



**SOUTH DAKOTA  
LOTTERY**®

VIDEO LOTTERY  
**NEWS &  
UPDATES**

**FROM THE COMPUTER ROOM**

**WATCH FOR ALTERED  
CASHOUT TICKETS**

When cashing video lottery tickets, always check the dollar amount against the credits to be sure they match. We have had several instances reported (across the state) in which tickets were altered before being presented for

payment (see example). Such fraud can mean big losses for your establishment. So remind your staff to match the dollar amount with the credits before handing over the cash!



**LOGIC BOARD/CUBE INSTALLATIONS**

Operators and technicians, please remember to print out a ticket after a new logic board/cube has been installed to verify that the accounting is at zero. If it is not, the new board will need to have the ram cleared before it can be used.

**NEWS YOU CAN USE TO OPERATE BETTER**

**REQUEST OF VIDEO LOTTERY OPERATORS GOING OUT OF BUSINESS**

The South Dakota Lottery would like to request that video lottery operators going out of business keep their video lottery bank sweep account open for at least one month after their last regular sweep. This allows us time to complete machine reconciliations needing to be done and finalize the close out of your operation on our end. If you have any questions, do not hesitate to contact Julie Pirnat-Schultz at 605-773-5770 or [Julie.Pirnat-Schultz@state.sd.us](mailto:Julie.Pirnat-Schultz@state.sd.us).

**LOTTERY COMMISSION UPDATE**

It was a busy week for the South Dakota Lottery Commission. Commissioners met for their regular meeting the morning of June 2 then transitioned to a Strategic Planning Session the afternoon of June 2 and the morning of June 3. Among the business conducted during the regular meeting, the Lottery was given approval to begin

**LOTTERY  
COMMISSION  
MEETINGS**

Thursday, Sept. 22  
Thursday, Dec. 8

**CURRENTLY  
OPERATING**

The following licensed manufacturers have approved hardware and software in the market.

- Grand Vision Gaming
- IGT
- Scientific Games International
- GTECH Canada ULC (formerly Spielo)
- MTD Gaming, Inc.

VLC, Fortunet/Summit, Harms Vending, and Techlink Entertainment also have equipment in the field.

Licensed distributors include:

- Fortunet
- Grand Vision Gaming
- Harms Vending
- IGT
- Scientific Games International

contract negotiations for the Compliance Testing and Consulting Services and Video Lottery Security Study Requests for Proposal, as well as the purchase of an additional 100 multi-channel connectivity devices (MCD's). To listen to the meeting in its entirety, visit the [Lottery Commission page](#) on our website. Commissioners heard from industry representatives from IGT, Scientific Games, Pollard Banknote and Novomatic during the Strategic Planning Session. While the session focused mainly on instant and online products, the speakers encouraged the Lottery to consider mobile apps, ways to better engage with players and increased use of new technology. Lottery staff will be researching these areas in the weeks ahead and providing an update to the Commission at a future meeting.

## REQUIRED SECURITY AMOUNTS FOR FISCAL YEAR 2017

The video lottery security amounts for Fiscal Year 2017 have been calculated and operators should have received notification of their required amount last week by mail. Please remember that these security items need to be in place with the South Dakota Lottery by July 1, 2016. If you have not received a letter indicating your required amount or have any questions regarding the required security, please do not hesitate to contact Julie Pirnat-Schultz at 605-773-5770 or at [Julie.Pirnat-Schultz@state.sd.us](mailto:Julie.Pirnat-Schultz@state.sd.us).

## OPERATOR RENEWALS

Fiscal year 2017 operator renewals are due today, June 17, 2016. If you haven't completed and returned your Operator Renewal form along with any corresponding lists please do so as soon as possible. If you don't plan to renew please return the renewal form anyway indicating you don't wish to renew so we can update our files.

## VIDEO LOTTERY MARKETING

### BRANDING: TELL 'EM WHO YOU ARE

The South Dakota Lottery learned from our own experience this year that when you update your brand, people pay attention. Existing customers are reminded of who you are and what you do while potential customers get introduced to what you have to offer for the first time. Customers are often driven by brand loyalty when deciding where to go and what to buy. Think your establishment is too small or the cost is too high to brand your casino? Here are four easy ways to brand your business without blowing your budget:

**Get a logo.** The average person has an attention span of 8 seconds; a good logo can catch their eye well within that timeframe. Choose a distinctive font for your outdoor signage or anywhere the name of your casino appears. If you want a graphic logo, choose artwork that's simple but shows off your establishment's personality. Be careful not to go too generic; clip art of a deck of cards may make players think of poker but will it make them think of YOUR casino?



## OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to [VideoLottery@state.sd.us](mailto:VideoLottery@state.sd.us).

## QUICK LINKS

[lottery.sd.gov](http://lottery.sd.gov)

[Video Lottery](#)

[Retailer/License Info](#)

[Where Does the Money Go?](#)

Know someone who should be receiving this newsletter, but isn't?

Get them on the list by sending their email address to [jennifer.baker@state.sd.us](mailto:jennifer.baker@state.sd.us).

**Give away branded items.** Give t-shirts, caps, tumblers, etc. with your logo as prizes for drawings and special events at your business. Every time a customer wears or uses these items outside of your casino, they're advertising for you.

**Support your community.** Because of the nature of the business, casinos sometimes aren't viewed as community businesses. But they are. Participating in charitable events, whether being a stop on a charity poker run or donating gift certificates for a charity auction, gets your establishment's name and brand out in front of people who may not otherwise see you and also give you a chance to show you're interested in helping others. Be careful to support events that are aimed at adults as opposed to kids.

**Use social media.** Over 50% of adults who go online use two or more social media sites. Get a business Facebook or Twitter account. There's no cost to set one up. Give your day and night managers administrator permission on the accounts and they can let your friends and followers know about special events or big wins. Encourage your players to share your posts to expand your reach.

No establishment is too small to benefit from branding. Letting people who aren't at your casino know why they should be gives them a reason to be there. With a little time, effort and minimal cost, you could grow your business from the inside out.

## OTHER INFORMATION

### STATS FROM THE FIELD

As of June 11, 2016, 999 MCD's have been installed and 2,852 line game machines are in operation statewide.

#### Newsletter Archives

For past newsletter issues, email Jennifer Baker at [jennifer.baker@state.sd.us](mailto:jennifer.baker@state.sd.us)

#### Stay Connected



South Dakota Lottery, 711 E. Wells Ave., Pierre, SD

605.773.5770 | [lottery@state.sd.us](mailto:lottery@state.sd.us)