

# RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JULY - SEPTEMBER 2018

Get in the game with more details at [mdlottery.com/ravens](http://mdlottery.com/ravens) starting July 23



## TWO RAVENS SCRATCH-OFFS TAKE WING!

Are you ready to pack Maryland Lottery **FUN** into the fall football season? We sure are! Get ready to see your sales soar when our popular *Ravens* scratch-offs come home to roost this month.

Players can score big prizes with our 2018 \$2 and \$5 *Ravens* scratch-offs. Our fan-favorite second-chance promotion returns to the nest, too! Read more about this promotion online at Retailer Corner or on **page 5**.

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## THANK YOU FOR ANOTHER SUCCESSFUL YEAR

We are still crunching our Fiscal Year 2018 sales and profit numbers, but preliminary results look good! FY2018 was another strong year of growth for Maryland Lottery & Gaming, thanks to your hard work and support.

I am amazed at what we accomplished together during this challenging year. We realize that our central computer system conversion initiative was

time-consuming and challenging, but you were patient and cooperative and we're now seeing the light at the end of the tunnel.

Together, we conducted our new equipment training. You gave us valuable feedback during our Regional Advisory Board meetings and you were with us every step of the way as we implemented the most extensive system conversion in over 12 years. And, very importantly, you continue to work closely with your district manager on transition issues while constantly implementing new merchandising procedures to boost game revenues.

Throughout the year, instant ticket sales stayed strong and even set new revenue milestones. I truly appreciate our successful partnership, which benefits all Marylanders through the good programs of the state of Maryland. Thank you for all that you do!

Sincerely,

**Gordon Medenica, Director**

## AUSTERA WINS TOP SALES HONORS

**T**HE SALES LEADERSHIP TEAM has selected **Rob Austera** as winner of the 2018 District Manager of the Third Quarter Award.

Austera manages Territory 38, working with about 125 Prince George's County retailers. He's handled the same territory since joining the Sales department in 2015. Prior to Sales, he worked in the Lottery's Instant Ticket Distribution Center for 15 years.

Regional manager **Donna Cinotti Zawitoski** nominated Austera for being a "wonderful asset" to the Lottery. "His retailers love him," she said, and cited his "exceptional" route management skills, teamwork and professionalism.



*Rob Austera, left, with John Martin, chief revenue officer*



### RETAILER REPORT

**1800 Washington Blvd., Suite 330  
Baltimore, MD 21230**

*mdlottery.com  
retailercorner.mdlottery.com  
gaming.mdlottery.com*

WAVE or Flair Terminal,  
Player Activated Terminal (PAT),  
PlayCentral Terminal (PCT),  
PlayCentral HD (PHD) and  
PlayCentral EX (PEX)

**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**

**ACCOUNTING, 1099s, NSF QUESTIONS**  
*accounting.mlgca@maryland.gov*

### VOLUNTARY EXCLUSION PROGRAM

The Lottery is strongly committed to promoting responsible play and encourages retailers to display our Voluntary Exclusion Program brochure. Questions? Visit *mdlottery.com/about-us/responsible-play* or contact **Jasmine Countess** at 410-230-8798 or *jasmine.countess@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:



# SCRATCH-OFF UPDATE

**LAUNCH: JULY 23**

- \$1 – Quick 8’s / #386**  
\$1,000 top prize (48)
- \$2 – Ravens X5 / #382**  
\$20,000 top prize (10)  
Second-chance contest
- \$5 – Ravens X10 / #387**  
\$100,000 top prize (5)  
Second-chance contest
- \$10 – Bingo X10 / #390**  
\$100,000 top prize (6)

**LAUNCH: AUG. 27**

- \$2 – Heads or Tails / #389**
- \$5 – Deluxe Crossword / #388**
- \$10 – Win Either \$50 or \$100 / #391**

