

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER - DECEMBER 2018



HOLIDAY FAMILY OF GAMES

This year's five holiday scratch-offs will put a happy "Ho, Ho, Ho" in your sales pitch. These fun games arrive **Oct. 22!** Our popular Holiday Cash & Dash second-chance promotion is back for a fourth consecutive year, too. And, we revamped our Holiday Retailer Incentive Program. Don't miss out on your chance to earn extra bucks!

SEE GREEN WITH HOLIDAY SCRATCH-OFFS

PPULL OUT YOUR jingle bells, hoist the holly and hang your holiday lights! We're counting down the days until Santa's helpers deliver your Red Bag loaded with our jolly holiday scratch-offs.

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Get details on the holiday games, second-chance promotion and retailer bonus program on **page 5!**



WE DID IT!

CONGRATULATIONS on your outstanding, record-breaking sales performance in Fiscal Year 2018! Your efforts helped the Lottery surpass our sales goal for the fiscal year, which ran July 1, 2017 to June 30, 2018. Lottery sales reached an amazing **\$2.043 billion**, which is 5.8 percent above our previous record of \$1.932 billion in FY2017. Well done!

Your hard work also yielded a bumper crop of retailer commissions, which increased to an average of \$34,000 per retailer. Lottery profits to benefit the good causes of the State of Maryland exceeded expectations, too, as did prizes paid to players.

We accomplished all of this together despite the challenges of undergoing a central computer operating system conversion and new retailer equipment rollout. Check out details of our record-breaking year on **page 4**. Thanks, again, for all that you do for Maryland residents. Happy sales and best of luck in FY2019.

Sincerely,

Gordon Medenica, Director



STILL TIME TO RSVP REGIONAL ADVISORY BOARD MEETINGS OCT. 2-18

Details: Retailer Corner at mdlottery.com

Talk to your district manager **or call** 410-230-8913 **or**

Email DLadvisoryboard_mlgca@maryland.gov



**\$400,000
FALL FORTUNE!**

**Oct. 1 -
Nov. 11**

ENTRY: My Lottery Rewards
\$5 in terminal game tickets = one entry

PRIZES: \$5,000-\$100,000

DRAWINGS: Oct. 9, 16, 23, 30; Nov. 13



RETAILER REPORT

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

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

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

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DUO NAMED TOP DISTRICT MANAGERS



David Browne (center) with (from left) John Martin, chief revenue officer; Al Ringgold, sales director; Gordon Medenica, agency director; Frank Hemberger III; and Vanessa Fountain, regional manager.

CONGRATULATIONS TO David Browne and Jonathan McIntosh, who earned top district manager honors for FY2018.

At the July Sales meeting, Browne won the 6th Annual Frank E. Hemberger III District Manager of the Year Award. McIntosh wrapped up the Sales team's quarterly honor roll by winning the District Manager of the 4th Quarter Award.

"To be the District Manager of the Year takes more than great numbers," said **Frank Hemberger**, who retired as Lottery sales manager in 2013 after 37 years of service. "It takes someone who seeks new and different solutions to daily challenges and displays creativity and thoughtfulness in building winning relationships."

Browne's regional manager, **Vanessa Fountain**, describes him as the most detail-oriented person she has ever supervised. "David has become a key player on our team,"

Fountain said. "His skills and leadership qualities make him stand out."

Browne started with the Lottery Communications team in 2011, moved to Sales in 2013 as an administrative aide and in April 2017 to his current post.

"My favorite part of the job is interacting with Lottery retailers and customers," said Browne, who works with 107 Baltimore city retailers. The

Windsor Mill resident also enjoys problem solving, developing a partnership with his retailers and using technology to work more efficiently and effectively.

Working smart is a key to success, Browne said. "I can go to 17 places and do a little at each place or I can go to eight places and do something significant at each place that will impact sales," he said.

McIntosh, who joined the agency in 2015, works with 110 retailers in Montgomery, Carroll and Howard counties. "I like the territory a lot," said the Rodgers Forge resident, "because of its diversity of retailers. I work with lots of different personalities."

