

MARYLAND LOTTERY RETAILER REPORT

A newsletter for Maryland Lottery retailers

MAY/JUNE 2014

JOIN THE LOTTERY XCAP NETWORK

Goodbye Agent Plus, hello Expanded Cashing Authority Program (XCAP)! There's more than just a name change taking place as the Maryland Lottery evolves from the Agent Plus program to XCAP.

Launched April 1, XCAP will benefit players and retailers alike. It lifts a geographical restriction that limited the number of participating retailers. About 200 of the Lottery's 4,460 retailers were Agent Plus members; they automatically became XCAP agents. An expanded network of retailers qualified to cash winning tickets up to \$5,000 will make it more convenient for players who win big. New XCAP retailers benefit from an increase in customer traffic and in revenue generated by the 3 percent cashing commission.

Have questions? Email Retailer.report@maryland.gov or contact your Lottery district manager.



ORIOLES SALES INCENTIVES A HIT

We've knocked it out of the park with the Orioles retailer sales incentive program! The weekly program is tied to activations of books of Orioles scratch-off tickets. The initial prize drawing on April 2 generated 2,300 entries from 1,278 retailers who qualified for the promotion. They activated 3,578 books.

The more books your store activates each week, the more entries you get for that week's drawing. Those entries go into a random computerized drawing that takes place on the Wednesday following each sales week. The program runs through July 12.

Winners receive first, second and third place prizes of \$300, \$150 and \$50.

All non-winning entries roll over for the Grand Prize drawing, which will take place the week of July 14-18. Grand prize awards are \$1,000 for first place and \$500 for second place.



Need program details? Curious about who is winning? See page 2 and also visit mdlottery.com/retailer-corner to review a fact sheet and see weekly winners. Congratulations to our winning retailers!

RETAILER SPOTLIGHT



Sam's Lobby Shop owner **Sam Parikh** keeps his Baltimore Lottery players happy with a stay-and-play area and three registers for his sales of draw and monitor games and scratch-offs. See page 7.

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RETAILER REPORT

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 gaming.mdlottery.com

Extrema Lottery Terminal & Player
 Activated Terminal (PAT)
 888-427-7568

Instant Ticket Vending Machine (ITVM)
 800-820-7406

Retailer Customer Service
 410-230-8800
 (Ask for your district manager by name)

Tel-Sell Orders
 886-832-1477

24/7 Problem Gambling Helpline
 1-800-522-4700

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to the promotion of responsible gambling and encourages retailers to display our Voluntary Exclusion Program (VEP) brochure with your Lottery merchandise. Questions? Visit mdlottery.com/about-us/responsible-play or contact Jennifer Wetherell at 410-230-8798 or jennifer.wetherell@maryland.gov.

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DIRECTOR'S MESSAGE



As you will read in this issue, the Expanded Cashing Authority Program (XCAP) has taken the place of the Agent Plus program. This opens membership to more high-volume stores that meet the criteria. XCAP participants can cash winning tickets up to \$5,000 and earn a 3 percent cashing commission. Ask your district manager if your store meets the criteria for the program.

Effective April 21, betting options for *Racetrax* expanded to include an *Exacta* and *Superfecta* bet as well as 50-cent bets for *Trifecta* and *Superfecta* box and wheel bets. It is our hope that the changes will attract new players to the game. See the chart on page 5 for a detailed breakdown of the changes.

We're also offering a *Pick 3 Double Pay for Box Play* promotion this summer. From June 13 to July 13, players could receive a Doubler message on Box play ONLY tickets. Those who receive the Doubler message and win receive double the standard prize. If a player purchases a Box and Straight bet on the same ticket, that ticket is not eligible for the promotion.

Stephen Martino

BREAKING NEWS!

**Pick 3 Promotion:
 June 13-July 13**

**For details, see the
 director's message on
 this page!**

ORIOLES SALES INCENTIVE WINNERS

1st Place \$300, 2nd Place \$150, 3rd Place \$50

WEEK 1

- 1st** – Laidback Lenny's Pub & Grill, Essex
- 2nd** – Whitey's Liquors, Linthicum Heights; Speedy Mart, Dundalk
- 3rd** – Bert's 50's Diner, Mechanicsville; Landover Hills Exxon, Landover Hills; High's #18, Arbutus; Downtown Tobacco, Baltimore

WEEK 2

- 1st** – Ye Olde Farm Spirit Shoppe, Severn
- 2nd** – Trotters, Baltimore; Ranch Liquors, Lusby
- 3rd** – Dash In, Willards; Upcounty Fine Wine and Beer, Clarksburg; Lucky Lottery, District Heights; Hometown Pride Market and Deli, East New Market

