



RETAILER spotlight

Making work fun

Manager Rod Peterson wants his clerks to have fun on the job, knowing their attitude will be contagious. "Think of being here as your recess," he tells his staff. "We try to leave our problems at the door when we come to work. We focus on the customer in front of us and make that person number one."

Transactions are speedy and secure

Rod says 70 percent of his players check their own tickets on the self-checking terminal. Rod and his crew tear non-winning tickets in half and dispose of them to alleviate any concerns of fraud.

Rod's Tip: Self-checking saves clerks time and assures that players' transactions are as accurate and secure as possible.

Keep them coming back

Rod knows the value of customers' repeat business. "We keep our store clean and well stocked." That means keeping Lottery dispensers full to offer players the widest selection of tickets possible to choose from.

Hy-Vee Gas

Location: Brookings

Manager: Rod Peterson

★ 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 Lottery polo shirt and 20 people will win ceramic travel mugs. One entry per person. Deadline is Feb. 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501.

Congratulations to last month's winner of a Lottery sweatshirt: Linda Brown Bear, Wagner, Gus Stop. The following won baseball jerseys: Sam McKay, Bison, Buzz Stop; Hope Clark, Custer, Lynn's Dakotamart; Oscar Campos, Ellsworth, Loaf 'N Jug; Peg Dailey, Custer, Corner Pantry; Gisela Thill, Aberdeen, Kusler's Sinclair; Jenna Hullinger, Murdo, Pioneer Country Mart; Matt Johnson, Lemmon, Geo's Corner; Wendy Edwards, Rapid City, EZ Mart; Heather Vermillion, Rapid City, Prairie Market; Brenda Mayer, Mitchell, AmStar; Jean Cram, Sioux Falls, Lewis Drug Eastgate; Bonnie Dudley, Volga, Valley Mart; Laurie Mitchell, Onida, The Corner; Joel Edman, Volga, Valley Mart; Bryon Anderson, Redfield, Appel's Quick Stop; Steven Wagner, Custer, Lynn's Dakotamart; Jolene Medicine Eagle, Winner, Ampride; Gloria Bonebrake, Tea, Cubby's; Emma Lamb, Blunt, Kroeplin Truck Plaza and Daniel Smyers, Belle Fourche, Mid America Travel Plaza.

1. What is the top prize in the latest \$20 scratch game?
2. What three scratch games featured in this issue are all "related?"
3. How does Fogie's Liquor promote winner awareness in its store?
4. How do players enter the drawing for the "Ultimate Tailgate Party?"
5. What must players purchase to enter the "Ultimate Tailgate Party" promotion?
6. Up to how many times can any prize (except the jackpot) be multiplied with the upcoming Powerball game changes?

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

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LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



NOV/DEC 2013



The holidays are here! and scratch tickets make them even more fun

Now is the time to remind your busy customers that scratch tickets make the perfect gift. They are easy to wrap, fit any budget, and there's no need to worry about choosing the right color or size.

Our latest holiday tickets come in \$1, \$2, and \$5 price points, so there's a game that's just right for every customer. Top prizes range from \$2,500 to \$50,000.

Lottery tickets are a natural for holiday promotions, too. Here are a few easy ideas to generate sales and excitement:

- How about giving a free Bah Humbucks ticket with a minimum purchase to say thanks to your valued players?
- Suggest using scratch tickets to local business owners as fun office party prizes.
- Plan a second-chance drawing with scratch tickets and other store products as prizes. The Lottery can make you custom signage to promote it. Ask your sales rep.



Holiday scratch tickets: The gift that gives back!

Power Play changes kick off 2014

Beginning with the Jan. 22, 2014 Powerball drawing, players will see some familiar changes to the Power Play option. Effective that drawing, the Power Play option returns to a random multiplier, which is how the option worked prior to the implementation of the enhanced Powerball game in 2012.

When the change takes effect in January 2014, the Power Play option will once again use a random multiplier of 2X, 3X, 4X or 5X. Prizes on winning tickets will increase by whatever multiplier is randomly selected each drawing. The exception will be the jackpot (which has never been subject to the Power Play multiplier) and the Match 5 prize which will remain at \$2 million when the Power Play option is purchased. Powerball tickets will continue to cost \$2 per play with the Power Play option remaining at an additional \$1 per play.



