

LOTTERYlink

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



September/October 2012

It's time to say "Thank You!"

With the South Dakota Lottery celebrating its 25th anniversary September 30, 2012, we are honored to be recognizing those who are directly responsible for getting our products into the hands of players - you, the retailers!

One-hundred-six of the more than 600 South Dakota retailers who currently offer the games have been Lottery partners for the entire 25 years of operation. Lottery Executive Director Norm Lingle says the agency's success is due in large part to these front-line representatives.

"We can come up with the best games in the world but if no one is willing to sell them, we have failed in our efforts to raise revenue for the State of South Dakota and its citizens. The Lottery has an exceptional core of retailers who stepped up to the challenge when the first ticket was sold in 1987 and who've continued to partner with us every year since. I'm glad we have this opportunity to thank them for their commitment," Lingle said.



Above right to left, R. F. Buche, Buche Foods president; Mission store manager, Mike Husman; Wagner store manager, Chris McFayden; Gregory store manager, Joyce Hoffer, Lottery sales representative, Mary Deuchar

South Dakota
LOTTERY

25
YEARS

Each of the "25-Year Retailers" will be presented with an anniversary clock commemorating their service. A complete listing of retailers receiving the honor can be found at <http://lottery.sd.gov/events/>. The Lottery's 25th Anniversary celebration will conclude with a prize drawing in which 25 registrants will be randomly chosen to win prizes ranging from Lottery gear to \$500 cash, and a special presentation with Governor Dennis Daugaard prior to the Lottery Commission's September 28, 2012 meeting in Pierre.

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Norm Lingle, Executive Director

PROMOTIONS that PROFIT

Boyd's Liquor Mart hosts Lottery drawing

Boyd's Liquor Mart in Rapid City recently celebrated the completion of its new store, which is now selling Lottery products again for the first time in 21 years. With every \$10 in scratch tickets purchased, players drew for prizes such as Lottery T-shirts, sweatshirts, mugs and 12-packs of soda.



The event included a live radio remote, food samples and door prizes. The grand prize was a Victory motorcycle. Pictured is store clerk Steven Anderson.



Coyles Super Value treated players to a second-chance drawing on its 10th anniversary. The Lottery supplied throws, totes, sweatshirts and other fun prizes.



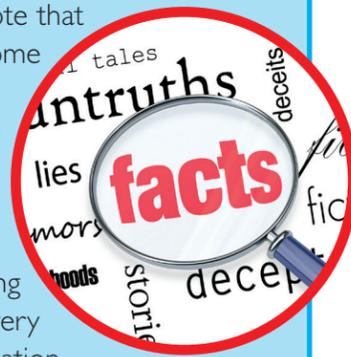
High-profile electronic billboards in Sioux Falls and Rapid City are now being used to advertise lotto jackpots when they climb to record amounts.

JUST THE FACTS! Busting Lottery Myths

MYTH: My bills of lading are usually white. Are some of them colored for a special reason?

FACT: Your bill of lading or delivery confirmation is a different color to alert you that a new scratch ticket game is in that specific delivery.

Also note that if for some reason you are unable to scan the bill of lading or delivery confirmation on your terminal, you can manually type in the number below the delivery confirmation bar code while you are in the delivery confirmation screen on your terminal.



NEW instant TICKETS

Jingle Jumbo Bucks

Match any of YOUR NUMBERS to any of the SERIAL NUMBERS and win the prize shown. Reveal a "JINGLE BELL" symbol and win the prize shown automatically. Get a "JUMBO" symbol and win five times the prize.



Candy Cane Cash

Win three like amounts, win that amount. Get two like amounts and a "CANDY CANE" symbol and win DOUBLE that amount.

A Christmas Story

Match any of YOUR NUMBERS to either WINNING NUMBER and win the prize shown. Reveal a "BELL" symbol and win the prize automatically.



BONUS winners



Mike's Package Liquor Madison

Gary Seitz received a \$1,000 bonus check for selling a \$10,000 Powerball winner.



Freedom Valu Sioux Falls

Katie Langel received a \$1,000 bonus check for selling a \$10,000 Powerball winner.

TERMINAL talk

Q: I heard Lottery retailers are getting new jackpot signs. What can you tell me about them?

A: In the next few months all retailers will be getting new jackpot signs. Some of the new features are:



1) The new signs will have a smaller footprint. The current signs are 36"x36" (9 sq. ft.) and the new signs will be 38"x27" (7.125 sq.ft.).

2) The new signs will also be lighter, brighter, easier to read and have larger numbers.

3) Mega Millions will be added, so all five lotto jackpots will be featured.

4) The signal will be wireless. The signs will only require a normal power outlet, so stores will have more choices in mounting them and future moves will be less intrusive.





RETAILER spotlight

Shop N Cart East

Location: Sioux Falls

Manager: Mikki Lund

Upbeat and friendly staff

Manager Mikki Lund says she's proud of her clerks, who do their best to make each visit a positive experience for customers. "We greet everybody with a smile!" Mikki said. "It makes everyone's day go easier and brings customers back!"

Peripherals save time, add security

Mikki and her staff encourage customers to use the self-checking scanner. "Customers who stop in just to check their tickets can use the scanner and avoid having to stand in line," she said. "Using the scanner and viewing the clerk's transactions on the ESMC monitor are good security measures players should take."

Players appreciate special treatment

Shop N Cart East's customers love getting the royal treatment when they come in to pick up their lotto tickets. "I know what my regular customers always ask for," Mikki said. "They come in and say 'Hook me up,' and I go ahead and punch up their order on the terminal." Mikki and her clerks also upsell by asking players if they want to add the Power Play option to their purchase.

★ 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 25th Anniversary T-shirt and tumbler and 20 people will win lunch coolers and keychains. One entry per person. Deadline is Oct. 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501.

Congratulations to last month's winner of a Lottery sweatshirt: Sandy Lesidor, Sioux Falls, Lewis Southeast. The following won T-shirts: Krystal Anderson, Arlington, Siouxland Grocery; Jenny Krueger, Sioux Falls, Hy-Vee #3; Pam Nash, Sturgis, Kwik Mart; Jerad Appel, Redfield, Appel Oil; Stacy Olson, Winner, Ampride; Bonnie Anderson, Sioux Falls, Omar's; Gail Quam, Wolsey, 281 Travel Center; Paula Collins, Custer, Lynn's Dakotamart; Pat Dalzell, Lemmon, Pit Stop; Rocky Coyle, Philip, Coyle's Super Valu; BethAnn Klogo, Sioux Falls, Hy-Vee Gas; Sean DeHaven, Custer, Lynn's Dakotamart; June Little Dog, Porcupine, Common Cents; Koreena Strande, Oacoma, Oasis Pump N Pak; Larry Kiehl, Rapid City, Safeway Fuel; Charlotte Purcell, Redfield Appel Oil; Bree Peyton, Deadwood, Steel Wheel; Jill Alfaro, Philip, Coyle's Super Valu; Janice Eining, Clear Lake, Cowboy Country Store; Sierra Marte, Sioux Falls, Holiday Station Store.

1. What does a colored bill of lading indicate?
2. What did players have to purchase to win a prize at Boyd's anniversary open house?
3. How is the Lottery recognizing retailers who have been selling tickets for 25 years?
4. How do players win if they reveal a "BELL" in the Christmas Story game?
5. How many winners will be chosen to win gear in the 25th Anniversary drawing?
6. What type of billboard displays lotto jackpots in two South Dakota cities?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____