Retailers compliment McIntosh's great attitude, said his regional manager, **John O'Connor**. "In the last year, his stores' Lottery sales figures have grown significantly along with numbers of retailer scratch-off activations during the first week games launch."

Congratulations, award winners!



Jonathan McIntosh (right) with Sales Director Al Ringgold.

RETAILER SURVEY RESULTS ARE IN!

THANKS TO EVERYONE who completed the 2018 Retailer Satisfaction Study. This annual survey measures perceptions about the Lottery's performance in areas including Tel-Sell service, Lottery games and promotions.

This year, the survey sent to 3,903 retailers also questioned perceptions about our computer system conversion ranging from new equipment installation to training. Find out more at an October Regional Advisory Board meeting (**see page 2**).

**Survey
SAYS**



FISCAL YEAR 2018 SETS RECORDS

THE MARYLAND LOTTERY shattered seven records in Fiscal Year 2018 (July 1, 2017 to June 30, 2018) and set new milestones in many Lottery games. Retailer commissions again reached a new high, as did overall game sales, profits to the state and prizes paid to players. The average commission paid to Maryland Lottery retailers reached \$34,000, which is \$2,000 more than in FY2017.

Scratch-offs continue to reign as the king of Maryland Lottery games. Their share of the Lottery's product portfolio jumped from 35 to 37 percent of total sales. Instant ticket sales soared to a new high, increasing by a double-digit rate for a fourth consecutive year. *Pick 4* sales and *Racetrax* sales continued their upward, record-setting trend.

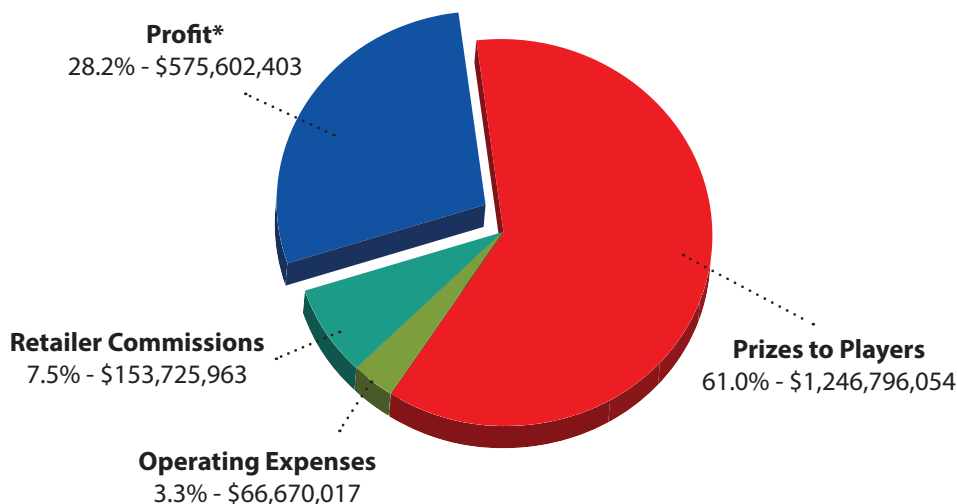
"Our retail partners played a key role in the Lottery's outstanding FY2018 achievements," said **Gordon Medenica**, director. "Our 11 percent increase in scratch-off sales is astounding when you consider that we set a record while implementing our new central computer system conversion and installing all new equipment in stores statewide."

Check out these new records! Unless otherwise noted, the records break those set in FY2017.

- **RETAILER COMMISSIONS: \$153.7 million** — up \$7.8 million / 5.4 percent.
- **SALES: \$2.043 billion** — up \$111.2 million / 5.8 percent.
- **PRIZES PAID TO PLAYERS: \$1.247 billion** — up \$49.6 million / 4.2 percent.
- **PROFIT TO THE STATE: \$575.6 million** — up \$50.7 million; beat the all-time record set in FY2016 when we had the big **\$1.6 billion Powerball** jackpot.
- **SCRATCH-OFF SALES: \$750.9 million** — up \$74.1 million / 11 percent.
- **PICK 4 SALES: \$296.2 million** — up \$4.6 million / 1.6 percent.
- **RACETRAX SALES: \$192.6 million** — up \$12.2 million / 6.8 percent.