WEEK 3

- 1st** – Linthicum Market, Linthicum
- 2nd** – Food Express, Gaithersburg; Bowie Exxon, Bowie
- 3rd** – Damascus Liberty, Damascus; Mini Stop, Baltimore; EZ Convenience, Towson; Speedy Liquor, Baltimore

WEEK 4

- 1st** – Monument Street Shell, Baltimore
- 2nd** – Rolling Road BP, Woodlawn; Lucky's Deli & Market, Baltimore
- 3rd** – NP Liquors, Baltimore; Piper's W&S, Manchester; Royal Farms #003, Baltimore; Garrison Liquors, Baltimore

RETAILER SPOTLIGHT: SAM'S LOBBY SHOP IN BALTIMORE



District manager **Stanley Harris**, retailer **Sam Parikh** and clerks **Sabita Thapa**, **Raj Kumar** and **Omkar Ghartimagar**.

Stroll along North Calvert Street near Baltimore City Hall and the courthouse on a weekday and you'll see a steady stream of customers entering and exiting Sam's Lobby Shop, a magnet neighborhood retailer. **Sam Parikh** of Ellicott City owns and operates this cozy convenience store, which is known for its friendly atmosphere and efficient service. The successful entrepreneur has sold Lottery products at 10 N. Calvert Street for about 13 years.

"He's the second biggest retailer in sales in my territory," said Lottery district manager **Stanley Harris**, who works with about 110 Baltimore city retailers. "I've been with him for about three years. His relationship with his customers is excellent. He's definitely a people person!"

An area businessman for 23 years, Sam sold a previous store before buying his current location. He joined the Lottery's roster of retailers in 1993. Sam believes in treating his employees like family members and his customers like neighbors. That's why, even during



Seats are not empty for long at the stay-and-play area.



Clerk **Omkar Ghartimagar** sells scratch-off tickets.

hours when business is light, he keeps his three Lottery terminals staffed with his three full-time employees. On busy Thursdays and Fridays, he adds a fourth employee behind the counter.

"I always take care of my customers," Sam said. "That's my first goal."

At 9 a.m. on a recent Tuesday morning, business is slowing after the morning rush. Sam is busy checking the stock on store shelves while talking on the phone. Three clerks ring up purchases for uniformed Baltimore government workers, law enforcement officers, downtown office workers and neighborhood residents.

This location has a high volume of pedestrian traffic from nearby offices. So, as a result, his store hours are 6:30 a.m. to 6 p.m. Monday through Friday. Many customers buy convenience store items along with Lottery scratch-offs and terminal games from *Multi-Match* and *Mega Millions* to *Keno*, *Powerball* and *Racetrax*.

Sam bids several customers hello by name, asking about their day as they do the same with him. His clerks efficiently cash winning tickets while sharing a laugh with a customer or answering a question about a Lottery game. Loyal players relax at his four-seat stay-and-play area, scratching off an instant ticket or waiting for the next *Keno* or *Racetrax* game to start.

He's got a friendly group of regulars who drop in and stay for hours playing *Racetrax* and *Keno*. Every now and then, Sam said, he treats them to a soda and bag of chips. "They win and then they spend the winnings and keep playing," he said.

His scratch-off sales are growing, especially among the \$5 and \$10 tickets. The *Monopoly* scratch-off is a current player favorite and the *Ravens* scratch-offs are good sellers year after year, he said.

Seeing that the customer line is growing, Sam joins his clerks behind the counter to help them out and speed his customers on their way. "We work as a family," he said, "and I never want my customers to have to wait in a long line."

RETAILER ROUNDUP

\$207 MILLION MEGA MILLIONS JACKPOT WIN

Lady's Liquors, La Plata

A media frenzy hit Lady's Liquors at 6474 Crain Highway after the store sold one of two winning tickets for the \$414 million *Mega Millions* jackpot. In the spotlight for media interviews were (left to right) **Gail Pelovitz**, Lottery drawings manager, special games and promotions; **Jayvir Jhala**, store owner; and **Bill Wineland**, Lottery district manager. Lottery Director **Stephen Martino** gave interviews to national TV shows "Good Morning America" on ABC and "The Today Show" on NBC along with local TV media. Florida sold the second winning ticket in the March 18 drawing. Lady's Liquors received a retailer bonus of \$100,000!



