

MARYLAND LOTTERY RETAILERREPORT

A newsletter for Maryland Lottery retailers

SEPTEMBER/OCTOBER 2014

NEW NATIONAL DRAW GAME COMING OCT. 19

Get ready for a flood of new Lottery players to your store! We're bringing the *MONOPOLY Millionaires' Club*™ to Maryland in October.

The Maryland Lottery and Gaming Control Agency is among more than 20 U.S. lotteries launching the new \$5 terminal game on Friday nights. We're also participating in an associated one-hour prime time weekly game show that starts in February.

WIN THREE WAYS:

- Match the numbers drawn to win the top prize of \$15 to \$25 million.
- When the top prize is hit, win one of the many \$1 million Millionaires' Club prizes. The game offers 10 \$1 million prizes to start. The number jumps by two each time the top prize rolls. When the top prize is \$25 million, additional funds spill over into more \$1 million prizes.
- Win a second-chance drawing for a five-day, four-night trip to Las Vegas for the chance to win on the TV game show.



Ticket sales begin **Oct. 19** with the first weekly drawing at 11:15 p.m. Friday, **Oct. 24**. Your district manager will offer on-site training to you and your clerks. See the Q&A on **page 4** for information on how to get your store ready and for more game details.

HIGHLIGHTS

- **TOP-PRIZE GAME:** Prize starts at \$15 million and, if not hit, rolls to \$18 million, \$21 million and a final fourth roll to \$25 million.
- **OVERALL ODDS OF WINNING:** 1 in 10.
- **GAME SHOW:** At least three Maryland players will appear in each TV audience. One Maryland player is guaranteed to play on the locally broadcast game.
- **WINNING TICKET BONUS:** Sell this ticket and get a bonus of 1/10th of 1% of the top prize (\$25,000 for \$25 million top prize, for example).

RETAILER SPOTLIGHT



Wheaton's oldest continuously operating business is Elbe's Beer & Wine, which is also one of the Lottery's original retailers. Parents Miriam and Willie Bobrow (center), now ages 82 and 93, have passed on the store's day-to-day operations to sons Andy and Jeff (left). This 2011 photo was taken during the celebration of the store's 60th anniversary. See page 7.

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RETAILER REPORT

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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

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DIRECTOR'S MESSAGE

I am pleased to announce that *MONOPOLY Millionaires' Club™* is coming to Maryland in October. This is an exciting addition to our game lineup that we hope will quickly become a new player favorite. For a detailed breakdown of the new game, review the front page of this issue and page 4 or visit mdlottery.com in October for more information.

As mentioned in the last issue of Retailer Report, the Maryland Lottery Retailer Corner is a great resource for learning about the latest products and promotions, retailer bonus programs, order sheets, SalesMaker information and more. You can access the website at retailercorner.mdlottery.com.

Stephen Martino



O'CONNOR WINS DISTRICT MANAGER OF THE YEAR HONORS

The Frank E. Hemberger 2nd Annual District Manager of the Year Award went to **John O'Connor** of Region 1 in recognition of his outstanding on-the-job performance, leadership and dedication.

The 13-year Lottery employee worked in corporate Lottery sales in Anne Arundel County before a territory reassignment matched him with Frederick County retailers. He's focused on helping them succeed for the last decade. The Reisterstown resident received his award at the Lottery's July Sales Division meeting.

His favorite part of the job? "Being a part of a great team and working with retailers," he said.

"John has been my go-to person," said **Valarie Blackwell**, regional manager, noting that he served as the lead person in her region on new initiatives. "He employs best practices at every location I visit. He also ended the fiscal year with a 2.3 percent increase in instant sales in



District Manager **John O'Connor** (center) is joined by **John Martin** (left), assistant director for lottery, and retiree **Frank Hemberger**.

his territory. John is a hard worker and a dedicated employee."

Before he joined the Lottery, John worked in retail for two decades as manager of a convenience store and a grocery store. He is a two-time winner of the Lottery's Sales Rep of the Quarter Award.