**LAUNCH: SEPT. 24**

- \$1 – Trip 7s / #392**
- \$5 – MD 7s / #368**
- \$10 – All the Money / #383**



## HIGHWAY BILLBOARD JACKPOT ADS GET REDESIGN

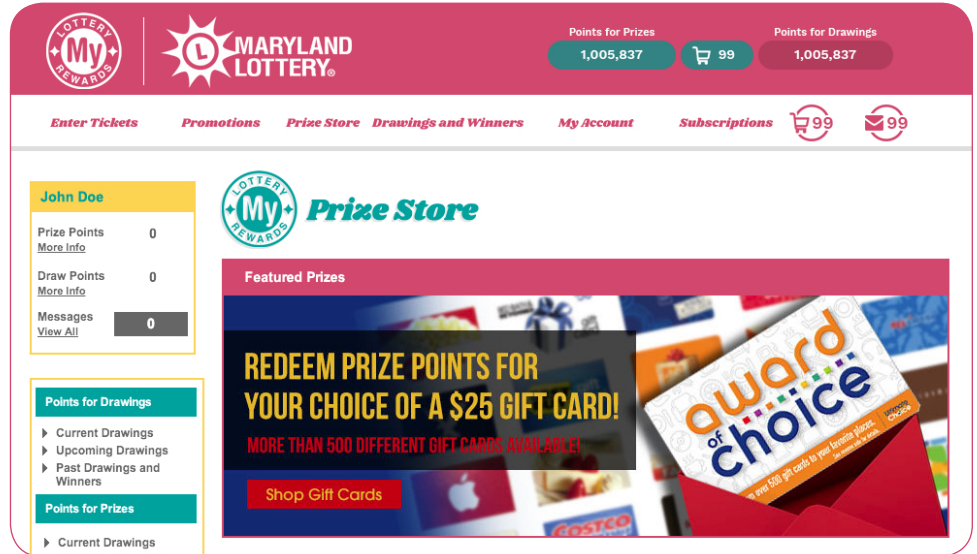
**T**O BOOST AWARENESS of our jackpot games, we redesigned the image that appears on six highway billboards around the state. These billboards can now display the *Mega Millions* and *Powerball* jackpots in either millions or billions. Look for them in Carroll County, Baltimore, Bel Air, Hagerstown and Prince George's County.





# CHECK OUT THE NEW MY LOTTERY REWARDS PROGRAM

**O**ur new *My Lottery Rewards* player loyalty program will roll out in late summer or early fall! Look for a redesigned website and updated app. We're giving the program a new focus and a new rewards system. Players will earn prize points and draw points when they accomplish specific activities, called achievements. **Don't worry, players' existing point balances will become prize points. They will redeem prizes the same way!**



	EARN WHAT	HOW TO EARN	BENEFIT
OLD	Points	Based on scratch-off or ticket quantity, price points or special promotion.	Redeem points for prizes or to enter drawings.
NEW	Prize points / Draw points	Based on achievements.	Redeem prize points for store items including e-gift cards in the digital marketplace. Redeem draw points to enter drawings.

## WHAT QUALIFIES AS AN ACHIEVEMENT?

- Entering specific draw games or non-winning scratch-offs.
  - Entering a specific dollar value of draw games or non-winning scratch-offs.
  - Celebrating a birthday.
  - Having a program anniversary.
- Go to [mdlottery.com/rewards](http://mdlottery.com/rewards) for updates.

## ADDITIONAL PROGRAM HIGHLIGHTS

- **New Prize Reveal Feature:** Spin a wheel or play a game to reveal the prize.
- **New Digital Marketplace:** Includes e-gift cards.
- **New Player Dashboard:** See quick tally of draw points and prize points.
- **Monthly Point Limits:** 5,000 prize points and 5,000 draw points.

**QUESTIONS?** Ask your district manager or visit the MLR website's *Frequently Asked Questions* section.



# SECOND-CHANCE CONTESTS

Players can enter these promotions through *My Lottery Rewards*.



