

# LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



JAN./FEB. 2011



## Failsafe barcodes make scratch ticket validation a breeze!

Starting with instant game #395 - Cash Blast, you, the retailer, will be able to validate tickets with one simple step by simply scanning the "fail-safe" barcode on the Altura terminal. There will be no need to enter the three-digit "PIN" number when validating with the failsafe method.

The failsafe barcode will be located in the play area.

Because the code may not be located in the same spot on each game, it will be important to scratch off the entire latex-covered play area.

Until all games have the new failsafe barcode, the standard barcodes which you are used to scanning will still appear on the back of the tickets. When using the standard barcode it will be necessary to enter the PIN number.

WINNING NUMBERS		YOUR NUMBERS				
4	6	1	17	2	14	
FOR	SIX	ONE	SVT	THO	FRN	
	\$20.00	\$18,000	\$500	\$10.00	\$100	
	TWENTY	ETNTHO	FIVHUN	TENDOL	ONEHUN	
11	8	13	16	3	5	
ELV	R EGT	TRN	B SXT	THR	FIV	
	\$1,000	\$5.00	\$50.00	\$2.00	\$1,800	
	ONETHO	FIVDOL	FIFTY	THOODL	ETNHUN	
	1234567890123 000					



Players will soon be able to benefit from this new technology as well. Lottery sales director Joe Willingham said players will be able to scan their own tickets on the self-service ticket checkers within the next few months.

"Players like scanning their own tickets because of the added surety to the validation process,"

Willingham said. "The new method will save clerks time, too," he said.

## Sioux Falls woman claims \$681,453 Wild Card 2 jackpot

Norma Hiller of Sioux Falls on Nov. 29, 2010 claimed her \$681,453 Wild Card 2 jackpot from the Nov. 20, 2010 drawing at the Sioux Falls Lottery office. Hiller, who was unaware of how much she'd won when she came to claim her prize, purchased her lucky ticket at HyVee on East 10th Street in Sioux Falls. The store will receive a bonus of \$6,814.53 for selling the winning ticket. This is the third time this year the Wild Card 2 jackpot has been won in South Dakota. The game is played in South Dakota, Idaho, Montana, and North Dakota.

# PROMOTIONS that PROFIT

## Dollar Giant hosts huge promo

New lotto retailer Dollar Giant in Rapid City recently ran a successful promotion to draw attention to the store's on-line games. Players purchasing an 8-pack of lotto tickets received prizes such as mugs, T-shirts, grab bags and seasonal decor items.



Front end manager Sue Richards (left) selected the day of Dollar Giant's monthly fresh fruit and vegetable sale to draw additional attention to her Lottery promotion.

What's an 8-pack, you ask? It is a \$2 Power Play, \$2 Hot Lotto Sizzler, \$2 Megaplier, \$1 Dakota Cash and \$1 Wild Card.

Offering an 8-pack promotion is a good way to expose players to all of our great lotto games!



*Kathi Anderson, manager of Appel Oil Quick Stop in Redfield, recently offered this enticing gift basket as a second-chance drawing prize. The basket contained Lottery tickets, T-shirts, hats, holiday treats and other fun items.*

## The burglary break down

Scratch ticket theft can and does happen on occasion, but taking the right steps can help make the best of a bad situation.

In order to receive credit for stolen tickets, it is crucial that your store keeps accurate records of the tickets that have been sold. Use the sales and redemption tracking form found on the Lottery's website to record the ending ticket numbers each day.

Contact your local police department and the Sioux Falls Lottery security division immediately if you suspect a theft.

Provide the Lottery with a copy of the police report and a letter requesting credit for the stolen tickets.

**NOTE:** If you scan a scratch ticket and the terminal produces a message telling you to contact the Lottery, do **not** inform the customer. He or she could be in possession of stolen tickets. Ask the player to wait and discreetly contact the Lottery.



# NEW instant TICKETS

## TERMINAL talk

**Q:** What is the best way to store my lotto ticket stock?

**A:** An important key to successful lottery transactions is to use printer paper that has been stored properly.

Your paper is delivered in a white cardboard box containing four rolls of printer paper, each individually wrapped in plastic. It is helpful to label the box so that all your staff knows the paper stock's location.