Also nominated for the award were district managers **Van Daniels**, Territory 41, Region 4; **Scott Kershow**, Territory 26, Region 2; and **John Mandley**, Territory 39, Region 3.

RETAILER SPOTLIGHT: ELBE'S BEER & WINE



Co-founder Willie Bobrow at work.
(1950s photo)



Andy (left) and Jeff Bobrow run the
Montgomery County store.

Entering the two-story building that houses Elbe's Beer & Wine in Wheaton is like stepping back in time. Adjacent to busy Wheaton Triangle, the original structure built in 1947 at 2522 University Boulevard existed in a rural community with grassy lots for neighbors.

Today, the 2,250-square-foot retail operation that was founded by the Bobrow family in 1951 is surrounded by businesses, homes and a major thoroughfare for Wheaton's more than 48,000 residents. The store interior still exudes old-time charm in spite of the modern refrigeration units, security cameras and flatscreen monitors displaying the Maryland Lottery *Keno* and *Racetrax* games.

"We took the business to a new level," said **Andy Bobrow** of Silver Spring, who with his brother **Jeff** of Rockville is the second generation in the family meeting Wheaton residents' need for Maryland Lottery games, beer and wine.

Elbe's is Wheaton's oldest continuously operating business. One of the Lottery's original retailers and an original Agent Plus store, Elbe's at one point cashed so many winning scratch-offs and terminal tickets it became the 8th largest Agent Plus store in the state, Andy said. He has worked in the business founded by his parents for 36 years. (Agent Plus stores in 2014 were renamed Expanded Cashing Authority Program stores able to cash winning tickets up to \$5,000.)

The friendly Bobrow brothers play a big role in Elbe's charm, as noted by rave reviews on Yelp and Facebook. They also give the neighborhood store a happy, small-town feel.

"We have an older-based clientele," Andy said. "The mom and dad shopped here and now the daughters and sons are shopping here. We get to know them really well."

Customers who saw the brothers grow up know them well, too, and enjoy stopping in to make a purchase and say hello.

"I've been working here since I was 14 years old," Jeff said. He has devoted 41 years of his career to Elbe's.

Andy is the mastermind behind the store's eclectic mix of old and new. A stepping-stone pattern of colorful alcohol and Lottery product decals covers time-polished tile floors. Decades-old beer and alcohol advertising fliers and signs coat the walls in the store foyer. Towering shelves are neatly lined with dust-free bottles of wine, brews and boxed products. The Lottery stay-and-play counter is also spotless and well stocked.

"As a business, the wine and beer pays the bills," Andy said. "The Lottery is your bread and butter."

For the rest of the story, Elbe's best practices and more photos, visit retailercorner.mdlottery.com.



The well-known Elbe's truck could carry 65
kegs of beer. (1980s photo)



The Bobrow brothers update the daily
numbers by hand.



Elbe's promotes its \$250,000 Mega
Millions win with multiple banners.

RETAILER ROUNDUP

SALESMAKER CLASS OF 2014 TAKES SHAPE

Wheaton Winery, Silver Spring



Among the participating stores is Wheaton Winery at 2211 West University Boulevard in Silver Spring. **Soeung Keth** awaits customers at the newly redesigned store.

Store makeovers for the SalesMaker Class of 2014 are wrapping up around the state as the Lottery adds about 120 retailers to the visual merchandising program. Now in its third year, SalesMaker continues to boost retailers' sales and revenue. In all, 490 locations are SalesMaker members.

Last year, sales at 2013 SalesMaker stores were up 2.5 percent for the fiscal year through May 31 in contrast to a statewide dip in sales during that period. For SalesMaker information, visit the Retailer Corner at mdlottery.com and click on the SalesMaker tab.



Retailer **Johnny Keth** welcomes customers at the busy shop.

LAUREL RETAILER ACCOMPANIES WINNER

Laurel Lakes Liquors, Laurel



Sabhash Khatri poses with the winner's check.

