

MARYLAND LOTTERY RETAILER REPORT







A newsletter for Maryland Lottery retailers

JULY/AUGUST 2014

NEW RETAILER BONUS PLAN IN PLACE

Great news, retailers! Effective July 1, we launched our new bonus program to reward sellers of select top-tier winning scratch-offs. The program also increases or establishes bonuses for sellers of winning tickets in five terminal games.

The chart outlines bonuses by game. For information, talk with your district manager or email retailer.report@maryland.gov.

GAME	FOR SELLING	PREVIOUS BONUS	NEW BONUS
	Jackpot	1/10th of 1% of jackpot*	No change
	2nd Tier with Powerplay	\$5,000	No change
	2nd Tier	\$2,500	No change
	Jackpot	1/10th of 1% of jackpot*	No change
	2nd Tier with Megaplier	\$2,500	\$5,000
	2nd Tier	\$1,000	\$2,500
	Jackpot: More than \$1 million	1/10th of 1% of jackpot*	No change
	\$500,000 - \$1 million	\$1,000	No change
	Top-tier Ticket		
	\$50,000	\$250	\$500
	Winning tickets over \$10,000	None	1% of prize value
	Top Prize: \$20,000 - \$99,000	None	1% of prize value
	\$100,000 - \$1 million	None	\$1,000
	More than \$1 million	None	1/10th of 1% of prize value

* Maximum bonus: \$100,000. Shared jackpots determine shared bonus amounts.

LET'S GO RAVENS

Kick your fall scratch-off sales into high gear! Rally your team for the July 28 launch of the \$5 Ravens Cash Fantasy scratch-off and second-chance promotion.

We modeled the ticket's prize-tier strategy after that of our successful 10x Cash scratch-off. By setting the top prize for winning scratch-offs at \$5,000, we allow the 160 top-tier winners to cash their ticket at Expanded Cashing Authority Program (XCAP) retailers. XCAP retailers benefit by earning a 3 percent cashing commission on each ticket. See page 5 for more. Ask your district manager about our Ravens bonus program.

CONTENTS

My Lottery Rewards Update	3
Q&A on Debit Cards	4
New Terminal Promotions	5
Retailer Roundup	6

RETAILER SPOTLIGHT



Brothers Vipul (right) and Kamlesh Patel have turned Normandy Wine and Spirits in Ellicott City into a top Lottery retailer. See page 7.

RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

mdlottery.com
retailercorner.mdlottery.com
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.

MARYLAND LOTTERY AND GAMING CONTROL AGENCY

Stephen Martino, *director*
Al Ringgold, *director of sales*

Retailer Report Contributors
Debbie McDaniel-Shaughney, *editor*
L. Sobon, *graphic design*

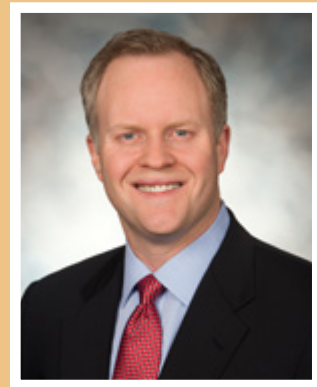
Connect with us:



DIRECTOR'S MESSAGE

I am pleased to announce that the Maryland Lottery is teaming up with the Baltimore Ravens for a sixth consecutive year. As you will read in this issue, the *Ravens Cash Fantasy* scratch-off and second-chance promotion has returned to our lineup. We are looking forward to the upcoming season with the Ravens.

To learn about upcoming products and promotions, retailer news and more, please take the time to visit the newly launched Maryland Lottery Retailer Corner at retailercorner.mdlottery.com. The site serves as an easy way to stay up to date on the latest product offerings.



Stephen Martino

SLEVIN LEADS ITLM OUTREACH

Our new corporate accounts manager for veterans' service organizations is **Tom Slevin**, who got his start at the Lottery nearly nine years ago in Sales as district manager of a Prince George's County territory. His assignments included routes covering Anne Arundel, Harford, Howard and Montgomery counties; Southern Maryland and Eastern Shore retailers.

