

# MARYLAND LOTTERY® RETAILER REPORT

A Newsletter for Maryland Lottery Retailers

OCT. - DEC. 2017

## CONVERSION UPDATE: EQUIPMENT ROLLOUT STARTS SOON!

**N**EW TERMINALS AND vending machines, new business practices and faster technology are coming! The equipment rollout starts in November as part of the central system contract with our chosen vendor, Scientific Games International (SGI).

"This is a massive undertaking," said **Jim Nielsen**, the Lottery's chief operating officer. "It's like going from a calculator or a landline to a smart phone."

The conversion will move the communication platform from satellites, in many cases, to a dual cellular communication platform and automate numerous functions ranging from retailer records to in-depth customer transaction analysis.

Watch for invitations from SGI to attend mandatory Retailer Rallies this fall and winter. Retailers and their employees will get hands-on practice with the equipment, SalesBuilder training and more.

For details on upcoming Retailer Rallies and conversion highlights, see **page 3**.



### INSIDE THIS ISSUE:

FY 2017 Highlights .....	6
Mega Millions Changes .....	7
Lucky Retailers .....	8

  
**HOLIDAY  
CASH & DASH  
IS BACK!**

See page 4.

## RETAILER REPORT

1800 Washington Blvd., Suite 330  
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[mdlottery.com](http://mdlottery.com)  
[retailercorner.mdlottery.com](http://retailercorner.mdlottery.com)  
[gaming.mdlottery.com](http://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](http://mdlottery.com/about-us/responsible-play) or contact **Mary Drexler** at **410-230-8798** or [mary.drexler@maryland.gov](mailto:mary.drexler@maryland.gov).

## MARYLAND LOTTERY AND GAMING

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

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# DIRECTOR'S MESSAGE



**C**ONGRATULATIONS ON a job well done! Together, we topped six records in Fiscal Year 2017 ranging from over-all sales to instant ticket sales. *Racetrax* and *Keno* also enjoyed a banner year!

Your hard work paid off, too. Retailers earned higher commissions than ever before, receiving \$145.9 million in commissions or 3.4 percent more than the

previous record set in FY2016. Thanks to each of you for your efforts in helping the agency generate an all-time record \$1.117 billion for the good causes of the state of Maryland. Check out our FY2017 highlights on **page 6**.

This fall, many agency teams are putting processes in place to ensure a smooth conversion in spring 2018. Do your part by attending the mandatory Retailer Rallies to get the training you need to switch over to the new equipment and take advantage of its high-tech capabilities. Watch Retailer Corner for conversion updates!

As always, thank you for everything you do,

Sincerely,

**Gordon Medenica, Director**

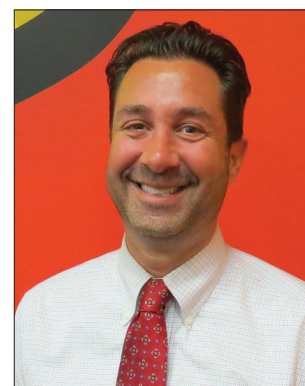
## MARKETING VETERAN JOINS AGENCY

**F**ormer DC Lottery marketing pro John Gorman jumped right into his new role as Maryland Lottery & Gaming managing director and chief marketing officer this summer. Meetings, meetings and more project meetings marked his first day in the office.

"Look for us to bring innovative products and promotions to the market that will help invigorate your sales and increase your Lottery foot traffic," Gorman said.

This seasoned professional draws on years of experience in strategic marketing, product and promotion launches, advertising and marketing campaigns, second-chance promotions and sponsorships. While at the DC Lottery from 2004 to 2017, he served as marketing director, strategic development specialist and as market research analyst.

Among his achievements were developing innovative scratch-offs such as *Majic* and *Neighborhoods* and managing project teams to launch five new product lines including *Race2Riches* and *DC-5*.



*John Gorman*



# COMING SOON: NEW EQUIPMENT AND RETAILER RALLIES

**ARE YOU READY** for your Lottery equipment conversion to begin?

Scientific Games International (SGI) and the Lottery are hosting **mandatory Retailer Rallies for Eastern Shore and Western Maryland retailers in November**. The rallies coincide with the kickoff of the long-awaited new equipment rollout. Consult Retailer Corner at [mdlottery.com](http://mdlottery.com) for details on features of the new equipment. Central Maryland retailers will attend rallies after the busy holiday season.