What's just as fun as selling a \$1 million winning *Lucky Millionaire* scratch-off? Getting to accompany your customer to Maryland Lottery headquarters in Baltimore and see the winner claim his prize! Laurel Lakes Liquors manager **Sabhash Khatri** joined the winning Washington, D.C. metro worker at headquarters in June. The camera-shy winner declined a photo but Sabhash agreed to pose with a winner's check showing his store sold the top-prize scratch-off.

\$1 MILLION POWERBALL WIN

Happy 40 Liquors, Elkton

Happy days for Happy 40 Liquors! A \$1 million second-tier winning *Powerball* ticket came from this retailer at 600 E. Pulaski Highway in Elkton. The retailer receives a \$2,500 bonus from the Lottery for selling the ticket.

Lottery District Manager **Scott Kershow** brought a Lottery banner to the store to display on the building's exterior to promote the lucky Lottery store.



Store manager **Raj Patel**, with his winning store banner.

MY LOTTERY REWARDS UPDATE

RAVENS' DRAWINGS UNDERWAY

Enter by Sept. 22

Remind your players to enter non-winning *Ravens Cash Fantasy* scratch-offs into our second-chance contest to win great prizes like season tickets for 20 years! Entry deadlines are **Sept. 22, Oct. 20, Nov. 17, Dec. 15** and **Jan. 19**. Learn more at mdlottery.com/ravens.

For even more chances to win Ravens tickets, players can visit *My Lottery Rewards* and enter 25 points into our Points for Drawings contest. We'll give away Ravens Game-Day packages vs. the San Diego Chargers or a 2015 season opponent. Learn more at mdlottery.com/rewards.

HO! HO! HO! WIN MERRY MOOLAH

(Oct. 13-Jan. 22)

Players can instantly win up to \$100,000 with our holiday scratch-offs and even more merry moolah through our second-chance drawings. We're giving away a total of \$250,000 in four drawings. Players can try to win 20 \$10,000 prizes and one \$50,000 prize.

Enter any \$10 combination of non-winning, holiday-themed tickets into *My Lottery Rewards* to qualify. Entry deadlines are **Nov. 2, Nov. 23, Dec. 21** and **Jan. 22**. Learn more in October at mdlottery.com/holiday.

ADD MY LOTTERY REWARDS TO SALES TOOLS

Promote membership in *My Lottery Rewards* when you sell terminal games and scratch-offs as being a secret to winning the Lottery's biggest giveaways! Players can collect points, get prizes and enter exclusive drawings. Registration is easy and free. New members get 250 free rewards points when they sign up.

All games are now eligible including winning and non-winning terminal game tickets plus non-winning scratch-offs. Exclusive prizes include Ravens' game tickets, a home theater package and more! Not familiar with this player loyalty program? Visit mdlottery.com/rewards.

PLAYERS CAN SELF-SCAN TICKETS

Good news, retailers, keyless ticket validation is officially here! This innovation will free up your store clerks from the task of manually keying in a string of numbers from scratch-offs to verify winners. The days of manual entry are over!

In response to your requests, the Lottery began adding a square QR code to new scratch-offs this spring. Here are the basics:

- **QR CODE LOCATION:** The code location varies by ticket. It is hidden beneath the scratch-off overlay. New tickets have a "Prize Check" callout. Have players scratch the entire overlay on older tickets.

- **USE TICKET CHECKERS:** Players scan the QR code and the ticket checker communicates with Lottery headquarters to confirm the amount of prize, if any, to pay out. The ticket QR codes can only be read by ticket checker equipment, PAT and Extrema terminals and will not be recognized by smartphones.

- **PATs:** Scientific Games employees are retrofitting this equipment, known as Player Activated Terminals (PAT) or self-service vending machines, to allow QR code scanning. Crews hope to complete the project by Oct. 1.

