

MARYLAND LOTTERY RETAILER REPORT

A newsletter for Maryland Lottery retailers

JANUARY/FEBRUARY 2015

FAMILY OF MONOPOLY SCRATCH-OFFS DEBUTS

RETAILER SPOTLIGHT

Brooklyn BP of Baltimore



Location, location, location and customer conveniences galore are among the reasons Lottery players keep business booming at four brothers' busy Brooklyn BP. *Khawaja W. Jamal* shares their story on page 7.

Our scratch-off players love the game of Monopoly and so do we! Our last \$5 *Monopoly* scratch-off simply flew off the shelves.

This month, we welcome a family of *Monopoly* scratch-off games to our product lineup! We'll launch these tickets on Jan. 26. Showcase the \$1, \$2, \$5 and \$10 scratch-offs in a "Tower of Power" on your register counter or at eye level in your instant ticket display. Group them in your player self-service terminals and Instant Ticket Vending Machines. Maximize your sales!

We are projecting strong sales for these scratch-offs. Happy selling!



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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 (service issues)

Instant Ticket Lottery Machine (ITLM)
800-886-9978

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 **Mary Drexler** at **410-230-8798** or mary.drexler@maryland.gov.

**MARYLAND LOTTERY AND
GAMING CONTROL AGENCY**

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DIRECTOR'S MESSAGE

Happy New Year! I hope everyone had a busy and prosperous holiday season. All of us at the Maryland Lottery appreciate your efforts in helping us launch the new MONOPOLY MILLIONAIRES' CLUB game. In November, we saw Maryland's first \$1 million MILLIONAIRES' CLUB member step forward to claim his prize and top hat. The Berlin resident bought his ticket at The Greene Turtle in West Ocean City (see page 6).

Unfortunately, sales for the game did not meet the lottery industry's projections. The Maryland Lottery suspended game sales Dec. 26. Remind players that those with winning tickets of \$5 to \$20,000 have 182 days from their ticket's drawing date to claim their prizes.

Later this month, we will launch a family of four *Monopoly* scratch-offs with prices ranging from \$1 to \$10. Display these scratch-offs together to maximize your sales. Monopoly is a scratch-off player favorite around the country and should provide you with strong sales to kick off 2015.

Stephen Martino



KUDOS TO TOP SALES DISTRICT MANAGER



*District Manager **Tim Torba**, left, was recognized for his award by Sales Director **Al Ringgold** at the November Sales Division meeting.*

Tim Torba of Dundalk has received District Manager of the Quarter honors for the third time in his 15 years with the Maryland Lottery. An agency sales representative since 1999, he has managed territories in Baltimore, Montgomery and Prince George's counties.

The district manager served 112 retailers in Dundalk, Edgemere and parts of Essex. Region 2 Manager **Mary Newman** nominated Torba for the award for the 1st quarter of fiscal year 2015. Statistics show his territory's dramatic sales growth. She shared examples of his effective techniques to help retailers boost sales.

The longtime state employee and 30-year Baltimore musician joined the Lottery after retiring from the Maryland Department of Business and Economic Development with 17 years of service. Also nominated for the honor were **John Mandley**, Region 3 Territory 39, and **Sherise Rascoe**, Region 4 Territory 48.

DRAWING GAMES SALES SCHEDULE

	GAMES	DAYS	SALES CLOSE TIME	DRAW TIME	AIR TIME WBAL-TV
MIDDAY DRAWINGS	Pick 3	Monday-Friday	12:24 p.m.	12:27 p.m.	12:27 p.m.
	Pick 4	Saturday	12:24 p.m.	12:28 p.m.	Not televised
		Sunday	12:24 p.m.	12:28 p.m.	12:28 p.m.
EVENING DRAWINGS	Pick 3	Monday-Saturday	7:52 p.m.	7:57 p.m.	7:57 p.m.
	Pick 4	Sunday	8:05 p.m.	Approximately 8:20p.m.	8:20-8:30 p.m.
	5 CARD CASH	Monday-Saturday	7:52 p.m.	7:57 p.m.	Not Televised
	BONUS MATCH 5	Sunday	Approximately 8:05 p.m.	Approximately 8:20 p.m.	Not Televised
	MULTI MATCH	Monday & Thursday	11:17 p.m.	11:22 p.m.	11:22 p.m.
	MEGA MILLIONS	Tuesday & Friday	10:45 p.m.	11:22 p.m.	11:22 p.m.
POWERBALL	Wednesday & Saturday	9:59 p.m.	10:59 p.m.	11:22 p.m.	