WINNER WEDNESDAYS IN FULL SWING

8 Days a Week, Parkville

The Maryland Lottery is visiting select XCAP retailers this spring for a pilot winner awareness program called Winner Wednesdays. Lottery staff members give away a free scratch-off and T-shirt to players who show a winning ticket during the two-hour event. (Left to right) **Bobby Dasi**, **Jack Patel** and manager **Harry Chaudhari** of 8 Days a Week, 1700 Taylor Avenue, helped make the event at their store a success. Watch the Lottery website and its Facebook, Instagram and Twitter feeds for Winner Wednesday fun!



\$1 MILLION POWERBALL WIN

JJ's Tavern, Glen Burnie

Baltimore TV crews turned out in force to publicize the lucky store that sold the \$1 million second-tier *Powerball* ticket in the March 22 drawing. That honor went to Anne Arundel County retailer JJ's Tavern at 1018 1st Street. **Michael Nicolaides**, Lottery district manager, supplied the banner displayed for the media by owner **Joyce Clark**. The store earned a \$2,500 retailer bonus.

\$1 MILLION MEGA MILLIONS WIN

7-Eleven, Essex

7-Eleven store owner **Mary Weeta** and her staff sold the \$1 million second-tier *Mega Millions* ticket in the Feb. 25 drawing. She proudly displayed their winner's banner. The store, at 25 Eastern Boulevard, and an Arizona store sold the only two second-tier tickets for the drawing. 7-Eleven earned a \$1,000 retailer bonus.



BONUS CROSSWORD GETS GREEN LIGHT



We're expecting a smooth launch of the \$3 Bonus Crossword scratch-off on May 27, now that our team has completed extensive field tests of this extended play game.

Each instant ticket carries a unique code that entitles players with non-winning tickets to play a mobile version

on their smartphone or online on their personal computer, laptop or tablet. They can play for fun or for prizes. Prizes include instant ticket coupons valued between \$2 and \$20 and My Lottery Rewards points ranging from 10 to 200 points to be used within the player loyalty program.

Retailer Information Sheets are available from your district manager to guide you and your sales team. Be sure to instruct your employees to ask players if they know about the free Maryland Lottery mobile app, which is required to enjoy this ticket's extended online play.

Remember to alert players that the cash vouchers expire in 60 days and are good for one use only. Encourage them to redeem their voucher with you. Retailers get a 3 percent cashing commission on the amount of the voucher.

Questions? Talk with your district manager or email Retailer.report@maryland.gov.

WELCOME NEW RETAILERS

(FIRST QUARTER 2014)

REGION 1

Damascus BP, Damascus Geste Wine & Food, Bethesda Harris Teeter #384, Gaithersburg My Dollar & More, Gaithersburg Quick Stop Beer & Wine, Germantown Urban Market, Laurel Waterloo Shell, Ellicott City

REGION 2

American Legion Post 135, Perryville Bayside Foods, Rock Hall Cecilton Mini Mart, Cecilton Glen Burnie Gulf, Glen Burnie Quick Mart, Dundalk Rite Aid #2212, Baltimore South River BP, Edgewater

REGION 3

Cheers, Waldorf Eastport Shell, Annapolis Kenilworth Sunoco, Hyattsville Memo Market, Hyattsville 50/50 Grocery and Dollar Plus, Bladensburg 7-Eleven #36880, Suitland

REGION 4

Casa Mia's, Parkton Chicken Castle, Baltimore Dos Mundos, Baltimore Elite Wine & Spirits, Randallstown Miller Liquors, Baltimore Rite Aid #336, Baltimore Slide In Mart, Glen Burnie Valley BP, Owings Mills

MY LOTTERY REWARDS MEMBERSHIP GROWING

Are you aware of our My Lottery Rewards program? The player loyalty club keeps growing and has 50,000-plus members. Be sure to promote it with your players so they can earn loyalty points from their Lottery purchases. Tell them to sign up at mdlottery.com/rewards.



In February, **Margaret Hutto** of Silver Spring won a trip to Darlington Raceway through My Lottery Rewards to see the April Bojangles' Southern 500.

MEMBER BENEFITS

- Earn points to redeem for prizes in our online store, including digital downloads, electronics, tools, apparel and more.
- Redeem points for local business discounts.
- Enter exclusive promotions to win prizes such as a spring BBQ package or dream kitchen package.
- Enter exclusive second-chance drawings tied to games such as *Monopoly* and the *Orioles* scratch-off tickets.
- Play online games such as Slingo, slots, puzzles and more.

