

MARYLAND LOTTERY® RETAILER REPORT

A Newsletter for Maryland Lottery Retailers

JULY - SEPT. 2017

GET SET FOR VICTORY WITH TWO RAVENS SCRATCH-OFFS!



RAVENS' FANS – and retailers – can rejoice! Players will flock to your stores for our 2017 \$2 and \$5 Ravens scratch-offs, which go on sale only weeks before the Baltimore Ravens take to the field for preseason games. Our fan-favorite second-chance promotion is back, too!

SECOND-CHANCE PROMOTION

OUR TOUCHDOWN-WORTHY second-chance contest runs **July 24, 2017-Jan. 15, 2018**. Enter one or all six drawings to try to win the prizes of your choice.

- A non-winning \$2 Ravens scratch-off equals two entries; a non-winning \$5 Ravens scratch-off equals five entries.
- Entries **do not** carry over from drawing to drawing.

DRAWINGS:

Monthly from August through January.

PRIZES:

- Season tickets for 20 years. Six monthly drawings lead up to the grand-prize drawing. The six finalists each receive \$10,000.
- \$10,000 cash (*six winners*).
- 2017 season tickets (*three winners*).
- 2018 season tickets (*10 winners*).
- Away trip with the team (*10 winners*).

INSIDE THIS ISSUE

| | |
|----------------------------|---|
| YAHTZEE™ | 4 |
| Cash4Life Best Day Ever | 6 |
| Retailer Spotlight | 7 |
| Lucky Retailers | 8 |

Get in the game with more details at mdlottery.com/ravens on July 24.

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) and
Play Central Terminal (PCT)
888-427-7568 (service issues)

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

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)
800-886-9978

24/7 Problem Gambling Helpline
800-GAMBLER

VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to the promotion of responsible gambling and encourages retailers to display our Voluntary Exclusion Program brochure with 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

Gordon Medenica, *director*
John Martin, *managing director,*
chief revenue officer
Al Ringgold, *director of sales*

Retailer Report Contributors:
Debbie McDaniel-Shaughney, *editor*
Mary Clark, *graphic designer*

Connect with us:



DIRECTOR'S MESSAGE



As we finish another fiscal year, I want to extend my sincere thanks to each of you for your success in promoting the Lottery and boosting sales. In the fiscal year ending June 30, we experienced strong growth especially in instant games, which depend so heavily on the contributions from you, our retailers, and our Sales team.

We're still crunching the numbers, but we expect to report another strong year. Thank you for the work you do every day

interacting with our players to help the Lottery achieve its mission of generating much-needed revenue to support good causes of the state.

In other good news, we have hired John Gorman as our new Managing Director/Chief Marketing Officer. John, who worked at the DC Lottery for more than a decade, is an experienced lottery industry professional who understands marketing, advertising and product development. He will be a tremendous asset to the Lottery overall and his insights and experience will be of great assistance to our retailer network as well.

And now, on to Fiscal Year 2018! Many changes are coming as we work with Scientific Games to implement our new Central System contract. Of the three companies that bid on the contract, Scientific Games represented the best value to the state with a rank of #1 Overall and #1 in Technical Criteria. We are confident that the company's track record in technology, marketing and retail maximization will help us drive continued sales growth.

We'll update you on our progress and the timetable for retailer equipment conversions through posts on Retailer Corner at mdlottery.com and the Regional Advisory Board meetings in October. Keep up the good work!

Sincerely,

Gordon Medenica, Director

RASCOE RECEIVES TOP SALES HONOR

THE WINNER OF THE District Manager of the 3rd Quarter Award is Sherise Rascoe of Region 4, who was honored at the April Sales team meeting.

The Rosedale resident manages a 125-retailer territory in northeast Baltimore and, for six months, helped co-workers cover two vacant territories. "Her tremendous abilities never cease to amaze me," said Vanessa Fountain, Region 4 regional manager.

"Sherise has a great connection with the retailers," Fountain said. She cited Rascoe's teamwork, mentorship, positive attitude and exceptional analytical skills in her award nomination.