Slevin is the main point of contact for the Lottery's Instant Ticket Lottery Machine (ITLM) program. These modern gaming vending machines have a spinning video reel animation similar to that of casino slot machines. Use of the equipment in Maryland is restricted to veterans' service organizations.



WELCOME NEW XCAP* RETAILERS

April 1 - June 1

REGION 2

Post Road Liquors, Havre de Grace
Soda Pop Store, Dundalk

REGION 3

Ace Food Mart, Landover
Al's Beer & Wine, Oxon Hill
Best 1 Food, Lanham Seabrook
Bowie Exxon, Bowie
Brentwood Sunoco, Brentwood
Callaway Sunoco, Callaway
Central Exxon, Capitol Heights
Charles Station, Waldorf

Chesapeake Market Citgo, Annapolis
Country Place, Bryans Road
DJ One Stop, Mechanicsville
Glen Burnie Mobil, Glen Burnie
Hi's Food Market, Suitland
Hughesville Sunoco, Hughesville
Mead's Liquors, Oxon Hill
Pincus, Brentwood
Ranch Liquors, Lusby
Seat Pleasant BP, Seat Pleasant
Southern Potomac Shell, Fort Washington
450 Shell, Bladensburg

* Expanded Cashing Authority Program

RETAILER SPOTLIGHT: NORMANDY WINE AND SPIRITS



Brothers **Vipul** and **Kamlesh Patel** co-own and operate their XCAP Lottery retail store seven days a week. Partner and brother-in-law **Kamlesh Amin** helped set up the business in 2006.

Two brothers who began helping their father in his successful retail operation at age 16 have traveled around the world and full circle in their careers. Today, the engineers own and operate their own popular retail business, Normandy Wine and Spirits at 8450 Baltimore National Pike in Ellicott City.

Siblings **Vipul Patel** of Hanover and **Kamlesh Patel** of Ellicott City grew up in India, where they earned degrees in chemical engineering and mechanical engineering, respectively. Vipul immigrated to America 22 years ago to work in his field. Kamlesh devoted 18 years to work in the public sector and his older brother Vipul worked 14 years in the private sector.

PATEL BROTHERS' SUGGESTED BEST PRACTICES

- “When our customers try to cash winning tickets up to \$5,000, one of the partners is at the store to cash the ticket,” Vipul said. “We do not want any of our customers to make a second trip so they can always count on our availability.”
- Empty dispensers the day new scratch-offs are due to arrive so you can quickly activate the tickets and display them for sale. “We open three to four books for the same game in four different dispenser bins to grab more attention,” he said.
- Let players know what day new scratch-offs will arrive if you unexpectedly sell out of a popular game and can quickly reorder books.
- Celebrate winners by displaying recent winners’ scratch-off and terminal tickets on a winner awareness wall or board. “We get big winners every week,” Vipul said.

When Vipul experienced a job layoff, he switched career gears. He and brother-in-law **Kamlesh Amin** of Glen Burnie, who is married to Vipul’s sister Trusha, bought the 4,200-square-foot store in 2006.

The Great Recession was just a year away from rocking the U.S. economy. Yet, unlike many Maryland retailers, Normandy Wine and Spirits thrived. When the anchor store at the Normandy Shopping Center closed and nearby stores followed suit, Vipul worked harder and smarter. His brother Kamlesh immigrated to America in June 2008 and became a working partner in the store. Kamlesh Amin continued as a nonworking partner.

“Quality work and hard work always pays off in business,” Vipul said. “100 percent customer satisfaction is our number one goal.”

They applied best business practices in Maryland Lottery and liquor store sales, drawing on knowledge gained at their father’s store and as American customers. For example, they built a loyal customer base by providing individual attention. They cater to special requests for products and know customers by name. The family men have few employees, preferring instead to have at least one owner and usually both of them on site seven days a week.

They have also expanded their Lottery offerings. The previous store owner had one Lottery terminal and sold about a dozen scratch-off games. The Patel brothers increased to two Lottery terminals and 70 scratch-offs while adding an Instant Ticket Vending Machine with 24 games for those preferring self-service.

“This gave a vast choice to customers,” Vipul said. “We also added *Keno* and *Racetrax*.”