SGI staff will schedule your business for installation of the new equipment and removal of the old equipment. The new equipment will work with the old central computer system until the switchover occurs in spring 2018. Retailers should expect faster terminal speeds and more efficient processing of all transactions when we switch to the new system.



## RALLY HIGHLIGHTS

SGI staff will invite you and your employees to the mandatory rallies. We suggest you plan to spend two hours with us at the rally. Each session will include:

- Hands-on practice with the new equipment.
- SalesBuilder best practices training that includes elements of SalesMaker.
- Details on new and improved business practices.
- Raffles for door prizes and giveaways!



**\$350,000**  
**FALL FORTUNE!**

Enter through *My Lottery Rewards*; visit [mdlottery.com/rewards](http://mdlottery.com/rewards) for details.

**Oct. 9-Nov. 19**  
\$5 in terminal games = one entry  
**PRIZES:** \$5,000 to \$150,000  
**DRAWINGS:** Five



## MY LOTTERY REWARDS UPDATE

**C**ONGRATULATIONS, *My Lottery Rewards* (MLR) hit another milestone! Player membership passed the 300,000 mark in July. We thank you for spreading the word about MLR and our *MLR* app.

Did you know your customers LOVE this app? Most players, 76 percent on average, scan entries into MLR accounts using the app. Remind customers to check out the app to make scanning tickets a breeze! Customers can also use the app to create and save e-playslips, redeem points for drawings and check for winning tickets.

For all of the latest points-for-drawings and second-chance promotions, visit [mdlottery.com/rewards](http://mdlottery.com/rewards).

# TURN HOLIDAY SALES INTO MAGIC MOMENTS



Maryland's 2016 Warehouse Cash & Dash winners celebrate! See the YouTube video of their dash at [mdlottery.com/dashvideo](http://mdlottery.com/dashvideo).

**A**DD HOLIDAY MAGIC to your fall sales with the Oct. 23 launch of our holiday-themed scratch-offs and the Holiday Cash & Dash second-chance promotion. Get in the spirit and sell, sell, sell to pack a jolly jingle into your end-of-year revenues.

## HOLIDAY GAMES

Attract new customers by displaying these games together in your After Glow countertop dispensers. Need a second dispenser? Ask your district manager! Holiday game details are on **page 5**.

## HOLIDAY CASH & DASH SECOND CHANCE

This popular promotion is back! Players enter non-winning holiday scratch-offs into the second-chance contest through My Lottery Rewards; drawings take place Oct. 31-Jan. 16.

Dash to [mdlottery.com/holiday](http://mdlottery.com/holiday) for promotion details and to YouTube to see the action-packed video of 2016 winners racing through the warehouse. This year, players can win:

- **Grand Prize:** 12 winners of a trip for two to Chicago dash through a merchandise-packed warehouse, filling a shopping cart with as many items as possible in 90 seconds.

- **Cash Prizes:** Five \$10,000 winners; five \$5,000 winners and 120 \$1,000 winners.

- **Scratch-off Books:** 120 total books awarded.

## RETAILER HOLIDAY BONUS PROGRAM

Activate holiday ticket books to enter this bonus incentive program. Check Retailer Corner at [retailercorner.md-lottery.com](http://retailercorner.md-lottery.com) for details or talk with your district manager. Good luck!

  
**HOLIDAY SPRINKLER**  
**Nov. 27 - Dec. 31**

**Pick 3 Pick 4**  
**LET IT SNOW**  
**Dec. 4 - 31**

## RSVP FOR CENTRAL MARYLAND ADVISORY MEETINGS

**A**TENDING THE October Regional Advisory Board meetings is a must for Central Maryland retailers! There's still time to RSVP to attend the 90-minute session of your choice.

We're hosting 12 meetings in six cities from Oct. 3-19. Get a conversion process update, learn about upcoming products and promotions and 2018 initiatives. We can't wait to see you! RSVP today!





# NEW SCRATCH-OFFS

Visit *Retailer Corner* at [mdlottery.com](http://mdlottery.com) for monthly updates on scratch-off launches, ticket prizes and final claim dates.



