



RETAILER spotlight

New and improved

Dakotamart Gas in Lead is just over a year old, but it is already a hot spot for locals and tourists, bikers and winter sports enthusiasts.

Lots to offer

Department manager Sherri Fischer offers a full complement of scratch games, displaying them in display mats.

Helpful clerks

Sherri says her clerks are very knowledgeable about lotto games. "They help players fill out playslips and let them know how the multiplier options work," she said.

Mega Millions jackpot frenzy

Our interview with Sherri took place when the Mega Millions game was reaching record level. "Our clerks asked shoppers if they had purchased their Mega Millions ticket," she said. "I think every customer walked out with a ticket in the days before the big drawing."

Dakotamart Gas

Location: Lead

Manager: Sherri Fischer

★ 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 mug and gloves and 20 people will win T-shirts. One entry per person. Deadline is February 15. Send answers to Trivia Quiz - PO Box 7107, Pierre, SD 57501

Congratulations to last month's winner of a Lottery sweatshirt: Jenny Krueger, Sioux Falls, Hy-Vee #3. The following won baseball jerseys: Margaret Ring, Spearfish, Queen City Liquor; Shawn Andrews, Sioux Falls, Hy-Vee #1; Lisa Kistler, Sioux Falls, Cubby's - N. Cliff; Tami Hellendoorn, Rapid City, MG Oil; David Larson, Fedora, Larson Feed & Grocery; Karen Neal, Custer, Lynn's Dakotamart; Jean Pentecoff, Murdo, Pioneer Country Mart; Chris Riebe, Rapid City, Common Cents #106; Jean Cram, Sioux Falls, Lewis Eastgate; Edwin Murray, Philip, Coyle's Super Valu; Wanda Frost, Rapid City, Thrifty Smoke Shop #1; Janice Eining, Clear Lake, Cowboy Country Store #4; Margaret Mach, Wagner, Wagner Super Foods; Jolene Medicine Eagle, Winner, Ampride; Mary Pahnisch, Sioux Falls, Shopko; Charlotte Purcell, Redfield, Appel Oil; Susan Handel, Rapid City, E-Z Mart; Lucille Hodges, Rapid City, Prairie Market; Sterling Price, Spearfish, LoafN Jug; Jim Coats, Rapid City, Thrifty Smoke Shop #1.

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| 1. Where do players go to enter the "UltimateTailgate Party" trip giveaway? | 3. Is it OK to clear snow away from a satellite dish if the lotto terminal is not working? | 5. What must players purchase to enter the "Ultimate Tailgate Party" promotion? |
| 2. What three games are members of the "X Games" family? | 4. When does the new Powerball game begin? | 6. How do you validate a lotto ticket with an unreadable bar code? |

Name _____ Phone _____ Sales rep's name _____

Store name _____ Store Address _____ City _____

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

LOTTERY link

OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA LOTTERY



Get in the game with Powerball and the Ultimate Tailgate Party Giveaway!

The registration deadline is coming up fast for the South Dakota Powerball Pro Football Hall of Fame Ultimate Tailgate Party trip giveaway. Powerball players wanting to enter must do so by midnight, February 9, 2014. Any Powerball or Powerball with Power Play ticket purchased before the deadline and having a retail value of \$10 or more is eligible for the drawing to win one of two trips for four to the Ultimate Tailgate Party being held in Ohio this May in honor of the 50th Anniversary of the Pro Football Hall of Fame. Winners will also attend the Pro Football Hall of Fame 50th Anniversary Fan Festival and visit area attractions like the Rock and Roll Hall of Fame.



Entries are only being accepted on-line at the official South Dakota Powerball Ultimate Tailgate Party website which can be accessed from the Lottery homepage at lottery.sd.gov. Not sure how to enter electronically or where to find the 18-digit ticket serial number on your Powerball ticket? View the short Hall of Fame Contest Entry

Tutorial on the Lottery's YouTube channel at http://www.youtube.com/watch?v=sI_Uz3DeX7U. The tutorial shows you step-by-step how to register your eligible Powerball tickets. Individuals may enter as many times as they wish but are advised that each eligible lotto ticket may only be entered in the drawing once.

Two lucky winners will be randomly drawn from among the entries on February 11, 2014. Complete drawing rules and prize listing are available at lottery.sd.gov.



Party with the "pros"

Each trip winner and three guests will attend the Ultimate Tailgate Party, an exclusive, winners-only party with over 100 Pro Football Hall-of-Famers and 200 Powerball players from across the country. The VIP trip packages will include airfare, hotel accommodations, ground transportation, \$500 cash and a guaranteed minimum prize of \$1,000 and a chance to win \$25,000 and \$1 million!

PROMOTIONS that PROFIT

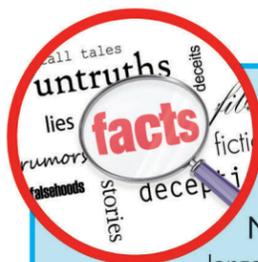


Freedom 44 in Watertown uses lively window script to let customers know it sells big winners. This is a great way to draw attention to the jackpot sign and promote winner awareness. Glass markers are easy to use and can be cleaned up with ordinary window cleaner.

 The new Powerball game kicks off with the January 22 drawing. Don't forget to use your new playslips. The old ones will not work!



Corner Pantry #14 in Rapid City concentrates Lottery game posters and winner awareness cards on its front window below the jackpot sign. Very catchy!



JUST THE FACTS!

Busting Lottery Myths

MYTH: All the big Lottery winners come from large towns in the state.

FACT: An analysis of winners for a one-year period showed 61 percent of winners coming from towns with a population of over 8,000. Thirty-nine percent came from small towns of less than 8,000.