COMING NEXT ISSUE

- Ravens promotion
- Plans for keyless validation
- *The Walking Dead* scratch-offs

TOP FIVE SELLERS OF MONOPOLY BY REGION

(Jan. 27-March 31)

REGION 1

Soda Pop Shop #8, Baltimore
 Ballenger Creek Pike Exxon, Frederick
 Aspen Hill Lottery, Beer & Wine, Silver Spring
 House of Liquors, Westminster
 Rodman's Discount Store, Silver Spring

REGION 2

EZ Quick Food Mart, Pasadena
 Aberdeen Sunoco, Aberdeen
 Soda Pop Shop, Dundalk
 Edgewood Amoco BP, Edgewood
 White Marsh BP, Baltimore



REGION 3

Landover Hills Exxon, Landover
 Pantry 1 Food Mart, Annapolis
 Lucky's Superette, Odenton
 Langley Shop, Langley Park
 Holiday Liquors, Waldorf

REGION 4

Erdman BP, Baltimore
 J Convenience, Parkville
 E-Z Convenience, Towson
 8 Days a Week, Baltimore
 One Stop Convenience & Deli, Reisterstown

YOU ASK ... WE ANSWER!

RETAILER QUESTION: Why are the insert cards for the dispensers so big? I don't like taking the time to fold them to fit in my dispensers!

ANSWER: Save time and stop folding the inserts in half! This photo shows the correct and incorrect (bin #2 is incorrect) way to display the inserts. Follow these tips for sales success:



- **Show Color Codes:**

Display the insert to show the color-coded price point on the bottom of the card. Our players say this makes it easier to see all of the \$10 tickets, for example, at a glance.

- **Follow Fold Mark:** If you must fold the card because your dispenser is small, follow the printed direction on the card to "fold this section."

- **Keep Insert Cards:** When you sell out of a scratch-off, keep the insert card correctly placed in the dispenser when you restock.

Remember: Insert cards come in every book of instant tickets!

Have a question?
 Email Retailer.report@maryland.gov

ADVISORY MEETINGS RECAP

Did you miss our April Regional Advisory Board meetings? Look for a recap and photos in the July / August issue of the Retailer Report. Do you have a suggestion or concern to share? Email it to Retailer.report@maryland.gov. We look forward to hearing from you!

RacetraxTM BETTING CHANGES

Are your players still scratching their heads over changes to the popular *Racetrax* game? Effective April 21, we expanded the betting options and reduced our Trifecta base bet to 50 cents for box or wheel bets. Ask your district manager about new *Racetrax* betting guides and tabletop displays available for your store.

TYPE OF BET	MINIMUM BET	DESCRIPTION
EXACTA (New)	\$1	Pick two horses to finish in 1st and 2nd place in EXACT order.
Exacta Box (New)	\$2	Pick at least two horses to finish in 1st and 2nd place in ANY order.
Exacta Wheel (New)	\$2	Pick three or more horses to finish in 1st and 2nd place in EXACT order.
TRIFECTA (No change)	\$1	Pick three horses to finish in 1st, 2nd and 3rd place in EXACT order.
Trifecta Box (Revised)	\$3 (Was \$6)	Pick at least three horses to finish in 1st, 2nd and 3rd place in ANY order.
Trifecta Wheel (Revised)	\$1 (Was \$2)	Pick four or more horses to finish in 1st, 2nd and 3rd place in EXACT order.
SUPERFACTA (New)	\$1	Pick four horses to place 1st, 2nd, 3rd and 4th in EXACT order.
Superfacta Box (New)	\$2.40 (\$0.10 base bet)	Pick at least four horses to finish in 1st, 2nd, 3rd and 4th place in ANY order.
Superfacta Wheel (New)	\$1 (\$0.10 base bet)	Pick at least five horses to finish 1st, 2nd, 3rd & 4th in EXACT order.

NEW SCRATCH-OFFS



LAUNCH: MAY 27

- \$2 – Star-Spangled Cash (#156)
\$10,000 top prize
- \$3 – Bonus Crossword (#137)
\$30,000 top prize
- \$5 – Show Me the Money (#150)
\$50,000 top prize
- \$10 – Twisted Bingo (#151)
\$150,000 top prize

LAUNCH: JUNE 30

- \$1 – 21 (#148)
\$2,100 top prize
Doubler feature
- \$2 – White Ice 7s (#149)
\$7,777 top prize
Doubler feature
- \$5 – Hold 'Em Poker (#157)
\$100,000 top prize
- \$20 – \$1 Million Fortune (#158)
\$1 million top prize