## LAUNCH: OCT. 23

- \$1 – Candy Cane Cash (#344)**  
\$1,000 top prize (22)
- \$2 – Gifts Galore (#345)**  
\$10,000 top prize (5)
- \$3 – Polar Payout (#346)**  
\$30,000 top prize (4)
- \$5 – Holiday Riches (#347)**  
\$50,000 top prize (7)
- \$10 – Winter Ice Multiplier (#348)**  
\$100,000 top prize (8)

## LAUNCH: NOV. 27

- \$2 – Money Multiplier (#351)**  
\$10,000 top prize
- \$5 – \$50,000 Bonus Cash (#352)**  
\$50,000 top prize
- \$10 – \$100,000 Crossword (#336)**  
\$100,000 top prize (8)
- \$20 – Win Big (#356)**  
\$1,000,000\* top prize  
\* Paid through annuity.

## LAUNCH: DEC. 26

- \$1 – Triple Cash (#353)**  
\$1,000 top prize
- \$2 – Prize Lines (#354)**  
\$30,000 top prize
- \$5 – Pay Day Doubler (#355)**  
(Taxes Paid)  
\$50,000 top prize
- \$5 – Deluxe Crossword (#342)**  
\$50,000 top prize

## LAST DAY TO CLAIM

**W**hen a player asks about deadlines for claiming prizes, you have three places to look!

- Retailer Corner at [mdlottery.com](http://mdlottery.com) – Monthly posts list new scratch-offs and final claim dates.
- Your monthly End of Game and Final Claiming Dates flier.
- Visit [mdlottery.com](http://mdlottery.com). On the scratch-off page, go to the “View Scratch-offs By” pull-down menu and click on “Games Ending Soon” for a summary.

# FISCAL YEAR 2017 SETS SIX RECORDS

**C**ONGRATULATIONS, we did it again! Your teamwork helped set records in multiple categories for Fiscal Year 2017, which ran July 1, 2016 through June 30, 2017.

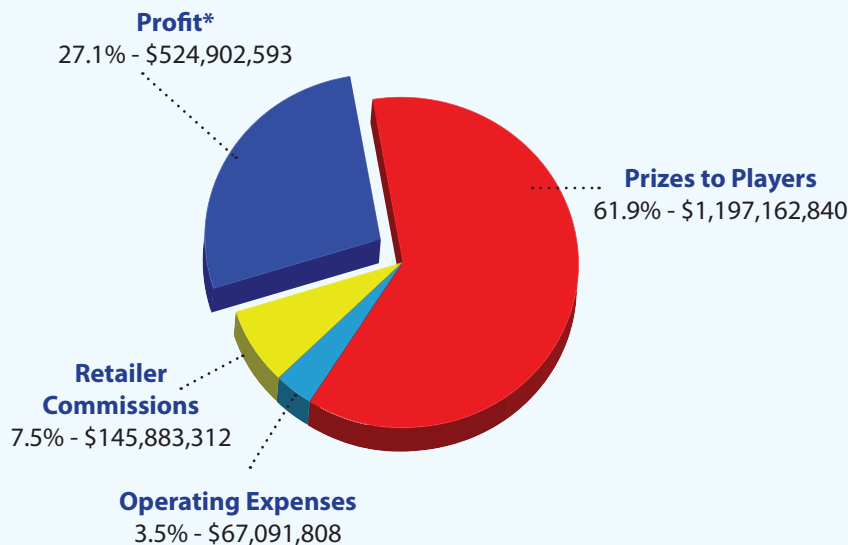
Overall Lottery sales grew 1.4 percent over the previous year's record to reach a new high of \$1.935 billion. Retailer commissions and prizes paid to players set records, too, while strong sales of three products – scratch-offs, *Pick 4* and *Racetrax* sales – helped drive our success. In fact, FY2017 marked the third consecutive year for record scratch-off sales. Way to go!