## \$2 RAVENS X5 (#382) \$5 RAVENS X10 (#387) July 23-Jan. 14

- **One** non-winning \$2 scratch-off = two entries; one \$5 scratch-off = five entries.
- **Winners:** 35.
- **Drawings:** Monthly, August through January.
- **Prizes:** Grand prize – season tickets for 20 years (plus \$10,000 for all six finalists). Other prizes – \$10,000 (six winners); 2018 season tickets and a \$500 team store shopping spree (three winners); 2019 season tickets and \$250 in Ravens bucks to spend at the team store (10 winners); away trips with the team (10 winners).
- **Details:** [mdlottery.com/ravens](http://mdlottery.com/ravens) starting July 23.



## HOME RUN RICHES (#363) Through Aug. 27

- **One** non-winning Home Run Riches scratch-off = one entry.
- **Winners:** 162; one for each Orioles game.
- **Remaining drawings:** July 24 & Aug. 28.
- **Prizes:** Contestants of the Game win \$500 plus \$500 for home runs hit by Orioles players.
- **Details:** [mdlottery.com/homerun](http://mdlottery.com/homerun).

## WILLY WONKA GOLDEN TICKET™ (#366) Through Nov. 19

- **Entries** are variable (1-5) determined at the time of printing.
- **Winners:** Six.
- **Remaining drawings:** July 3, Aug. 7, Sept. 11, Oct. 16 & Nov. 20.
- **Prizes:** A trip for two to the BILLION DOLLAR CHALLENGE in Las Vegas and \$1,000 cash.
- **Details:** [mdlottery.com/goldenticket](http://mdlottery.com/goldenticket).

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements© and ™ Warner Bros. Entertainment Inc. (s18)



## MARILYN MONROE™ (#370) Through Aug. 13

- **One** non-winning Marilyn Monroe scratch-off equals one entry.
- **Winners:** Nine.
- **Remaining drawings:** July 17 & Aug. 14.
- **Prizes:** Grand prize trip to NYC Marilyn Monroe Spa plus \$6,000; eight cash prizes of \$5,000.
- **Details:** [mdlottery.com/Marilyn](http://mdlottery.com/Marilyn)

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# Check Out New Terminal Features

**GAIN CONFIDENCE** in the many features of your WAVE and Flair terminals with this overview by Scientific Games. For example:



## TIPS

### BARCODE READER

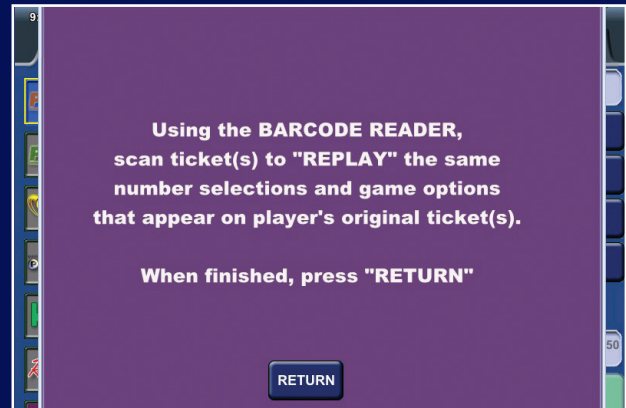
Use the barcode reader to scan draw tickets, NOT the document scanner. If the reader is not working in low-light situations such as bars or restaurants, you may need to increase lighting near it.

### DOCUMENT SCANNER

Use to read playslips. For the WAVE terminal, insert playslip FACE DOWN. For both the Flair and the WAVE X, insert playslips FACE UP. Playslips will drop into the catch tray below the scanner.



## REPLAY



Quickly make a Lottery purchase with the same details as a previously purchased ticket.

Select the REPLAY button on your terminal screen and scan the barcode of the previously purchased ticket. The new ticket will automatically print for the sale. This works for all draw games except 5 Card Cash.