PROMOTIONS that PROFIT

Great ideas!



Fogie's Liquor in Sioux Falls recently moved its winner awareness cards to the front of its store. They received a tremendous response and sales have increased as a result.

Big D #4

Patriot Day

JUMBO BUCKS PROMOTION!

Wednesday, Sept. 11

Big D #4 in Rapid City honored Patriot Day with an open house. Players received \$5 in free tickets if they purchased a non-winning Jumbo Bucks ticket. The store offered discounts on car washes, giving proceeds to the Pennington County Search and Rescue team.

TERMINAL talk

Q: We are planning to remodel our store soon. What do we need to do to assure our Lottery services are uninterrupted?

A: If you plan to remodel or just want to move your terminal to a new location, please call the HOTLINE at 888-473-5688 or notify your GTECH service technician. Advance notification will lessen the chance of lost sales and should produce a smooth transition.

ULTIMATE TAILGATE Party

BEST PARTY EVER!

Spread the word! Two incredibly lucky South Dakota Powerball players and their guests will experience the "Ultimate Tailgate Party," as part of the 50th anniversary of the Pro Football Hall of Fame in Canton, Ohio.

Each winner will be seated with a Hall of Famer at the "tailgate" dinner and then will join a second member for a golf, pool and mini golf tournament. The event includes a drawing in which 196 of the 200 participants will win \$1,000 in cash. A drawing will also be held to award four \$25,000 prizes and a chance to win a \$1 million prize!

Players purchasing a \$10 Powerball or Power Play ticket between November 4, 2013 and February 9, 2014 may enter by joining the Players Club and entering online at lottery.sd.gov for the drawing to be held February 11, 2014.



Join to enter!

Trips include:

- ▶ Airfare for four;
- ▶ Hotel accommodations for four (two rooms),
- ▶ All meals,
- ▶ All round-trip ground transportation, and
- ▶ All tickets and admissions to the Fan Festival, The Rock and Roll Hall of Fame and Museum, the Pro Football Hall of Fame, and Cedar Point Amusement Park.

NEW instant TICKETS



\$400,000 Jackpot

The Lottery's latest \$20 game offers the highest top prize in South Dakota scratch ticket history! And it's packed with play action, too, with three games in one ticket!

Game 1 If YOUR NUMBER beats THEIR NUMBER, win the prize for that game.

Game 2 Match three prize amounts and win the amount. Match two like amounts and a "BAR" symbol and win DOUBLE that amount.

Game 3 Match any of YOUR NUMBERS to the WINNING NUMBER and win the prize shown for that number. Get a "BELL" symbol and win all prizes shown in this game automatically!

It's all in the (game) family

No. You're not seeing double. The two games to the right are *not* the same -- just members of the same game family. And there's Jolly Jumbo Bucks, too. It's the third member of the Jumbo Bucks game family, featured in our cover story.

Game families allow players to become familiar with a playstyle and provide the option of selecting it in various price points. Be watching for more game families coming your way soon.



Junior Jumbo Bucks

Get three "7"s in any row, column or diagonal and win the prize shown. Get a "JUMBO" symbol and win five times the prize amount.



Jumbo Bucks 2

Match YOUR NUMBER to either of the SERIAL NUMBERS and win the prize shown. Get a "JUMBO" symbol and win five times the prize amount.

BONUS winners



Expressway Brandon

Melinda Else accepted a \$1,000 bonus check for selling a \$10,000 Powerball winner.



M & H Gas Mitchell

Candie Trautman received a \$600 bonus check for selling a \$6,000 Wild Card winner.

Welcome, new retailers!