"With your help, Maryland Lottery and Gaming contributed an all-time record \$1.117 billion to the state of Maryland," said **Gordon Medenica**, director. "These funds go to important causes, such as education, public health and safety, small-, minority- and women-owned businesses, horse racing, veterans organizations and more." FY2017 highlights include:

- **OVERALL SALES** – \$1.935 billion, or \$27.1 million more than the previous record of \$1.908 billion in FY2016.
- **RETAILER COMMISSIONS** – \$145.9 million, or 3.4 percent more than the last record of \$141.2 million set in FY2016.
- **PRIZES TO PLAYERS** – \$1.197 billion, or 5.4 percent more than the \$1.135 billion record set in FY2016.
- **SCRATCH-OFF SALES** – \$676.8 million, which is 10.7 percent more than the FY2016 record of \$611.3 million.
- **PICK 4 SALES** – \$291.6 million, which is \$10.8 million than the previous record of \$280.8 million in FY2016.
- **RACETRAX SALES** – \$180.4 million, which is \$13.3 million more than the previous record of \$167.1 million set in FY2016.

## WHERE THE MONEY GOES

**Traditional Lottery FY2017 - \$1,935,040,551 in sales**



\*Profit is distributed to:  
 Maryland General Fund: \$483.8 million  
 Maryland Stadium Authority: \$20 million

Baltimore City Schools: \$20 million  
 Veterans' Organizations: \$70,000  
 Maryland International Race: \$1 million

## SALES BY LOTTERY GAME

### JACKPOT GAMES

**POWERBALL** Sales: \$100.1 million  
Profit: \$42.1 million

**MEGA MILLIONS** Sales: \$66.3 million  
Profit: \$25.6 million

**MULTI MATCH** Sales: \$24.0 million  
Profit: \$8.5 million

**MARYLAND LOTTERY CASH 4LIFE** Sales: \$16.2 million  
Profit: \$7.0 million

### DAILY DRAW GAMES

**Pick 3** Sales: \$239.1 million  
Profit: \$99.4 million

**Pick 4** Sales: \$291.6 million  
Profit: \$100.0 million

**BONUS MATCH 5** Sales: \$19.8 million  
Profit: \$6.7 million

**5 CARD CASH** Sales: \$5.5 million  
Profit: \$1.5 million

### MONITOR GAMES

**keno** Sales: \$303.3 million  
Profit: \$82.7 million

**Racetrax** Sales: \$180.4 million  
Profit: \$41.0 million

### INSTANT GAMES

**SCRATCH OFFS** Sales: \$676.8 million  
Profit: \$109.7 million

### OTHER

**INSTANT\* TICKET** LOTTERY MACHINES Sales: \$11.9 million  
Profit: \$0.7 million

\*Exclusive to Veterans' Organizations





# MEGA MILLIONS CHANGES THIS MONTH!

**L**OTS OF GREAT CHANGES are coming to *Mega Millions* this month. Effective Saturday, Oct. 28, you must have new playslips in place for players to use. The game changes impact tickets for the Tuesday, Oct. 31 drawing.

Bigger jackpots and more millionaires are in store, along with doubled prize payouts for the fifth through ninth prize tiers.

Questions? Contact your district manager or visit Retailer Corner at [mdlottery.com](http://mdlottery.com).

EFFECTIVE OCT. 28 FOR OCT. 31 DRAWING	CURRENT	FUTURE
Basic Game Price	\$1	\$2
Jackpot Base	\$15 million	\$40 million
3rd-Tier Prizes	\$5,000	\$10,000
Matrix	Pick 5 numbers from 75 / Pick 1 Mega Ball number from 15	Pick 5 numbers from 70 / Pick 1 Mega Ball number from 25
Odds / Jackpot Win	1 in 258.9 million	1 in 302.6 million
Odds / \$1 Million Prize	1 in 18 million	1 in 12 million

## TWO WIN TOP SALES HONORS



From left: Frank Hemberger, who retired as sales manager after 37 years; Gordon Medenica, director; Sherise Rascoe, award winner, and John Martin, chief revenue officer.

**C**ONGRATULATIONS TO district managers **Sarah Proctor** and **Sherise Rascoe**, who received top Sales team awards at the July Sales meeting. Proctor won the 2017 District Manager of the 4th Quarter Award and Rascoe received the coveted Frank E. Hemberger III District Manager of the Year Award.

Proctor won praise for her rapport with the 125 retailers in her Region 3 territory, which covers Calvert and Prince George's counties. She recruited 13 prospective retailers and helped her retailers

achieve high scratch-off activation rates during the first week games are available for sale (blitz week).