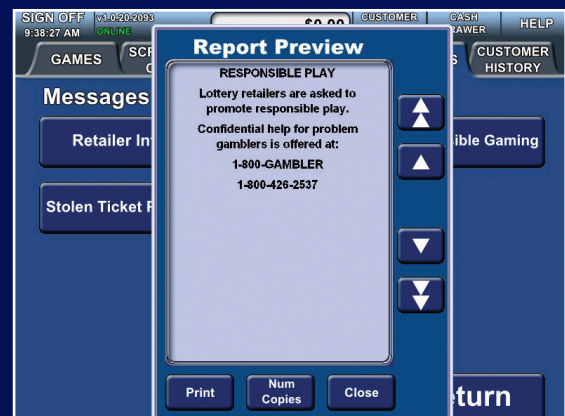
## LANGUAGES



You can easily switch from English to Korean and back again by touching a single language button.



## RESPONSIBLE GAMBLING MESSAGE



Retailers may print a Responsible Play message with the gambling hotline number for players who may need the information. They can hand the number discreetly to customers along with the Lottery purchase. To do so, access the MAIN REPORT MENU tab, click on the NEW MESSAGES tab, then the RESPONSIBLE GAMING tab. Print the hotline number and give it to your customer with the Lottery game.



Mike Prajapati, manager, and Rekha Prajapati, cashier.

RETAILER: Pareshkumar Patel

REGION 1

7-ELEVEN #28961, LIBERTYTOWN

**Reason for Selection:** This retailer has increased sales by double digits year over year and, in some weeks, doubled sales over the same week the prior year. Manager Mike Prajapati will special order favorite scratch-offs for some regular players, which increases sales and cements player loyalty. He promotes players' big wins and proudly displays the Lottery's celebration banners.

District Manager: Bryan Byers

REGION 2

RETAILER: G. Sandhu

ROSEDALE SHELL, BALTIMORE

**Reason for Selection:** This retailer provides excellent Lottery customer service, which helped the store's total third-quarter Lottery sales increase 12.5 percent over the same period last year. Having 88 scratch-off facings and doubling popular games gives customers a variety of instant tickets to purchase. G. Sandhu also provides a welcoming sitting area where players can sip coffee while watching *Keno* and *Racetrax* games.

District Manager: Joe Stetka



Retailer G. Sandhu, right, with Shailesh Mainali, manager.



Retailer Manoj Rami

RETAILER: Manoj Rami

REGION 3

RITCHIE HIGHWAY CITGO, GLEN BURNIE

**Reason for Selection:** Since purchasing this business in 2014, Manoj Rami has more than doubled his store's Lottery sales. He increased the number of scratch-offs sold from 35 to 66 facings to attract more scratch-off fans. Manoj keeps a very Lottery friendly store and became a SalesMaker site. He is always looking for ways to increase sales, willing to follow suggestions and maintains an excellent rapport with customers.

District Manager: Todd Cearfoss

REGION 4

RETAILER: Bobby Desai

QUICK MART, TOWSON

**Reason for Selection:** This retailer learned from – and worked for – retailer Dharmesh Shah before opening his own store about 18 months ago. Bobby Desai quickly became the third largest retailer in Region 4 and continues to grow his Lottery business. A new carryout will expand his operations. He also hosts weekly in-store parties and holiday gatherings while offering a superior display of Lottery signage to attract players.

District Manager: Roger Insley



Retailer Bobby Desai





**CONGRATULATIONS TO** this partial list of our lucky retailers for April. Be sure to check Retailer Corner at [mdlottery.com](http://mdlottery.com) for complete monthly lists of retailers selling winning tickets of \$10,000 and up and scratch-offs of \$20,000 and up.