MY LOTTERY REWARDS UPDATE



GET 250 POINTS – Now through **March 31**, new members get 250 free rewards points. Send them to mdlottery.com/rewards.

- **RAVENS CASH FANTASY** – The final drawing deadline is **Jan. 19** for three \$50,000 cash prizes, 2015 season tickets or a \$10,000 prize plus selection as a finalist in the season tickets for 20 years contest. Visit mdlottery.com/ravens.
- **MERRY MOOLAH** – Until **Jan. 22**, players can enter any \$10 combination of non-winning, holiday-themed scratch-offs into a *My Lottery Rewards* second-chance contest to win \$10,000 and \$50,000 cash prizes. Visit mdlottery.com/holiday.

- **NEW PROMOTIONS ABOUND** – Wow! We've got new points-for-drawing promotions running January through April. Prizes are three GoPro Bundles, his and hers TAG Heuer watches and a Home Fitness Package. For drawing deadlines and specifics, visit mdlottery.com/rewards.
- **EXTRA REWARDS POINTS** – We're doubling rewards points on our holiday games through **Jan. 18** and giving players 5x the points on *I Heart Cash* and *Sweethearts* scratch-offs entered **Jan. 19-Feb. 15**. *Keno* players will get 3x the points for tickets entered **Feb. 16-April 6**. Visit mdlottery.com/rewards.

YOU ASK ... WE ANSWER!

RETAILER QUESTION: How do I get approval to use the Lottery logo or XCAP logos on T-shirts and permanent signs?

ANSWER: Good question! Both the answer and the Logo Request Form you need to fill out are posted under FAQs on the Retailer Corner section of mdlottery.com. Simply fill out the Logo Request Form and email it to us. We'll respond quickly so we don't delay your project.



Have a question?

Email retailer.report@maryland.gov

WAWA JOINS LOTTERY RETAILER FAMILY



Lottery staff joined the Wawa corporate team and store employees at a grand opening of the Halethorpe store.

Wawa Inc. in mid-December completed an initiative to add Maryland Lottery scratch-offs and draw games to its product lineup. The company began adding Lottery products in September to 47 stores across the state. This new corporate partnership placed a self-service vending machine in each 24-hour store to give players access to Lottery games.

Initially, the Lottery and SGI Marketing staff visited sites weekly to support and educate Wawa employees and customers on use of the Play Central Terminal machines. The equipment is unique to the Wawa operation. On Nov. 14, the Lottery Sales and Communications teams participated in a grand opening of the Wawa Halethorpe location.

Wawa has more than 650 convenience retail stores in operation in Delaware, Florida, Maryland, New Jersey, Pennsylvania and Virginia. Maryland is the fifth state to roll out Lottery products at Wawa stores.

NEW TERMINAL PROMOTIONS



LET IT SNOW – Continues through **Jan. 18**. Delivers \$5, \$10 or \$20 instant-win vouchers to players so they can play more in your store.



POWERBALL CHANGING – Effective with the **April 15** drawing, the \$2 Powerball game matrix will change and *Power Play*, which is now an add-on option, will fold into the game at no additional cost. Also, look for a new 10x multiplier! Watch for details in our next issue.



HOLIDAY SPRINKLER – Continues through **Jan. 18**. Doubles or triples winnings up to \$100,000 on games.

WELCOME NEW RETAILERS

REGION 1

Beverage Depot, Cumberland
Dollar Store, Beltsville
Gaithersburg Beer & Wine, Beltsville
Harris Teeter #408, Laurel
Helmick Grocery, Flintstone
MDBEP #143 Choice Café, Silver Spring
NOAA News & Valet, Silver Spring
Pax Square Dollar Store, Laurel
Rite Aid #11211
Valero, Takoma Park
Wawa #554, Frederick

REGION 2

Conrad's Seafood Restaurant, Perry Hall
Emmorton Exxon, Edgewood
Halfway House Tavern, Baltimore
Kaddy Mart, Snow Hill
Pasadena Car Wash, Pasadena
Rite Aid #11211, Havre de Grace
Travel Centers of America #019, Elkton
Wawa #547, Elkton
Wawa #598, Baltimore
Wawa #8500, Fallston