Tech-savvy players already know how to scan QR codes on ticket checkers. Have your clerks show all players this simple process. Questions? Check with your district manager or email retailer.report@maryland.gov.

WELCOME NEW RETAILERS

(June-July 2014)

REGION 1

A1 Beer & Wine, Walkersville
Fairland Exxon, Silver Spring
FSK News, Frederick
Kemp Mill Beer Wine & Deli,
Silver Spring
Largents's Restaurant & Bar,
Gaithersburg
Laurel Citgo, Laurel
Lorven Pharmacy, Laurel
Royal 24/7 Fuel Mart,
Westminster
Vintage Cellars, Clarksville

REGION 2

All in One Food Mart, Aberdeen
Barley Hops & Grapes, Berlin
Beach Barrels Beer and Wine,
Ocean City
Greenwood Corner Market,
Princess Anne
High's #098, Baldwin
OC Dollar Store, Ocean City
Perryville Liquors, Perryville
Postman's Plus, Bel Air
Shuckers Tap & Grill, Glen Burnie
Whiteford Pharmacy Inc.,
Whiteford

REGION 3

Anglers Seafood Bar & Grill,
Solomons
Clinton Valero, Clinton
Dash In #11301, Waldorf
Galaxy Food Market, Suitland
Jessup Shell, Jessup
Looney's Pub, College Park
Parke West Crown, Glen Burnie
Poncho n Pepe's, Crofton
Portside Mart, Annapolis
Rite Aid #3799, Suitland
Shalom Pharmacy and Medical
Supplies, Clinton
Waldorf Sunoco, Waldorf

REGION 4

Bel Air Liquors, Baltimore
Fred Foods, Baltimore
Hilton Grocery, Baltimore
Klein's ShopRite, Baltimore
Liberty Sunoco, Lochearn
Nursery BP, Linthicum Heights
Towson BP, Towson
Ye Olde Emerald Tavern, Parkville
7-Eleven #37055, Baltimore
7-Eleven #37083, Baltimore

YOU ASK ... WE ANSWER!

RETAILER QUESTION: What should I do to get my store and employees ready for the MONOPOLY *Millionaires' Club*™?

ANSWER: Come to the next Regional Advisory Board meeting in your area (see below). Talk with your district manager to schedule a time for your employees to attend a brief in-store training session. You also can decide where to display the game's point-of-sale materials. Be sure to create space to store and display the playslips. If you plan to host a special event on the day the game goes on sale, let your district manager know!

Have a question?

Email retailer.report@maryland.gov

REGIONAL MEETINGS RETURN

Back and better than ever, our semiannual Regional Advisory Board meetings return in October. Learn about the MONOPOLY *Millionaires' Club*™, future scratch-off launches and more. **John Martin**, Lottery assistant director, will answer your questions.

All meeting locations offer a choice of two-hour sessions.

- **Oct. 7** – Annapolis: 1-3 p.m. or 4-6 p.m.
- **Oct. 8** – Bowie: 1-3 p.m. or 4-6 p.m.
- **Oct. 9** – Hunt Valley: 1-3 p.m. or 4-6 p.m.
- **Oct. 14** – Cambridge: 1-3 p.m. or 4-6 p.m.
- **Oct. 15** – Rockville: 1-3 p.m. or 4-6 p.m.
- **Oct. 16** – Baltimore, Montgomery Park: 1-3 p.m. or 4-6 p.m.
- **Oct. 17** – Aberdeen: 11 a.m.-1 p.m. or 2-4 p.m.

To RSVP, contact **Maureen Vogtman** at Maureen.vogtman@maryland.gov or call 410-230-8902 or email retailer.report@maryland.gov. We hope to see you!



HOW TO PLAY

- Select five numbers from 1 to 52 or let the terminal quick pick the numbers.
- Every ticket includes:
 - “Your Millionaires’ Club Number.” These prizes are awarded only if the top prize is hit.
 - One of 28 MONOPOLY properties.
 - A unique code to use in the second-chance contest.
- All top-prize winners and \$1 million winners receive a premium-made MONOPOLY *Millionaires' Club*™ top hat embroidered with the winner's number in the club, the date of their win and their initials.