SCRATCH-OFF WINNERS

\$1,000,000

Broadneck Exxon Annapolis Lucky 7's Game Book

\$250,000

Arundel Mills Exxon Hanover Club Casino
Royal Farms #095 Street Club Casino

\$150,000

Pegg Road Shell Lexington Park King Size Bingo

\$100,000

Taylor Ave Citgo	Baltimore	Metal Money Mania
Klein's Shoprite #548 (A)	Aberdeen	\$100,000 Richer
Spirits of Liberty	Frederick	Winner's Luck
White Oak Convenience Store	Silver Spring	Metal Money Mania
Orleans St. Citgo	Baltimore	Great Big Bingo
Wise Ave BP	Baltimore	Winner's Luck
Ken Mar Liquors	Prince Frederick	Green Streak
Royal Farms #022	Glen Burnie	Sparkling 7's
Hunt Valley On the Run	Cockeysville	10X Cash

\$77,700

Young Gourmet Olney Super Slots
Beer & Wine

\$50,000

Bud Liquors	Waldorf	Monopoly
Beckley's Country Store	Frederick	Get Rich
Aspen Hill Laundromat	Silver Spring	Get Rich
Royal Farms #148	Gambrills	Biggest Taxes Paid Ever
B-More Tobacco Store	Baltimore	Monopoly
Mini Stop	Baltimore	Hit the Jackpot
Milestone Sunoco	Germantown	Top Secret Cash
Riverside Market Place (C)	Frederick	Money Talks
Goshen Beer & Wine	Gaithersburg	Red Hot Riches

\$30,000

C & C Market Baltimore Rainbow Blackout Bingo
Liquor City Lanham Hearts Are Wild Tripler

\$25,000

Harford Convenience Baltimore Champions

\$24,000

7-Eleven #33266 (B) White Marsh 24 Karat Cash

\$20,000

BJ's Wholesale Club #072	Waldorf	High Card
7-Eleven #25450	Baltimore	Spades
BJ's Wholesale Club #060	Columbia	Spades
Geresbecks #702	Baltimore	20 Grand Fortune

\$20,000 Continued

Rt 40 BP Baltimore High Card
Value Dollar Hyattsville High Card

\$10,000

Hampton Mall Exxon	Capitol Heights	10X Cash
Ridgely Liquors	Lutherville	Platinum Crossword
Mike's Corner	Preston	\$10 Tech the Halls
Linthicum Market (D)	Linthicum	Get Rich
Giant #141	Glen Burnie	10X Cash
Royal Farms #067	Glen Burnie	10X Cash
Royal Farms #174	Eldersburg	10X Cash
Soda Pop Store	Dundalk	Green Streak
Pulaski Auto Service	Baltimore	Wild Cherries
Baden Grocery	Brandywine	Hit the Jackpot
Glenmont Beer & Wine	Silver Spring	Great Big Bingo
7-Eleven #39546	Randallstown	Green Streak
Vlami's Liquors	Elkton	10X Cash
Normandy Wine & Spirits	Ellicott City	Metal Money Mania
2000 Liquors	Lexington Park	Winner's Luck
Walnut Hill Exxon	Gaithersburg	10X Cash
Harbor Inn Mini Mart	Crownsville	10X Cash
Country Spirits	Cascade	Club Casino
Lakeside Beer & Wine	Gaithersburg	10X Cash
Derwood Beer, Wine & Deli	Derwood	Metal Money Mania
TJ's Market	Salisbury	Get Rich
Giant #108	Baltimore	Money Multiplier
Royal Farms #174	Eldersburg	Lucky Millionaire
7-Eleven #11550	Bowie	For the Love of Money
Lime Tree Liquors	Baltimore	Great Big Bingo
North Plaza Liquors	Baltimore	Green Streak
Suitland Road Chevron	Morningside	\$100,000 Richer
Potomac Express Market Deli	Potomac	Double Dollar Fortune
Langley Shop	Langley Park	Sweethearts
Tempo Lounge	Baltimore	King Size Bingo
Odenton Liquors	Odenton	Metal Money Mania
Vienna Food Mart	Vienna	Triple Win
Walther Liquors	Nottingham	Winner's Luck
Lucky's Deli & Market	Glen Burnie	Great Big Bingo
Giant #152	Silver Spring	Lucky Millionaire
Shamrock Liquors	Baltimore	Rainbow Blackout Bingo
Airport Shell	Baltimore	10X Cash
Best Price Market	McCoole	Lucky Millionaire
Quick Save Mart & Citgo	Laurel	\$100,000 Richer
Captain Sam's Liquors	Bushwood	Lucky Millionaire