WHERE THE MONEY GOES

Traditional Lottery FY2018 - \$2,042,794,437 in sales**



** All Fiscal Year 2018 figures are unaudited.

*Profit is distributed to:
 Maryland General Fund \$534.5 million
 Maryland Stadium Authority: \$20.0 million

Baltimore City Schools: \$20.0 million
 Veterans' Organizations: \$76,500
 Maryland International Race: \$1.0 million

SALES BY LOTTERY GAME

JACKPOT GAMES

MARYLAND POWERBALL Sales: \$111.2 million
Profit: \$48.8 million

MEGA MILLIONS Sales: \$88.6 million
Profit: \$35.4 million

MULTI MATCH Sales: \$29.0 million
Profit: \$10.3 million

MARYLAND LOTTERY CASH 4 LIFE Sales: \$13.2 million
Profit: \$4.6 million

DAILY DRAW GAMES

Pick 3 Sales: \$235.4 million
Profit: \$98.2 million

Pick 4 Sales: \$296.2 million
Profit: \$128.7 million

BONUS MATCH 5 Sales: \$19.7 million
Profit: \$6.9 million

5 CARD CASH Sales: \$5.6 million
Profit: \$1.7 million

MONITOR GAMES

keno Sales: \$291.4 million
Profit: \$80.2 million

Racetrax Sales: \$192.6 million
Profit: \$42.9 million

INSTANT GAMES

SCRATCH OFFS Sales: \$750.9 million
Profit: \$117.1 million

OTHER

INSTANT* TICKET
LOTTERY MACHINES Sales: \$9.1 million
Profit: \$0.8 million

*Exclusive to Veterans' Organizations





HOLIDAY CASH & DASH: Oct. 22-Jan. 14



Our 2017 winners in Chicago celebrate their warehouse dash success.

On your mark, get set, go! Players can start entering non-winning holiday scratch-offs into this second-chance promotion on Oct. 22.

Entries are one per scratch-off dollar through *My Lottery Rewards*, which means a \$10 holiday scratch-off equals 10 entries. We'll award 277 winners in weekly drawings over 12 weeks. Good news — entries are cumulative, too!

The top prize is a trip for two (four winners) to the Warehouse Dash in Chicago to grab as much merchandise as possible in 90 seconds! Also awarded: cash prizes of \$25,000 (one winner), \$10,000 (five winners), \$5,000 (27 winners) and \$1,000 (120 winners). Another 120 winners will receive a book of scratch-offs.

Good luck to our contestants!

OCTOBER SCRATCH-OFF NEWS

Visit Retailer Corner at mdlottery.com for monthly updates on scratch-off launches, ticket prizes and final activation dates. We'll list full details there for the November and December games.

LAUNCH: OCT. 22

- \$1 - Holiday Pets / #394**
\$1,000 top prize (26)
- \$2 - Polar Bear Bucks / #395**
\$10,000 top prize (6)
- \$3 - Peppermint Payout / #396**
\$30,000 top prize (4)
- \$5 - Holiday Cash / #397**
\$50,000 top prize (7)
- \$10 - \$100,000 Winter Winfall / #398**
\$100,000 top prize (8)

LAUNCH: NOV. 26

- \$2 - Find the 9s / #412**
- \$5 - Winning Streak / #399**
\$50,000 top prize (9)
- \$10 - \$100,000 Crossword / #400**
\$100,000 top prize (9)
- \$20 - Win it All Millionaire Edition / #409**

LAUNCH: DEC. 26

- \$1 - Quick \$25s / #413**
- \$5 - Gold Bar Bingo / #401**
- \$5 - \$50,000 Diamonds / #414**
- \$10 - Power 8s / #415**



Our 2018 Holiday Retailer Incentive Program has **NEW** guidelines! Look for a hand-out explaining the revamped program delivered by your district manager or go online to Retailer Corner for details. Questions? Contact your district manager or come to a Regional Advisory Board meeting! (See **page 2.**)



APPLICATIONS BUTTON: Your Key to License Changes

Do you need to report or request changes to your retailer license?