REGION 3

Davidsonville Country Market,
Davidsonville
Deven's Canopy, Glen Burnie
Lucky Lotto, Fort Washington

Nanjemoy Country Store and Bar,
Nanjemoy
Pal Liquors & Gas, Leonardtown
Safeway #2795, Upper Marlboro
7-Eleven #36115, Temple Hills

REGION 4

Belvedere Pharmacy, Baltimore
Butare Beauty Supply, Randallstown
Dash In #18311, Elkridge
Dollar Party, Baltimore
Economy Mart, Baltimore
Edison Grocery, Baltimore
Harbor News, Baltimore
Kianis Deli, Baltimore
North Point Inn, Baltimore
Park Heights BP, Baltimore
Pratt Liquor & Bar, Baltimore
Snacks N Keno, Reisterstown
Valley Village Wine & Spirits, Owings Mills
Wawa #8501, Reisterstown
Wawa #8504, Halethorpe
York Road Crown, Baltimore

WINTER SCRATCH NEWS

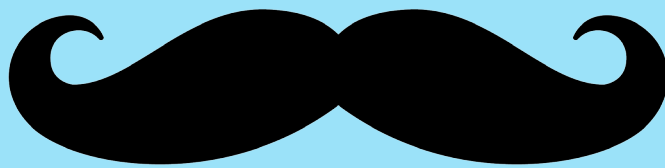
LOTERIA DEBUTS

Players and retailers have urged us to offer games that appeal to a diverse population. After extensive research, we selected this popular bilingual scratch-off.

This inclusive game's different play style is very popular with native and non-native English speakers, according to other lotteries. Scratch-off directions are in English and Spanish. Ask for and share player feedback with your district manager.

Gracias!

FACEBOOK FUN WITH *MUSTACHE CASH*



Your young players and Facebook fans will love interacting with this fun new scratch-off on our Facebook page. Look for two *Mustache Cash* social media activities.

In mid-February, players can take an online quiz, "Which Stache Are You?" to try to win scratch-offs and learn which mustache type best suits their personality. "Stache Selfies" starts in March. Players can try to win *Mustache Cash* prize packs by taking a selfie while holding this scratch-off. Send players to facebook.com/mdlottery for details.

FINAL CLAIM DATE: JAN. 23

\$1 – Wild 1s (#105)

3's A Charm (#965)

\$2 – High Card (#102)

Tech the Halls (#119)

Wild Cherries (#934)

Emerald Green 7s (#982)

\$3 – Tech the Halls (#126)

Prize Line Bingo (#902)

Luck (#949)

\$5 – Top Secret Cash (#104)

Double Take (#115)

Tech the Halls (#120)

Monopoly (#135)

\$10 – Tech the Halls (#121)

Green Streak (#969)

NEW SCRATCH-OFFS

LAUNCH: JAN. 26

\$1 – Monopoly (#187)

\$1,000 top prize

\$2 – Monopoly (#188)

\$10,000 top prize

\$5 – Monopoly (#189)

\$50,000 top prize

\$10 – Monopoly (#190)

\$100,000 top prize

LAUNCH: FEB. 23

\$1 – Mustache Cash (#191)

\$1,000 top prize

\$2 – Pinball (#180)

\$10,000 top prize

\$3 – Loteria (#200)

\$30,000 top prize

\$5 – Diamonds & Dollars (#182)

\$50,000 top prize

\$20 – Instant Millionaire (#192)

\$1 million top prize



RETAILER ROUNDUP

250+ ATTEND FALL ADVISORY BOARD SESSIONS



At the Montgomery Park session in Baltimore, retailers received an overview on upcoming products and initiatives.

More than 250 retailers and their associates attended one of 14 fall Regional Advisory Board meetings scheduled over a three-week period. Sessions took place twice daily at seven locations and included an informal, hands-on equipment and product demo on MONOPOLY MILLIONAIRES CLUB terminal tickets and merchandising suggestions for families of scratch-offs.

Look for the next round of meetings in late March or early April. Check the Retailer Corner at mdlottery.com for your "Save the Date" announcement.