Vipul Patel built frames around the Lottery terminals to hold waterfall displays of scratch-offs so customers can easily interact with the cashier. **Kamlesh Patel** mans the terminal.

For the rest of the story, visit the Maryland Lottery Retailer Corner website online at retailercorner.mdlottery.com/retailer-report.

RETAILER ROUNDUP

WINNER WEDNESDAYS: A SOCIAL MEDIA HIT

Our Facebook fans LOVE Winner Wednesdays at area retailers. Posts and photos are receiving hundreds of views and player interactions. We've expanded the program statewide. Our Sales team selects two retailers to host an event each month; visit mdlottery.com/events to see where we'll show up next. Retailers must have a high-volume cashing site to qualify. Ask your district manager for details.



Oops! Our last issue featured trio **Andy Patel**, **Monty Patel** and **Chris Patel** from the Soda Pop Shop while the cutline featured (left to right) **Bobby Desai**, **Jack Patel** and manager **Harry Chaudhari** of 8 Days a Week.



Retailer **Neil Desai** and Lottery District Manager **Sherise Rascoe** display the banner on the building.

\$1 MILLION POWERBALL WIN

Telegraph Liquors, Severn

This Anne Arundel County retailer was one of three U.S. sites that sold a \$1 million second-tier winning ticket in the April 23 *Powerball* drawing. Through June 27, Maryland had six \$1 million second-tier *Powerball* wins. For making the sale, the store at 7741 Telegraph Road in Severn received a \$2,500 retailer bonus.

\$775,000 MULTI-MATCH WINNER

Pimlico Check Cashing, Randallstown

Congratulations to this retailer for selling the top *Multi-Match* winning ticket to date for 2014! The store at 3538 Brenbrook Drive sold a \$775,000 jackpot-winning ticket for the April 14 drawing. The anonymous winner, a retired banker, took the cash option of \$525,000. The Region 4 retailer in Lottery District Manager **Vanessa Fountain's** territory earned a \$1,000 bonus for making the lucky sale.



Store manager **Diane Parker** poses with the Lottery banner.

JOIN US FOR MARYLAND STATE FAIR FUN



2013 Maryland State Fair retailer **Raj Patel**.

Visit our booth at the Maryland State Fair Aug. 22-Sept. 1. We're launching statewide sales of *The Walking Dead* scratch-off at the fair while also promoting the *Ravens Cash Fantasy* ticket and second-chance contest. Stop by the Exhibition Hall to say hello, spin the prize wheel and take home a Lottery prize! Watch the *Pick 3/Pick 4* evening drawing live from the fair on Friday, Aug. 22. Celebrate Maryland Lottery Day on Saturday, Aug. 30 with live music and Lottery winners. Hope to see you there!

MY LOTTERY REWARDS UPDATE

ORIOLES DRAWINGS A HIT

(Enter through Aug. 4 & Sept. 1)

Play ball with our second-chance drawings to become an Orioles Contestant of the Game or win a trip for two to a World Series game. Contestants of the Game get \$500 right off the bat and \$500 for every home run hit by an Orioles player in that game. The three-day, two-night trip to the World Series includes transportation and accommodations. Enter non-winning *Orioles* scratch-offs now through Aug. 4 and Sept. 1 for two Contestant of the Game drawings and through Sept. 1 for the World Series drawing.



WIN A HOME THEATER WITH HDTV

(Aug. 4 - Sept. 14)



Players can upgrade their movie and TV viewing experiences through our Home Theater Package promotion. Win a 55-inch 3-D HDTV, 3-D wireless Blu-ray player, Bose home entertainment system and Lane theater seating. The drawing is Sept. 15.

REMODEL KITCHEN APPLIANCES

(Enter through Aug. 3)

Tell players to get cooking with our Frigidaire Kitchen Appliance Package promotion. Enter 25 rewards points into the Aug. 4 drawing for two packages of a stainless steel side-by-side refrigerator, range, dishwasher and microwave.