"My favorite part of the job is interacting with people I've never met before and seeing my customers win," Rascoe said. "I am passionate about my job."



CONGRATS: Lady's Liquors Does it Again!

LADY'S LIQUORS made history again this spring by selling the first \$2 million winning scratch-off in the Lottery's first \$30 game – *\$2,000,000 Fortune*.

This lucky Lottery retailer first made its mark in March 2014 when it sold the winning ticket for the second-largest *Mega Millions* jackpot won in Maryland. Its 2017

sale of the top-prize *\$2,000,000 Fortune* scratch-off to a Charles County resident put this business back in the spotlight.

Owner **Tina Patel**, who opened the store in 2003, sells all of the Lottery's games and is a designated Expanded Cashing Authority



Ready to display the celebration banner are owner Tina Patel and manager Sam Patel, who sold the winning scratch-off.



Program retailer. She believes that customer service is key to the store's success.

Located at 6474 Crain Highway in La Plata, Lady's Liquors was packed with news media after selling one of the two winning *Mega Millions* tickets in the March 18, 2014

drawing for a \$414 million jackpot.

This winning store earned a \$2,000 bonus from the Lottery for selling the \$2 million top-prize scratch-off. In 2014, it received a whopping \$100,000 bonus for selling the *Mega Millions* jackpot ticket. Keep up the great work, Lady's Liquors!

YOUNG DIRECTS CORPORATE SALES

AN EXPERIENCED SALES manager has joined the team that supports our 1,200 corporate retailers, which include convenience stores, grocery stores and gas stations owned by regional or national organizations.

James Young of Columbia is the Lottery's new director of corporate sales. His strong customer service and sales background includes 12 years of experience with companies such as Sprint, Cricket Wireless and Safelite AutoGlass.

"James brings a wealth of knowledge and hands-on experience to the corporate sales team," said John Martin, Lottery managing director and chief revenue officer. "He will strengthen our efforts to grow this sector and help our corporate retailers increase Lottery sales through the use of best practices, sales data analytics and adoption of new marketing strategies."



(Left to right) Director James Young with team members Patti Connor and Sam Coscia.

The native New Yorker leads a team of two corporate sales managers – Patti Connor and Sam Coscia. He works closely with the Lottery's Merchandising team and Sales team.

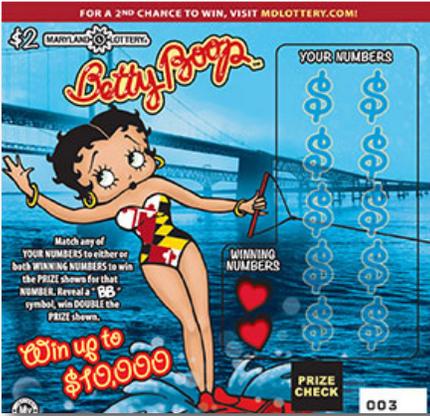
GET THE INSIDE SCOOP!

WATCH YOUR EMAIL for an invitation to our October Regional Advisory Board meetings. Meeting dates, times and locations will appear on Retailer Corner in September or ask your district manager for details.



MY LOTTERY REWARDS UPDATE

SECOND-CHANCE CONTESTS



BETTY BOOP™ (#322)

Through Aug. 21

- One non-winning *Betty Boop* scratch-off equals one entry.
- **Remaining drawings:** July 25 and Aug. 22.
- **Prizes:** A week in Ocean City and \$1,000 Visa gift card.



HOME RUN RICHES (#321)

Through Aug. 28

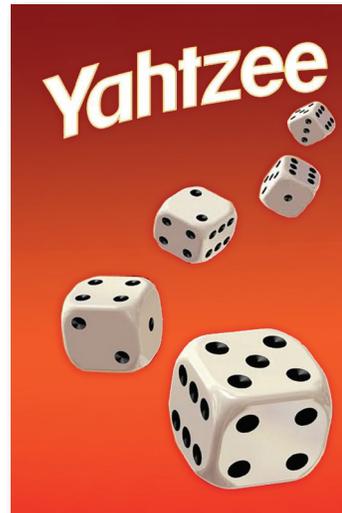
- One non-winning *Home Run Riches* scratch-off equals one entry.
- **Remaining drawings:** July 25 and Aug. 29.
- **Prizes:** Contestants of the Game win \$500 plus \$500 for home runs hit by Orioles players.