TIP

If a player brings in a lotto ticket with a damaged bar code, you can likely still validate the ticket.

Press the "Online Validation" icon then type in the 18-digit serial number found on the bottom of the ticket.

NEW instant TICKETS

Meet the new family

Following on the heels of the Jumbo Bucks scratch ticket family comes the "X Games." The three upcoming key number match games are aptly named for the amount a prize will be multiplied when scratching off the 2X, 5X or 10X symbols.



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

Top prizes range from \$4,000 to \$50,000



BONUS winners



Family Thrift Rapid City

Heath Nix received a bonus check of \$600 for selling a \$6,001 Wild Card winner.



K's Qwik Stop Wagner

Ron Kafka accepted his store's bonus of \$600 for selling a \$6,000 Wild Card ticket.



M & H Gas Mitchell

Kim Haiar received a bonus of \$300 for selling \$3,000 Hot Lotto winner.

TERMINAL talk



Q: It's recently snowed and now my terminal says "COMM LINE DOWN, RETRYING TRANS." What should I do?

A: You may have snow on the satellite dish. Do not attempt to remove the snow yourself. Call the GTECH hotline at 1-888-473-5688. They will dispatch a technician to clear the snow from the dish. Please call the hotline to cancel the job order if the terminal restarts on its own before the technician arrives.

Welcome aboard!



Welcome to our newest South Dakota Lottery retailers left to right – Tracy Blom, Ampride, Chancellor; Chuck & Cassy Rezac, Chuck's Stop, Yankton; and Tamara Cundy, Ampride, Freeman.



LOTTERY winners

JANUARY/FEBRUARY 2014

RECENT winners

Tisa Imbery, Aberdeen
Kessler's
\$10,000 Holiday Tripler

Chelsea Haibeck Rans, Huron
Lewis Drug
\$10,000 on \$400,000 Jackpot

David Chesshir, Sioux Falls
Gas Barrel
\$6,000 Wild Card

Eric Peschong, Strandburg
I-29 Shell - Watertown
\$1,000 on \$400,000 Jackpot

Donna Dubray, Pine Ridge
Yellow Bird's
\$1,000 Slingo Gold

Wallace Neville, Philip
Corner Pantry #13
\$500 World Series Poker

Loree Thompson, Wall
Corner Pantry
\$500 Wild Card

Spencer Bruckner, Aberdeen
Ken's Shell Express
\$500 Extreme Green

Devin Cornelius, Canton
Pump N Pak
\$500 Win It All

Brandon Devries, Viborg
Pump N Stuff
\$500 Extreme Green

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

Doug DenBensten, Aberdeen
E-Z Stop Food Mart
\$500 Mega Millions

Paul Deutscher, Scotland
Hy-Vee - Yankton
\$500 Wild Card

Teresa Wagner, Emery
Pump 'N Pak - Vermillion
\$500 Jumbo Bucks



Denise Spelts, Gillette (WY)
Minitman - Spearfish
\$74,505 Dakota Cash



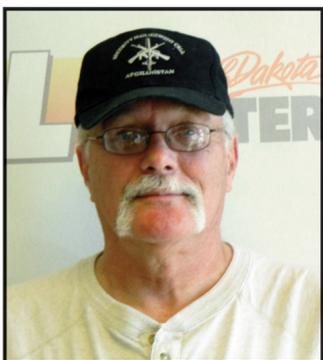
Debra Tillman, Belle Fourche
CBH Travel Center
\$1,500 Mega Millions



Jared Kantack, Sioux Falls
Dakota Food & Fuel
\$1,500 Hot Ticket



Joe Kotak, Spearfish
Safeway
\$500 Hot Ticket



Buddy Tilton, Rapid City
Don's Valley Express #2
\$6,001 Wild Card



Jaime Myers, Highmore
Hall Oil
\$10,000 Cash Stampede



John Banaszak, Rapid City
Fresh Start
\$500 Wild Card



Tracy Peterson, Ft. Pierre
Sutley's Town & Ranch Market
\$1,000 Safe Cracker



James Rue, Herrick
Pump 'N' Stuff - Burke
\$1,000 on \$400,000 Jackpot



Julie Rosa, Brandon
Casey's General Store
\$5,000 Jumbo Bucks

RECENT winners

Christel Dodd, Spearfish
Loaf 'N Jug #445
\$7,000 Simply 7's

Rita Seidel, Cathay (ND)
Big D Oil #2 - Belle Fourche
\$2,000 Fat Wallet

Sheryl Neiber, Aberdeen
Ken's Superfair Foods
\$1,500 Silver & Gold

Debbie Erickson, Dallas
Jono's Travel & Service - Gregory
\$500 Win It All

Carol Hopfinger, Sturgis
BJ's Country Store
\$500 Wild Card

Austin Paschke, Rapid City
Don's Valley Express #2
\$500 Win It All

Amanda Konold, Rapid City
Coffee Cup Fuel Stop - Summit
\$500 Silver & Gold

Timothy Myers, Whitewood
Sonset Station, Whitewood
\$500 Silver & Gold

Lavonne Sheldon, Rapid City
Loaf 'N Jug #443
\$500 Jumbo Bucks

Brandon Earl, Spearfish
Safeway
\$500 Extreme Green

Steven Kallas, Wetonka
G's Convenience - Leola
\$500 Win It All

Charles Olson, Clear Lake
Cowboy Country Store - Watertown
\$500 Win It All

Lisa Robson, Madison
Scooby's Convenience
\$500 Jumbo Bucks

Mattey Hanten, Sioux Falls
Coffee Cup - Plankinton
\$500 Wild Card

YOUR TICKET TO FUN IS HERE!