TOP-SELLING CLERK WINS \$100 PRIZE

Race N In, Mechanicsville

Store clerk **Brittany Murphy** of Bushwood won \$100 for top sales of MONOPOLY MILLIONAIRES' CLUB™ tickets at her store. The three-clerk competition hosted by retailer Race N In at 26755 Stone Corner Lane in Mechanicsville ran from Oct. 19-Nov. 27. Brittany sold 59 of the 157 tickets. Store owner **Brad Brizzi**, who ran a second contest in December, also benefited from the contest due to a special retailer bonus commission program.

Vivian Bell, Lottery district manager, presented the winner and the store with two game prize packs of T-shirts and hats. Congratulations!



Brittany Murphy won her store's internal sales contest. Joining her is **Brad Brizzi**, store owner.

MONOPOLY MILLIONAIRES' CLUB WINNER

The Greene Turtle, West Ocean City



(From left) Joining manager **Kelly Rogers** are bartender **Janene Keay** and Lottery District Manager **J.R. Wells**.

The Greene Turtle at 9616 Stephen Decatur Road in West Ocean City sold the state's \$1 million winning MONOPOLY MILLIONAIRES' CLUB ticket. Staff members polled those who bought tickets from the restaurant for the Nov. 7 drawing to find the anonymous winner. Manager **Kelly Rogers** said the group had to urge a Berlin, Md. customer to recheck his ticket and, sure enough, he was the winner! The game's Top Prize went to a New Jersey resident while Maryland had one of 14 \$1 million club winners.

RETAILER SPOTLIGHT: BROOKLYN BP IN BALTIMORE

Business is booming at the family owned and operated Brooklyn BP in Baltimore, where the men behind this successful Lottery retailer put customers first, maintain a friendly atmosphere and employ best practices in their day-to-day operations.

“Hard work is the secret to success,” said **Khawaja W. Jamal** of Pasadena, one of four brothers who run the store. They know many customers by name and always ask for the sale.

The conversations are quick and effective. “One ticket or two?” “Did you get your *Mega Millions* ticket yet?” “Another scratch-off for you?” “Good luck, sir!”

The XCAP (Expanded Cashing Authority Program) retailer at **101 West Patapsco Avenue** attracts a variety of Lottery players. The store’s prime location – a well-lit corner of a busy intersection – and amenities that include an attached fast-food restaurant, gas pumps, car wash and pay phones attract customers around the clock.

“Even on Thanksgiving Day, all day, people were sitting here playing the Lottery,” Jamal said. “They don’t want to miss their numbers. And, when they come in here, they have player friends to see.”

Four full-time and two part-time staffers plus the brothers keep the 24-hour store running smoothly seven days a week. The full-time manager is **Khawaja A. Jamal** of Clarksville. Brothers **Riaz Ahmed** of Clarksville, **Khawaja S. Jamal** of Pasadena and **Khawaja W. Jamal** provide hands-on assistance. Seven of their nine BP stores in the Baltimore area are Lottery retailers. Ahmed also owns stores in Prince George’s County, Jamal said.

When the men took over the operation in 2001, the Brooklyn BP had one Lottery terminal and a dozen scratch-off dispensers. They received the XCAP designation about five years ago and a SalesMaker transformation in 2013. An in-store renovation created a stay-and-play area with three tables and seating, a player self-service terminal and wall-mounted TV tuned to national news and sports.

They doubled the sales counter area and enclosed it for the clerks’ late-night safety. The sales area now features two Lottery terminals, 63 scratch-off dispensers and the Lottery’s Tower of Power dispenser. *Keno*, *Racetrax* and *Lottery-in-Motion* monitors face customers. “I win all the time here,” said customer Micky Brown of Baltimore, who was keeping a close eye on his *Racetrax* horses.

“I love this store!” said *Keno* player Denise Johnson of Cherry Hill. She enjoys the expanded stay-and-play area. “I love it here.”



Clerk **Tejihdra Khatri** helps a Lottery customer.



Khawaja W. Jamal waits on a *Racetrax* player.



Darnella Carter-Leak of Baltimore enjoys playing scratch-offs at the store.



Exterior signage encourages Lottery transactions.



Signs promote big winning tickets.