SECOND-CHANCE CONTEST

- Register or log in to the Lottery's MONOPOLY *Millionaires' Club*™ website.
- Enter the code from the ticket to get the assigned MONOPOLY property.
- Once you complete a property set on your personal MONOPOLY board, enter the drawing for the Las Vegas game show.
- First-time players automatically receive a full property set.

GAME SHOW

- One-hour national prime time game show hosted by Billy Gardell airs weekly on a local station.
- Tapings begin in January with the first show airing in February.
- Game show winners receive a five-day, four-night trip to Las Vegas.
- Contestants are selected from the audience to play five luck-based games. Winners get the chance to compete for the \$1 million grand prize.

TOP FIVE SELLERS OF RACETRAX BY REGION

(July 1, 2013-June 30, 2014)

REGION 1

Soda Pop Shop #8, Baltimore
Rodman's Discount Stores, Silver Spring
Laurel Park Liquor and Deli, Laurel
Mailboxes & More, Rockville
Sunrise Market & Deli, Beltsville

REGION 2

Edgewood Amoco BP, Edgewood
Niki Food Mart and Lottery, Baltimore
DJ Liquors, Rosedale
Sunflower Shell, Pasadena
Soda Pop Store, Dundalk

REGION 3

Express Mart, Bowie
Lucky Mart, Colmar Manor
Lucky Lottery, District Heights
Bowie Exxon, Bowie
Marlow Wings, Temple Hills

REGION 4

Corky's Liquors Inc., Baltimore
8 Days A Week, Baltimore
E-Z Convenience, Towson
Monument Street Shell, Baltimore
Billiard Plus, Baltimore

For a list of the top 20 Racetrax sellers by region for FY 2014, visit the Retailer Report section of the Retailer Corner website: retailercorner.mdlottery.com/retailer-report.

INSTALL A TOWER OF POWER

Ask your district manager about our newest scratch-off sales tool, the colorful Tower of Power. These dispensers have eye-catching acrylic attachments.

Display the towers near your cash register, not your Lottery terminal, to attract the interest of new players. Each tower will showcase hot instant tickets of the month or a family of tickets. We'll start sending the dispensers to retailers in October. Interested? Contact your district manager today!



NEW TERMINAL PROMOTIONS

BONUS MATCH 5 DOUBLER

(Oct. 13-Nov. 16)

Two ways to win! Doublers are printed at random on tickets, giving winners twice the prize and taxes are paid on all top prizes.



PICK 3 DOUBLE PAY ON BOX PLAY

(Oct. 13-Nov. 19)

Randomly prints a doubler message on BOX play ONLY tickets, giving winners twice the prize shown.



FINAL CLAIM DATE: SEPT. 21

- \$1 – Stocking Stuffer (#958)
Mad Money (#963)
- \$2 – 2x Cash (#967)
- \$3 – Twisted Treasures (#103)
- \$5 – Platinum Crossword (#988)
- \$10 – A Wreath of Franklins (#961)
Super Jackpot (#971)

LAUNCH: SEPT. 22

- \$1 – Deuces Wild (#167)
\$1,000 top prize
- \$3 – Triple Tripler (#168)
\$33,000 top prize
- \$5 – Fabulous 5s Doubler (#169)
\$50,000 top prize

LAUNCH: OCT. 13

- \$1 – Holiday Doubler (#173)
\$1,000 top prize
- \$2 – Jolly Reindeer Winnings (#174)
\$10,000 top prize
- \$3 – Bingo (#176)
\$40,000 top prize
- \$5 – Nutcracker Cash Doubler (#175)
\$50,000 top prize
- \$10 – Winter Cash Tripler (#177)
\$100,000 top prize