FAMILY FEUD® (#327)

Through Aug. 28

- One non-winning *Family Feud* scratch-off equals one entry.
- **Remaining drawings:** July 18 and Aug. 29.
- **Prizes:** One \$50,000 prize and 10 \$500 prizes per drawing.



YAHTZEE™ (#349)

Aug. 28-Oct. 23

- One non-winning *YAHTZEE* scratch-off equals one entry.
- **Drawings:** Sept. 12, Sept. 26, Oct. 10, Oct. 24
- **Prizes:** Total of five players each win \$10,000.

UPCOMING POINTS FOR DRAWINGS

Lawn Care Bundle: Through July 31

Camping Package: July 5-31

State Fair: July 17-Aug. 3

Galaxy Tablet: Aug. 1-28

Baseball Fan Package: Through Aug. 28

His & Hers ECO-Drive Watches: Aug. 1-Oct. 2

Kate Spade® Purse: Aug. 29-Sept. 25

NEW SCRATCH-OFFS

Visit *Retailer Corner* at mdlottery.com for monthly updates on scratch-off launches, ticket prizes and final claim dates.

LAST DAY TO CLAIM



JULY

JULY 6

\$2 – Jolly Jackpot / #296

JULY 14

\$5 – The Price is Right® / #262

AUGUST

AUG. 3

\$2 – Crab Cash / #255

\$2 – Monopoly™ / #257

\$5 – Home Run Riches / #249

\$5 – Home Run Riches / #286

\$10 – Crossword Deluxe / #261

AUG. 9

\$5 – Holiday Cash Times 10 / #298

AUG. 11

\$20 – Royal Gems / #232

AUG. 15

\$5 – Triple Green Crossword / #277

SEPTEMBER

SEPT. 25

\$1 – Loose Change / #271

\$1 – Winter Wins / #295

\$2 – \$2 Ravens / #279

\$3 – Instant Keno / #245

\$3 – Peppermint Payout / #297

\$5 – \$5 Ravens / #265

\$10 – Blingo Bingo / #281

LAUNCH: JULY 24

- \$1 – Find the 9s (#292)
\$1,000 top prize (26)
- \$2 – Ravens (#328)
\$20,000 top prize (10)
- \$2 – Lucky Bingo (#335)
\$20,000 top prize (9)*
- \$3 – Crossword (#330)
\$30,000 top prize (10)*
- \$5 – Ravens (#329)
\$100,000 top prize (5)
- \$10 – Lady Luck (#332)
\$100,000 top prize (9)

LAUNCH: AUG. 28

- \$3 – Ruby/Diamond Riches (#337)
\$x top prize (X)
- \$5 – YAHTZEE™ (#349)
\$50,000 top prize (6)
- \$5 – Bingo Plus (#333)
\$50,000 top prize (7)
- \$10 – Big Money Bingo (#334)
\$x top prize (X)
- \$20 – Cash Explosion™ (#339)
\$x top prize (X)

LAUNCH: SEPT. 25

- \$1 – Loose Change (#350)
\$x top prize (X)
- \$2 – 4 Way Cash (#340)
\$x top prize (X)
- \$3 – Bingo x3 (#331)
\$x top prize (X)
- \$5 – GOLD (#338)
\$x top prize (X)
- \$10 – \$100,000 Crossword (#336)
\$100,000 top prize (8)
- \$10 – \$100 Grand (#341)
\$x top prize (X)

X TBD

*Will launch as needed to fill inventory.



MARYLAND LOTTERY
**CASH
4LIFE**

BEST DAY EVER – AGAIN!



This happy Harford County man claimed his prize with Shadow, the Cash4Life mascot, by his side.