Clockwise from top: Margaret Ring, Queen City Liquor; Spearfish; Lisa Hanson, Case's General Store, Freeman; Cindy Heesch, Gas Stop, Brandon; Richelle Tanner, Pj's, Edgemont; Jess Byre, Vilas Superstore, Gettysburg; and Kristina Baysinger, Friendly's, Humboldt



LOTTERY winners

NOVEMBER/DECEMBER 2013

RECENT winners

Bernadette Jorgensen, Watertown
Cowboy Country Store #2
\$50,000 World Series Poker

James Fuller, Sioux Falls
Casey's General Store #2464
\$30,000 Badlands Bingo

Vivian Ogden, Aberdeen
Kessler's
\$14,000 Triple Fortune

Kyle Selken, Dell Rapids
Cubby's
\$10,000 Jumbo Bucks

Dean Abdouch, Wagner
K's Qwik Stop
\$6,000 Wild Card

Gary Croker, Ashley (ND)
Ken's - Eureka
\$5,000 Jingle Jumbo Bucks

Robert Williams, Lennox
Casey's General Store
\$3,000 Hot Lotto

Joshua Orsack, Sioux Falls
The Gas Stop
\$2,550 Fun 50's

Steven Mastel, Huron
Corner Pantry #27
\$1,000 Badlands Bingo

Josh Wofford, Sioux Falls
Shop 'N Cart Northeast
\$1,000 Jumbo Bucks

Kelley Renken, Gillette (WY)
Corner Pantry #29 - Huron
\$1,000 Bejeweled

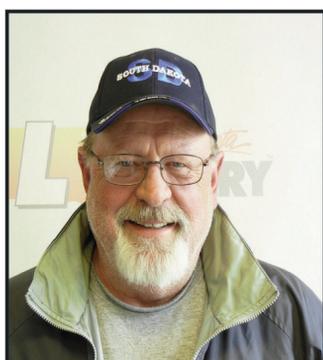
Renee Heidrich, Rapid City
Big D Oil #8
\$1,000 Jumbo Bucks

Lana Zillgitt, Madison
Classic Corner
\$1,000 Dakota Cashword

William Sliwoski, Interior
Badlands Cowboy Corner
\$500 Wild Card



Marvin Sowards, Colome
Flying D Convenience Store
\$350,000 50X the Money



Jim Larson, Hill City
Country Store at the Forks
\$1,000 Cash Stampede



Charles Dirnbauer, Sturgis
BJ's Country Store
\$90,000 Hot Lotto Sizzler



Larry Briggs, Rapid City
Prairie Market #43
\$30,000 Dakota Cashword



George Batchelder, Rapid City
Loaf 'N Jug
\$500 Win it All



Mary Fast Horse, St. Francis
Discount Fuel - Kadoka
\$10,000 Take Me Out to the Ballgame



Timothy Engle, Chamberlain
Bottle Shop
\$2,550 Fun 50's



Justin White, Sioux Falls
Hy-Vee Gas #6
\$7,000 Simply 7's



Victoria Moyer, Watertown
Stone's Truck Stop
\$2,500 Cash Stampede



Sandra Geffre and Friends
Big D Oil #5 - Rapid City
\$10,004 Powerball

RECENT winners

Juan Vega, Brookings
Cenex C Store - Watertown
\$7,000 Simply 7's

Lonnie Moe, Spearfish
Common Cents
\$3,007 Hot Lotto

Richard Hayes, Aberdeen
E-Z Stop Food Mart
\$2,500 Cash Stampede

Jim Gerberding, Castlewood
Cat's Corner Convenience
\$1,500 Extreme Green

Diane Block, Wallace
Keller Kountry Korner - Bradley
\$1,000 Powerball

Chad Wilking, Nicollet (MN)
King's Mart East
\$1,000 Jumbo Bucks

Chelsey Haibeck-Rans, Huron
Corner Pantry #30
\$1,000 Jumbo Bucks

Brian Solem, Lennox
Total Stop
\$500 Cash Stampede

Ruth Ischen, Carthage
Corner Pantry - Howard
\$500 Hot Ticket

Julie Graham, Edgemont
Fresh Start
\$500 Win It All

Howard McDaniel, Munich
Cowboy Country Store #5 - Pierre
\$500 Jumbo Bucks

Donald Gerken, Rapid City
Heart of the West - Hill City
\$500 Jumbo Bucks

Michael Henry, Martin
KJ's Pit Stop
\$500 Win It All

Jeffrey Christman, Pollock
The Sandbar
\$500 Take Me Out to the Ballgame

YOUR TICKET TO FUN IS HERE!