WELCOME NEW RETAILERS

(SECOND QUARTER 2014)

REGION 1

Greene Turtle Columbia, Columbia
La Mexicana, Gaithersburg
MDBEP #159 Snax, Rockville
One Stop Food Mart, Frederick

REGION 2

Bushmill Tavern, Abingdon
Eastport Shell, Annapolis
Edgewood Sunoco, Edgewood
Fullerton Pub & Liquors, Perry Hall
Madison Bay, Madison
Main Street Supermarket and Deli, Marydel
Maryland House Sunoco A Plus, Aberdeen
Reds Wine and Spirits, Kingsville
Royal Farms #183, Pasadena
S&S Mini Mart, Baltimore
Szechuan Inn, Severna Park
The Depot @ Barclay Station, Barclay

REGION 3

Express Liquors, Huntingtown
Marley News Stand Store, Glen Burnie
Quarterfield Liquor, Glen Burnie
Ritchie BP, Capitol Heights
Rite Aid #3799, Suitland
Shady's, Shady Side
Stoney's Seafood House, Prince Frederick
T.J. Beer, Wine and Liquors, Takoma Park
Urban Market, Fort Washington
7-Eleven #22281, Fallston
7-Eleven #35739, Landover Hills

REGION 4

Charles Village Dollar Plus, Baltimore
GH Traders, Baltimore
Greene Turtle Federal Hill, Baltimore
Harris Teeter #392, Baltimore
Kiwi Supermart, Baltimore
Kwikie Mart, Baltimore
Maria's Market Place, Baltimore
Mission Place Pharmacy, Jessup
Nursery Road Shell, Linthicum
Perring Sunoco, Parkville
QSUB, Baltimore
Royal Farms #191, Hunt Valley
Sam's Deli & Grocery, Gwynn Oak
Tobacco Barrel #307, Baltimore
7-Eleven #36487, Baltimore

GREAT RETAILER TURNOUT AT SPRING MEETINGS

More than 150 Lottery retailers in five cities joined our spring Regional Retailer Advisory Board meetings to learn about new scratch-offs, player promotions, draw game enhancements and retailer programs. **John Martin**, the Lottery's assistant director, and staff members traveled the state in April to interact with store owners and managers.

"These are challenging times for all retailers," Martin said. "We conduct these meetings so retailers get a preview of what's coming to their stores in the next six months. In addition, we seek input on new game concepts, possible promotions and programs."

Follow-up surveys show retailers strongly in favor of continuing these meetings. To join the invitation list for the October sessions, alert your district manager or email retailer.report@maryland.gov.



The meeting at College Park drew a crowd.

YOU ASK ... WE ANSWER!

Debit Cards

RETAILER QUESTION: My Lottery customers want to pay for their scratch-offs using a debit card. Why must they pay cash?

ANSWER: Maryland state law requires retailers to accept only cash payments for Lottery products. This means that players cannot pay using a debit card, credit card or check. Also, store clerks must ring up transactions for Lottery games separately from those for non-Lottery products such as gas, beer or food. If you have questions, ask your district manager or email retailer.report@maryland.gov.

Have a question?

Email retailer.report@maryland.gov

ORIOLES BONUS PROGRAM ENDS JULY 12



Wondering who won each week in our "Hit it out of the Park" Retailer Bonus Program?

Check out bit.ly/1jRHlsa. After the program ends July 12, we will pick three lucky retailers to win a \$1,000 grand prize and two \$500 second-place prizes. The final drawing takes place during the week of July 14-18. Check online at the Retailer Corner at mdlottery.com/retailercorner to see who wins these top prizes!

TOP FIVE SELLERS OF ORIOLES TICKETS BY REGION

(March 21 - May 18)

REGION 1

Soda Pop Shop #8, Baltimore
Rodman's Discount Store, Silver Spring
7-Eleven #23666, Silver Spring
29 Convenience Mart, Silver Spring
House of Liquors, Westminster

REGION 2

Soda Pop Shop, Dundalk
EZ Quick Food Mart, Pasadena
Royal Farms #021, Baltimore
Newstand, Nottingham
Rosdale Shell, Baltimore

REGION 3

Pantry 1 Food Mart, Annapolis
Landover Hills Exxon, Landover
Lucky's Superette, Odenton
Fifth Avenue Liquors, Glen Burnie
Quik Mart, Annapolis

REGION 4

J Convenience, Parkville
Erdman BP, Baltimore
E-Z Convenience, Towson
8 Days a Week, Baltimore
Maiden Choice Liquors, Baltimore

RAVENS' SEASON PREDICTION? SOARING SALES!