Win \$1,000 in Second-Chance Contest

WANT TO BOOST your Cash4Life sales this summer? Tell your players that we brought back our Cash4Life Best Day Ever second-chance contest through **July 26**. Players enter Cash4Life tickets bought during the promotion into their My Lottery Rewards account for a chance to win.

HIGHLIGHTS:

- **Prizes:** \$1,000 a day awarded every day in July.
- **Winners:** 31.
- **Remaining drawings:** July 6, July 13, July 20 and July 27.

Royal Farms Sells Winning Ticket

SHADOW, our Cash4Life mascot, was on hand to congratulate a Joppa man who is “Loving Life” after becoming Maryland’s first \$1,000-a-week Cash-4Life winner!

The 50-year-old retail worker took the game’s \$1 million cash option. He planned to pay bills, save some of the money and take a vacation. The lucky retailer, **Royal Farms #70** at 500 Joppa Farm Road, earned a \$2,500 bonus for selling the winning ticket in the March 27 drawing. Congratulations!

**KENO KICKER, TRACKER
FIRE UP SUMMER PLAY**

OUR UNIQUE Keno Kicker promotion will jazz up July happy hours for players and – we hope – help sales sizzle!

From July 6-29, those playing Keno from 4-8 p.m. Thursdays through Saturdays will see a 21st kicker number appear in games on a random basis. The extra number boosts chances to win! Revised Keno graphics, a top-of-ticket message and special recap for 21-number games will increase players’ awareness.

Be sure to share customer feedback with your district manager. We’d also like to know if Keno players commented on the play-progress tracker we added to the bottom right of the game screen. We heard they love it! The tracker bar fills in as numbers are drawn, letting players see at a glance where they are in a drawing.

If you don’t yet offer Keno at your store, ask your district manager for details about adding it to your product lineup.

**keno NOW HAS A
PROGRESS BAR**



TERMINAL NEWS



- **KENO SPRINKLER** (Aug. 14-Sept. 10)
– Double or triple your winnings!



- **RACETRAX \$6 FOR \$5** (Aug. 14-Sept. 10)
– Get a \$1 discount on any \$6 bet.

RETAILER SPOTLIGHT



Priti Patel, retailer

Goshen Beer & Wine, Gaithersburg

Retailer: Priti Patel

Type of Business: Liquor store

Reason for Selection: Priti Patel is very enthusiastic about her Lottery sales and always promotes Lottery products and contests. An XCAP retailer, the store offers 46 instant ticket facings and has excellent displays of outdoor and indoor point-of-sale materials. She has a great attitude toward Lottery customers and her 13-week average sales are up 25 percent!

District Manager: Ralph Henderson

REGION 1

News Stand at White Marsh Mall, White Marsh

Retailer: Bhalla Daljit

Type of Business: Convenience store

Reason for Selection: Store manager Sam Salin is always ready with a smile to sell Lottery products. The business displays 84 scratch-off facings! Doubling all of the new Lottery games is the store's key to selling 20 to 35 instant ticket books every week.

District Manager: Joe Stetka



Sam Salin, store manager

REGION 2



(Left to right) Store manager Alison Garcia, owner Balvir Singh and clerk Viviana Milian.

Landover Hills Exxon, Landover

Retailer: Balvir Singh

Type of Business: Gas station and convenience store

Reason for Selection: Balvir Singh is continuously making changes to his store to help boost Lottery sales. Over the years, he has made numerous improvements to help expand his Lottery business, such as adding several stay-and-play areas and expanding his inventory to offer customers more game choices.

District Manager: Robert Austeria

REGION 3

Three Brothers, Baltimore

Retailer: Mark Rothenhoefer

Type of Business: Liquor and convenience store with fingerprinting, check cashing and more

Reason for Selection: This XCAP retailer believes in providing excellent customer service. After the original business went up in flames a few years ago, he rebuilt his store to provide a great stay-and-play area for customers.

District Manager: Kentrina Jones



Mark Rothenhoefer (left) with his staff.