NEW SCRATCH-OFFS



SCRATCH-OFF WINNERS

\$1 million

Laurel Lakes Liquors
7-Eleven #11614

Laurel
Havre De
Grace

Lucky Millionaire
\$1 Million Fortune

\$100,000

Pantry 1 Food
Quality Beer and Wine
7-Eleven #19083

Annapolis
Silver Spring
Ocean City

Sparkling 7s
Metal Money Mania
Great Big Bingo

\$60,000

Royal Farms #034 (C)
Village Liquors

Reisterstown
Emmitsburg

Orioles
Orioles

\$55,555

Greenway Liquors

Greenbelt

Funky 5s

\$50,000

Al's Pizza and
Convenience (A)

Clear Spring

Red Hot Riches

Get Go
Giant #131
Old World Favorites
Safeway #1075
Sherwood Market
Shoppers #2285
7-Eleven #26253
7-Eleven #28964

Frederick
Baltimore
Silver Spring
Frederick
Baltimore
Baltimore
Baltimore
Upper
Marlboro

5X Cash Club
Biggest Taxes Paid Ever
Red Hot Riches
Double Dollar Fortune
Biggest Taxes Paid Ever
Lucky Millionaire
\$1 Million Fortune
Big Cash Multiplier

\$30,000

Airport Shell
Le International
Market

Baltimore
Wheaton

Money Vault
Luck

\$24,000

Omar's Fuel Mart

Catonsville

24 Karat Cash

\$10,000

Bryantown Store
Cambridge Citgo
Compass Express
Emmitsburg Jubilee
Food Lion #1560
Four County Exxon
Four County Exxon
Giant Food #365
Glen Burnie Exxon

Bryantown
Cambridge
Baltimore
Emmitsburg
Fruitland
Mt. Airy
Mt. Airy
Abingdon
Glen Burnie

Great Big Bingo
10X Cash
Wild Cherries
Metal Money Mania
10X Cash
Double Dice
10X Cash
Money Multiplier
10X Cash

\$10,000 Continued

Gold's
Grand Ritchie Liquors
Highs #114
Hollywood Beer
& Wine

Jessup Liquors
Mars #19 (D)
Mars #20
New Guilford Liquors
Pantry One
Pilot Travel
Center #290

Quick Save Mart
Rigg's Grocery
Riverdale BP
Riverdale Sunoco
Royal Farms #052
Royal Farms #163
Seaside Deli,
Beer & Wine
Shoprite (B)
Sunoco A Plus
US Fuel
Whitney's Liquors
7-Eleven #22094
7-Eleven #28808
7-Eleven #28857

7-Eleven #29720
7-Eleven #35673

Baltimore
Pasadena
Upperco
Silver Spring

Elkridge
Ellicott City
Baltimore
Baltimore
Randallstown
Perryville

Annapolis
Riverdale
Riverdale
Riverdale
Baltimore
Queenstown
Ocean City

Glen Burnie
Rising Sun
Landover
Waldorf
Baltimore
Takoma Park
Upper
Marlboro
Hyattsville
Centreville

Twisted Bingo
10X Cash
Hit the Jackpot
10X Cash

10X Cash
Twisted Bingo
10X Cash
Cherry Tripler
Twisted Bingo
10X Cash

\$1 Million Fortune
10X Cash
10X Cash
Metal Money Mania
10X Cash
\$1 Million Fortune
Metal Money Mania

10X Cash
Hit the Jackpot
Lucky Millionaire
\$1 Million Fortune
Deluxe Cash Crossword
Double Dice
10X Cash

Lucky Millionaire
Metal Money Mania

Winners from June-July 2014

WELCOME NEW XCAP* RETAILERS

(June 2014)

Al's Beer & Wine, Oxon Hill
Bowie Exxon, Bowie
Brentwood Sunoco, Brentwood
Chesapeake Market Citgo, Annapolis
Pincus Drive-in Liquors, Brentwood
Post Road Liquors, Havre de Grace
Soda Pop Store, Dundalk

* Expanded Cashing Authority Program