SCRATCH-OFF WINNERS

\$1 Million

Edgewood Sunoco Edgewood
Upcounty Fine Wine & Beer Clarksburg

\$150,000

Speedy Mart Baltimore

\$100,000

Delmar Food Service Delmar
E-Z Convenience Towson
EZ Quick Food Market Pasadena
One Stop Food Store Baltimore
Winfield Liquors Westminster

\$60,000

Geresbeck's #702 Baltimore

\$50,000

Bowie Exxon Bowie Get Lucky
Cheese & Wine Shop Silver Spring Monopoly
Fishpaws Marketplace Arnold Lucky Millionaire
Giant #346 Frederick Fabulous 5s Doubler
High's #005 Smithsburg Lucky Millionaire
Meadowcroft Exxon Parkton Lucky Millionaire
New Greenmount Market Baltimore Deluxe Cash Crossword
Padonia Liquors Timonium Nutcracker Cash Doubler
Quick Save Mart & Citgo Laurel Fabulous 5s Doubler
Safeway #2781 Wheaton Get Lucky
Village Beer and Wine Poolesville Nutcracker Cash Doubler

\$33,000

Singer Road Exxon Abingdon Triple Tripler
X-Press Mart Pikesville Triple Tripler

\$30,000

Fort Liquors Odenton Cash Lines
Liquor Pump Baltimore I Heart Crossword

TICKET

Money Multiplier
Lucky Millionaire

Twisted Bingo

Jackpot
Jackpot
Emerald Riches (A)
Winter Cash Tripler
Sparkling 7s

Orioles (B)

Get Lucky
Monopoly
Lucky Millionaire
Fabulous 5s Doubler
Lucky Millionaire
Lucky Millionaire
Deluxe Cash Crossword
Nutcracker Cash Doubler
Fabulous 5s Doubler
Get Lucky
Nutcracker Cash Doubler
Triple Tripler
Triple Tripler
Cash Lines
I Heart Crossword

\$30,000 (continued)

Mars #07
Wawa #585
7-Eleven #33089

\$20,000

Billie's Gas N Grub

\$10,000

Bossy's Liquors
BWI Chevron
Circle K #4198
Corona Grocery
Dash In #10841
Drug City Pharmacy
Forest Drive Liquors
Germantown Chevron
Giant #132
Giant #350
Goldberg's Liquors
Hillandale Beer & Wine
Jolly's Food Mart
Klein's Shoprite #563
Krauszer Food Store
One Stop Food Store
Pop's Grocery and Deli
Quick Save Mart
S & W Liquors
Safeway #1938
Tobacco Stop
Walker Mill Amoco
7 Summers Liquors
7-Eleven #20234
7-Eleven #34750

TOWN

Baltimore
North East
Aberdeen

Flintstone

Upper Marlboro
Linthicum
Cumberland
Baltimore
Edgewater
Baltimore
Annapolis
Germantown
Bethesda
Silver Spring
Baltimore
Silver Spring
Baltimore
Baltimore
Phoenix
Baltimore
Baltimore
Baltimore
Glen Burnie
Annapolis
Temple Hills
La Plata
Baltimore
Capitol Heights
Upper Marlboro
Baltimore
Hereford

TICKET

Rainbow Blackout Bingo
Rainbow Blackout Bingo (C)
Money Vault

Hit \$20,000

\$100,000 Richer
Deluxe Cash Crossword
Jackpot
Twisted Bingo
Double Dollar Fortune
Emerald Riches
Emerald Riches
Lucky Millionaire
\$1,000,000 Fortune
Jackpot
Twisted Bingo
Jackpot
Deluxe Cash Crossword
Double Dollar Fortune
Deluxe Cash Crossword
Jackpot
\$1,000,000 Fortune
\$1,000,000 Fortune
Get Rich
The Walking Dead (D)
Jolly Reindeer Winnings
\$1,000,000 Fortune
Jackpot
Rainbow Blackout Bingo
Jackpot

Winners from October-November 2014

WELCOME NEW XCAP* RETAILERS

(September-October)

Asian Supermarket, Rockville
Country Place Liquor, Bryans Road
Food Zone, Fort Washington

Lee's Convenient Market, Fort Washington
Lucky Mart, Capitol Heights
Mini Stop, Baltimore
Parks Liquors, Deale

Shop N Go, Baltimore
Sunflower Shell, Pasadena
Vino Liquors, La Plata

* Expanded Cashing Authority Program