We've got a sure top-selling ticket launching July 28. Highlights of this \$5 *Ravens Cash Fantasy* instant ticket and its second-chance promotion include:

SCRATCH-OFF WINNERS:

- More than \$10 million in total prizes.
- 160 top prizes of \$5,000.
- More than 28,000 prizes between \$50-\$500.

NON-WINNERS:

Players enter codes from non-winning scratch-offs into *My Lottery Rewards (MLR)* to earn loyalty rewards points. Win *Ravens Cash Fantasy* prizes in two ways:

- Enter the Ravens Cash Fantasy second-chance contest:
 - Six monthly drawings for Ravens-themed prizes and cash: **Aug. 26, Sept. 23, Oct. 21, Nov. 18, Dec. 16, Jan. 20.**
 - More than \$260,000 in cash prizes of \$50,000 (three prizes), \$10,000 (five prizes cash only), \$10,000 (six prizes to seats for 20 years finalists).
 - Ravens-themed prizes include:
 - Season tickets for 20 years.
 - Away trip on team plane (10 pairs for Dec. 7 Miami Dolphins game).
 - Season tickets plus parking (one pair for 2014, nine pairs for 2015).
 - Five game-day packages (four game tickets plus one jersey plus parking).
- Enter rewards points into *Points for Drawings* for five game-day packages (four game tickets plus one jersey plus parking).

NEW TERMINAL PROMOTIONS

SUMMER **Keno**. SPRINKLER (June 30 - Aug. 3)

Randomly doubles or triples prizes for those playing *Keno*, *Keno Bonus*, *Keno Super Bonus* and *Packaged Keno to Go*.

Racetrax \$6 FOR \$5 (Aug. 18 - Sept. 7)

Offers a \$1 discount on \$6 purchase, \$2 discount on \$12 purchase with a maximum discount of \$5 on a \$30 purchase.

FINAL CLAIM DATE: JULY 17

- \$1** – Fast 50s (#954)
Summer Fun (#985)
- \$2** – Bonus Bucks (#948)
Cashword (#981)
- \$3** – Fruit Twist Crossword (#908)
- \$5** – Tax-Free \$50,000 (#968)
7x the Money (#970)
- \$10** – Diamonds (#942)
Double Cash (#951)

NEW SCRATCH-OFFS

LAUNCH: JULY 18

\$5 – Monopoly (#179)
\$50,000 top prize

LAUNCH: JULY 28

\$2 – Hit \$20,000 (#160)
\$20,000 top prize

\$3 – Cash Lines (#161)
\$30,000 top prize

\$5 – Ravens Cash Fantasy (#162)
\$5,000 top prize (160 prizes)
Second-chance drawings include \$50,000, game-day packages and season tickets for 20 years.

\$5 – Bingo Times 10 (#171)
\$50,000 top prize

\$10 – Jackpot! (#163)
\$100,000 top prize

LAUNCH: AUG. 22 (STATE FAIR)

\$2 – The Walking Dead (#159)
\$10,000 top prize

LAUNCH: AUG. 25

\$1 – Quick Cash (#165)
\$1,000 top prize

\$5 – Get Lucky (#164)
\$50,000 top prize

\$10 – Emerald Riches (#170)
\$100,000 top prize





SCRATCH-OFF WINNERS

\$1,000,000

AJ & Shawn Sunoco	Eldersburg	Hit the Jackpot
One Bay Area Mart	Curtis Bay	Lucky 7s Game Book

\$100,000

Asian Supermarket	Rockville	Great Big Bingo
Boss Cash	Baltimore	Sparkling 7s
Southern Liquors	Solomons	Metal Money Mania
Woodlawn Shell	Baltimore	\$100,000 Richer

\$77,700

Cheema Brothers BP	Baltimore	Super Slots
--------------------	-----------	-------------

