierre  
\$500 - Gold Mine

**Neil Frank, Winner**  
CHS Inc. - Winner  
\$500 - Silver and Gold

**Jeremiah Phelps, Pierre**  
Holiday Stationstore #488 - Pierre  
\$500 - \$30,000 Payday

**Dormalee Martin, Rapid City**  
Holiday Stationstore #449 - Rapid City  
\$200 - Lucky Charm Slingo

**David Latty, San Berrardino, CA**  
Dakotamart Gas - Pierre  
\$500 - \$250,000 Multiplier

**Tammy Barrows, Rapid City**  
Corner Pantry #13 - Rapid City  
\$500 - \$250,000 Multiplier

**Tynia Zeman, Rapid City**  
Schoon's Pump N Pak South - Brookings  
\$400 - 50X

**Rayma Reimann, Midland**  
Yesway #1176 - Ft. Pierre  
\$400 - Stinkin' Rich

**Clay White Eagle, Rapid City**  
Corner Pantry #13 - Rapid City  
\$500 - 5X Bonus! Cashword

**Tonya Copeland, Rapid City**  
Common Cents Food Store #123 - Belle Fourche  
\$300 - Triple 333

**Shawn Bednarz, Rapid City**  
Holiday Stationstore #449 - Rapid City  
\$500 - Silver and Gold

**Blake Bakken, Rapid City**  
Loaf 'N Jug - Rapid City  
\$1,000 - Keys-N-Cash

**Michael Montanio, Sturgis**  
Kwik Mart - Sturgis  
\$400 - 50X

**Mark Hughes, Custer**  
Yesway #1175 - Edgemont  
\$200 - Lucky for Life

**Robbie Two Bulls, Rapid City**  
Common Cents Food Store #105 - Rapid City  
\$500 - \$250,000 Multiplier

**Sharon Kaiser, Pierre**  
Casey's General Store #3785 - Ft. Pierre  
\$150 - Lucky for Life

# GOOD FUN

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