**A.** Pegg Road Shell: Sheane Ambos of St. Mary's County discovered a career-advancing \$50,000 scratch-off prize.

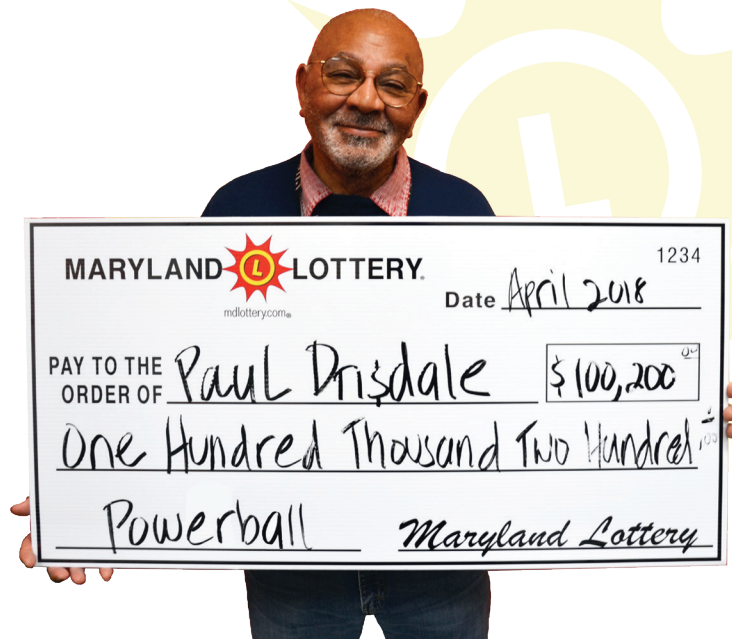
## SCRATCH-OFFS

## TERMINAL AND JACKPOT GAMES

RETAILER	PRIZE
<b>BONUS MATCH 5</b>	
Largo Liquors, Upper Marlboro	\$50,000
<b>KENO</b>	
Royal Farms #180, Owings Mills	\$30,070
Eutaw Market, Baltimore	\$30,000
<b>MEGA MILLIONS</b>	
E-Z Quick Food Market, Bel Air	\$10,500
Robinwood Services, Hagerstown	\$10,000
<b>POWERBALL</b>	
Express Mart, Bowie*	\$100,200 (B)
Montgomery Plaza Liquors, Baltimore	\$50,000
Speedy Mart, Baltimore	\$50,000
Wawa #8500, Fallston	\$50,000
<b>RACETRAX</b>	
Seabrook BP, Seabrook	\$224,529
Woodlawn Mart, Baltimore*	\$30,879
Seabrook BP, Seabrook	\$22,452
Vino's Liquor & Wine, La Plata*	\$16,272
Vino's Liquor & Wine, La Plata*	\$15,987
Spartans Liquor & Deli, Beltsville	\$15,440
Vino's Liquor & Wine, La Plata*	\$15,300
Dyson's General Store, Brandywine	\$13,773
Tim's II at Fairview, King George, Va.*	\$12,649

\* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

RETAILER	GAME
<b>\$100,000</b>	
AC&T #270, Smithsburg	\$100,000 Crossword
Montpelier Shell, Laurel	50X the Cash
Rosedale Shell, Baltimore*	Big Money Bingo
Summit Liquors, Hagerstown	\$100 Grand
Towson Park Shell, Towson	\$100 Grand
<b>\$50,000</b>	
7-Eleven #11568, Beltsville	\$2,000,000 Fortune
7-Eleven #28961, Libertytown	Power 5s
Bryans Road Shell, Bryans Road	20X the Cash
Langley Park Exxon, Hyattsville	\$5 Ravens
Pegg Road Shell, Lexington Park*	50X the Cash (A)
Shoppers #2332, Crofton	Cash Craze Doubler
US Gas, Halethorpe*	Yahtzee
Weis Markets #284, Lusby	Home Run Riches
Zip In Food Market, Hyattsville	50X the Cash



**B.** Express Mart: Air Force veteran Paul Drisdale is flying high after his \$100,200 Powerball win.