The plastic wrapping creates a barrier against sunlight and moisture but does not protect the paper from damage if stored improperly.

An area that is climate controlled and secure is the best storage location.

Areas that are moist,

have excessive heat or are exposed to sunlight are not favorable for storing ticket stock.

If your paper ever becomes damaged and

### Mega Millions now offering \$1 million second prize

Players who add the Megaplier option to their Mega Millions tickets now have the chance to pocket a \$1 million prize.

Effective Dec. 17, 2010, a ticket that matches all five white ball numbers but not the yellow Mega Ball is worth \$1 million if the player has purchased the Megaplier option for an additional \$1 per play. The \$1 million prize is automatic, regardless of whether the Megaplier drawn is 2, 3, or 4. Encourage your lottery customers to add the Megaplier to their ticket for just \$1 more; there are a million good reasons to do it!



### Money Roll

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown.

Reveal a "MONEY BAG" symbol and win DOUBLE the prize shown.



### Revvin' 7's

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

## BONUS winner

### Manards Flandreau

Sharon Dailey accepted a bonus check of \$4,136.65 for selling a Dakota Cash Jackpot winner.



## Welcome!

Welcome to Clint Soulek, new owner of D & N One Stop in Chamberlain.



# RETAILER spotlight



## Triple M Truck Stop

**Location:** Pierre

**Manager:** Maxine Maberry

**Owners:** Buell Maberry, Gayle Miller and Tom Maher

### Loads of experience

Although the Triple M Truck Stop is relatively new, Maxine has been in the retail business for most of her life and she knows all the ropes. The store is a reflection of her business saavy with its compact kitchen area, sleek booths and an impressive selection of unique speciality items ranging from T-shirts to home-baked treats.

### If you want it, just ask

The Triple M staff is well-versed in all aspects of the Lottery business. Best of all? They ask for the sale! The gang points out to customers which games are the newest, and they offer sage advice on which games have been lucky lately.

### Lots of luck

In the two short years that Triple M has been in business, it has sold two top-prize-winning scratch tickets and a \$5,000 Wild Card winner. Photos of winners are prominently displayed at the check-out counter.

### A for attitude

Maxine encourages her crew to be friendly and, most of all, to smile! Looks like she practices what she preaches.

## ★ 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 grocery tote bag, ice scraper and stocking cap and 20 people will win T-shirts. One entry per person. Deadline is March 15th. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

*Congratulations to last month's winner of a grocery tote, stadium cushion and Mega Millions mug: JoAnn Armstrong, Sioux Falls, Lewis Southwest. The following won T-shirts: Nikki Baer, Rapid City, Common Cents #104; Scott Pederson, Rapid City, I-90 Service Center; Jacque Wetzler, Whitewood, Whitewood Plaza; Darla Beaman, Aberdeen Kusler's Sinclair; Jean Cram, Sioux Falls, Lewis Eastgate; Brenda Hochhalter, Redfield, Appel Oil; Tana Hemein, Oacoma, Oasis Pump N Pak; Dan Richardt, Chelsie Simons, Edgemont, PJ's; Cindy Davis, Whitewood, WWP; Nancy Long, Mitchell, Cobom's Superstore; Troy Nix, Huron, Fair City Foods; Mel Hall, Rapid City, EZ Mart; Jill Alfaro, Philip, Coyle's Super Valu; Richelle Tanner, Edgemont, PJ's; Linda Splittstoesser, Rapid City, MG Oil; Sheila Stock, Wagner, Wagner Food Center; Jeff Shadduck, Mobridge, The Gas Stop; Sam Springer, Murdo, Triple H Truck Stop and Anita Barlow, Aberdeen, Kusler's Sinclair.*

1. What new 7's-themed game plays like tic-tac-toe?
2. Who won the most recent South Dakota Wild Card 2 jackpot?
3. What two things can damage lotto printer paper?
4. What do Megamillions players now win when matching all five numbers if playing the Megaplier option?
5. What procedure needs to be tracked each day to help in the event of theft?
6. What did Appel Oil give away in its recent second-chance drawing?

Name \_\_\_\_\_ Phone \_\_\_\_\_ Sales rep's name \_\_\_\_\_

Store name \_\_\_\_\_ Store Address \_\_\_\_\_ City \_\_\_\_\_

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