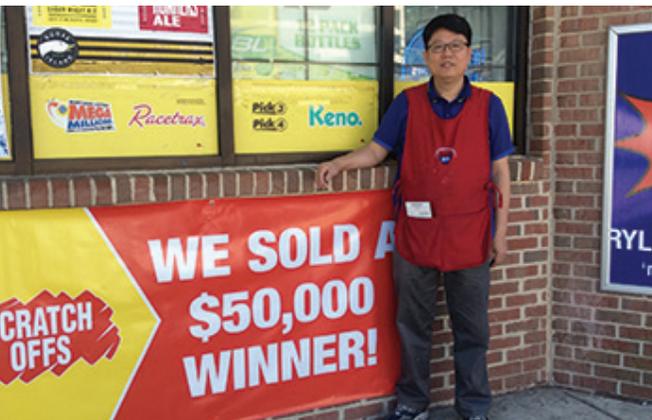
REGION 4

LUCKY RETAILERS SELL WINNING TICKETS



CONGRATULATIONS TO these lucky retailers from April 2017! They sold winning tickets and scratch-offs of \$50,000 and up, with many earning a Maryland Lottery bonus.

Check Retailer Corner at mdlottery.com for monthly lists of lucky retailers that sold winning tickets and scratch-offs of \$10,000 and up.



(A) Jae Lee, owner of 29 Convenience Mart.



(B) Clerk Harshil Patel sold the winning ticket!



(C) Joe Sueng, manager of Fort Washington Liquors.

TERMINAL AND JACKPOT GAMES

| RETAILER | PRIZE |
|--|-----------|
| BONUS MATCH 5 | |
| Fairwood Café Wine & Spirits, Bowie | \$50,000 |
| Fenton Citgo, Silver Spring | \$50,000 |
| KENO | |
| Quick Save Mart, Annapolis* | \$150,000 |
| D&S General Store, Mitchellville* | \$12,502 |
| 7-Eleven #11715, Hagerstown | \$10,014 |
| MULTI-MATCH | |
| Town & Country Liquor Shoppe, Owings Mills | \$725,000 |
| POWERBALL | |
| High's #91, Sykesville | \$200,000 |
| 7-Eleven #34237, Waldorf | \$100,000 |
| Old World Favorites, Silver Spring | \$50,000 |
| RACETRAX | |
| Royal Farms #23, Baltimore | \$18,740 |
| Olney Shell, Olney* | \$16,527 |
| Garden Liquors, Baltimore | \$15,369 |
| Speedy Liquors, Baltimore* | \$13,005 |

SCRATCH-OFFS

| RETAILER | GAME |
|--|-----------------------------|
| \$1 MILLION | |
| Lucky's Superette, Odenton* | 100x The Cash |
| Pars Market, Columbia | \$1,000,000 Platinum Play |
| \$250,000 | |
| Giant #310, Bowie | \$250,000 Jackpot |
| \$100,000 | |
| Broadneck Exxon, Annapolis* | 50x The Cash |
| Fort Meade Shell, Hanover | \$10 Monopoly |
| \$50,000 | |
| 29 Convenience Mart, Silver Spring* | 20x The Cash (A) |
| 7-Eleven #34366, Silver Spring | Pay Me! |
| Aspen Hill Laundromat, Silver Spring | Deluxe Crossword |
| Avenue Liquors, District Heights | Home Run Riches (B) |
| Best Beer, Wine & Deli, Gaithersburg | Diamonds & Gold Doubler |
| Dash In #14331, Stevensville | \$2,000,000 Fortune |
| Dash In #7098, Clinton | Deluxe Crossword |
| Fort Washington Liquors, Fort Washington | Diamonds & Gold Doubler (C) |
| Georgia Station, Silver Spring | \$1,000,000 Platinum Play |
| High's #47, North East | Family Feud |
| Route 1 Discount Liquors, Beltsville | \$1,000,000 Platinum Play |
| Royal Farms #62, Westminster | 50x The Cash |
| Shoppers Discount Liquors, Baltimore | 20x The Cash |

*Expanded Cashing Authority Program