Rascoe, who won the 2017 District Manager of the 3rd Quarter Award, manages a Region 4 territory of 125 retailers in northeast Baltimore. Reasons cited for her selection include having 100 percent of her eligible retailers activate all new scratch-offs during game launch week along with her teamwork, mentorship, positive attitude and exceptional analytical skills.

"I attribute my success to determination and perseverance," Rascoe said. "I show my colleagues that the key to achieving my goals is that 'I PLAN my work and WORK the heck out of my plan.' That means taking time to set up the course of your day, which will keep you on a straight path and help you do your job effectively."



Sarah Proctor, Region 3

# LUCKY RETAILERS CELEBRATE JULY WINS



**A. Al's Beer & Wine:** Manager Manish Patel, left, with clerks Isabel Villalobo and Anand Patel.



**B. Esquire Liquors:** Clerk Vicky Stewart and manager Larry Prange.



**C. Westlake Wine & Beer:** Owner A.J.



**D. Marlow Wings:** Managers Digma Panchel (left) and Hareh Chaudhari.



## TERMINAL AND JACKPOT GAMES



### RETAILER

#### BONUS MATCH 5

RETAILER	PRIZE
Al's Beer & Wine, Oxon Hill*	\$50,015 (A)
7-Eleven #29997, Bowie	\$50,000
7-Eleven #39243, Baltimore	\$50,000
Discount Cigarettes, Brooklyn Park*	\$50,000
East End Liquors, Easton	\$50,000
Erdman BP, Baltimore*	\$50,000
Esquire Liquors, Oxon Hill	\$50,000 (B)
Westlake Wine & Beer, Bethesda*	\$50,000 (C)

### KENO

Nottingham's, Columbia	\$50,000
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### RETAILER

Lucky's Superette, Odenton\*

### PRIZE

\$48,024

### POWERBALL

E-Z Convenience, Towson*	\$100,000
Tucker's Liquors, Clinton*	\$100,000
7-Eleven #39655, Baltimore	\$50,000
Fairhill Liquors, Elkton	\$50,000
Quarterfield Service Center, Glen Burnie	\$50,000
Riverdale Plaza Liquors, Riverdale	\$50,000

### RACETRAX

Meyers Liquors, Suitland*	\$24,603
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## SCRATCH-OFFS

### RETAILER

#### \$100,000

RETAILER	GAME
7-Eleven #37056, Hyattsville	Lady Luck
House of Liquors, Westminster*	Maximum Money
Laurel Plaza Liquors, Laurel	Your Fortune
Marlow Wings, Marlow Heights*	50x The Cash (D)
Rockville Pike Shell, Rockville	Super Triple 10s
Shore Stop #221, Rock Hall	Super Triple 10s

#### \$50,000

7-Eleven #11542, Glen Burnie	Diamonds & Gold Doubler
7-Eleven #11568, Beltsville	You Win

### RETAILER

7-Eleven #23694, Beltsville	\$1,000,000 Platinum Play
7-Eleven #34125, Baltimore	Diamonds & Gold Doubler
Ballenger Creek Pike Exxon, Frederick*	Ultimate Riches
Chris Liquor & Grill, Baltimore	Deluxe Crossword
Friendship Liquors, West Friendship	Power 5s
J B Liquors, Forestville	20x The Cash
Pilot Flying J Travel Center #875, Elkton	100x The Cash
Royal Farms #5, Salisbury	\$500 Frenzy
Shoppers #2286, Baltimore	Family Feud
Shoppers #2366, College Park	\$2,000,000 Fortune
Soda Pop Shop Mart, Glen Burnie*	\$2,000,000 Fortune

### GAME

\* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

## GET THE FACTS ON RESPONSIBLE GAMBLING

**HAVE YOU AND** your staff completed our Responsible Gambling webinar? This 15-minute online session shows you how to recognize signs that a customer may need help and what to do next. We developed the webinar as part of our ongoing commitment to responsible gambling education. Access it on Retailer Corner at [retailercorner.mdlottery.com/webinar](http://retailercorner.mdlottery.com/webinar); use the password "Training." Thanks for becoming a better-informed retailer partner!