\$60,000

ABC Liquors	California	Orioles
Auth Road Shell	Suitland	Orioles
Rolling Road BP	Woodlawn	Orioles

\$50,000

Donut Connection	Lexington Park	Monopoly
Global Liquors	Baltimore	Deluxe Cash Crossword
Hillcrest Beer & Wine	Frederick	Deluxe Cash Crossword
Luckie's Market	Severn	Double Dice
Muddy Branch Beer & Wine	Gaithersburg	Top Secret Cash
Olney Shell	Olney	Monopoly
Quick Save Mart	Annapolis	Red Hot Riches
Thirsty Wine & Spirits	Oxon Hill	Money Multiplier (D)
Twin Beach Convenient Mart	Chesapeake Beach	Biggest Taxes Paid Ever

\$40,000

Olney Shell	Olney	Prize Line Bingo
-------------	-------	------------------

\$30,000

Apple Tree Liquors	Baltimore	Rack up the Cash
Chris Liquor & Grill	Baltimore	Rainbow Blackout Bingo
Leeds Liquors	Baltimore	Hearts are Wild Tripler
Metro Coffee Convenience	Rockville	Rainbow Blackout Bingo (A)
Post Road Liquors	Havre de Grace	Fire and Ice Multiplier

\$24,000

Bristol Liquors	Baltimore	24 Karat Cash
-----------------	-----------	---------------

\$20,000

MDBEP #005 Gene's Snack Bar	Baltimore	High Card
Value Dollar	Hyattsville	Spades
Walnut Hill Exxon	Gaithersburg	20 Grand Fortune

\$10,000

A&B Discount Mart	Baltimore	Great Big Bingo
Aberdeen Getty	Aberdeen	10X Cash
Battleview Market	Sharpsburg	Club Casino
Belby Discount Beer & Wine	Rockville	10X Cash
Bloomington Quick Mart	Federalsburg	King Size Bingo
Bossy's Liquors	Upper Marlboro	10X Cash
Callaway Sunoco	Callaway	10X Cash
Canton Citgo	Baltimore	10X Cash
Crabtowne USA	Glen Burnie	10X Cash
Curly's Liquors	Baltimore	Sweethearts
Dash In #13531	Charlotte Hall	Get Rich
Earl's Super Liquors	Oxon Hill	10X Cash
E-Z Quick	Bel Air	Deluxe Cash Crossword
Festival Major Liquors	Frederick	Double Dollar Fortune (B)
Food Lion #0784	California	\$100,000 Richer
Fred's Liquors	Charlotte Hall	10X Cash
George's Liquors	Baltimore	10X Cash
Giant #117	Baltimore	Deluxe Cash Crossword
Giant #346	Frederick	10X Cash
Goshen Beer & Wine	Gaithersburg	Star Spangled Cash
Hunt Valley Shell	Cockeysville	Hit the Jackpot
Kettering Liquors	Upper Marlboro	Club Casino
Le International Market	Wheaton	Hit the Jackpot
Marshy Creek Liquors	Grasonville	Money Multiplier
Martin's #307	Eldersburg	Hit the Jackpot (C)
MP-Washington Chevron	Gaithersburg	\$100,000 Richer
Northway Liquors	Millersville	Lucky Millionaire
Quik Mart	Annapolis	Lucky Millionaire
Quik Way	Salisbury	10X Cash
Royal Farms #113	Finksburg	Sweethearts
Royal Farms #140	Owings Mills	Lucky Millionaire
Shop Rite Liquors	Takoma Park	10X Cash
Smitty's Fine Wine & Spirits	Fallston	Great Big Bingo
Sun Grocery	Baltimore	10X Cash
Tantallon Exxon	Fort Washington	10X Cash
To To Mini Mart	Baltimore	10X Cash
Troy Farms Liquors	Elkridge	10X Cash
Whisker's Bar & Grill	Berlin	Hit the Jackpot
Woodmont Market	Bethesda	Metal Money Mania
24 Express	Oxon Hill	Hit the Jackpot
7-Eleven #22569	Baltimore	Double Dollar Fortune
7-Eleven #33234C	College Park	10X Cash