Sign In to My Application

Email

Password

Sign In

[Forgot your password?](#)

OR

Create an account

NOTES: You can apply to become a Maryland Lottery Retailer by filling in the required forms electronically and then submitting them via this site. You will first need to create an application account using an email and password. Once you have filled in all the required forms you can submit the application following the instructions on the site. You can track the progress of your application by logging in and reviewing your Application status.

mdlottery.com | rewards.mdlottery.com | mlcca.com | gaming.mdlottery.com | mdgamblinghelp.org

Doing so is easy and fast with our online retailer application system. Visit Retailer Corner at mdlottery.com and click the “Applications” button on the top of the page. Then, log into your account or create your account. **You can:**

ADD new locations (independent and corporate).

REPORT a change of ownership.

CHANGE listings of the retail location, bank account, business name, Employer Identification Number, type of business or corporate structure.

REQUEST an additional terminal.

APPLY FOR designation as an Expanded Cashing Authority Program retailer or seek recertification.

Need help?

Call or email your Lottery district manager.

RETAILER SPOTLIGHT



Retailer Bill Chenoweth with Manager Julie Parkins.

Piper's Wine & Spirit Barn, Manchester

RETAILER: Bill Chenoweth

Reason for Selection: This is the No. 1 Lottery retailer in Carroll County. Bill Chenoweth carries multiple facings of all scratch-offs and provides excellent customer service, which translates into solid sales.

District Manager: Ken Trythall



The Lottery's Michael Twiname (left) with a customer and retailer Khalid Khan (right).

Thirsty's, Salisbury

RETAILER: Khalid Khan

Reason for Selection: This popular Lottery location boasts 80 facings and its sales are above the zip code weekly average by more than \$5,000. Khalid Khan's knowledge and customer service skills helped the business increase Lottery sales year over year by 6.7% in FY2018, or almost \$70,000!.

Regional Manager: Mary Newman

OCT. 1 BRINGS CHANGES TO XCAP PROGRAM



INTERESTED IN KEEPING your designation as an Expanded Cashing Authority Program (XCAP) retailer or joining the program? Qualified XCAP retailers can cash Lottery prizes up to \$5,000, rather than up to and including \$600.

- o **New Requirement** — Effective Oct. 1, XCAP retailers must attend fall and spring Regional Advisory Board meetings to keep their XCAP status and qualify for recertification. Fail to attend? The Lottery may suspend your XCAP privileges. Repeated violations may lead to your removal from the program.
- o **New Process** — Apply **ONLINE** through **Dec. 1** for XCAP status for 2019-2020 through the Retailer Corner “Applications” button (see article on page 6). XCAP requirements are listed at retailercorner.mdlottery.com/xcap/.



Retailer Jeff Kamali

Columbia Auto Care & Car Wash,
Columbia

RETAILER: Jeff Kamali

Reason for Selection: A Lottery retailer for more than 25 years, Jeff Kamali is very customer-oriented and joined the XCAP program about three years ago to help his winning players cash mid-level prizes on site. He is willing to pilot Lottery equipment and has served as a Ravens game retailer for the last four seasons.

District Manager: **Matt Boone**



Retailer Daljeet Kumar

Star 11 Good Store, Baltimore

RETAILER: Daljeet Kumar

Reason for Selection: This retailer has experienced tremendous growth in his floor traffic and overall revenue since taking over this location in late 2016. Revenues have increased \$10,000 under his ownership! He continues to implement great ideas to better showcase his Lottery products.

District Manager: **Stanley Harris**





CONGRATULATIONS TO this partial list of our lucky retailers for July. Be sure to check Retailer Corner at mdlottery.com for complete monthly lists of retailers selling winning tickets of \$10,000 and up and scratch-offs of \$20,000 and up.

TERMINAL AND JACKPOT GAMES

RETAILER	PRIZE
BONUS MATCH 5	
Ardwick Liquors, Landover*	\$50,000
Mall Spirits, Baltimore	\$50,000
One Stop Deli, Point of Rocks	\$50,000
Wegmans #14, Hunt Valley	\$50,000
KENO	
Lakeside Beer & Wine, Gaithersburg*	\$25,000
Lady's Liquors, La Plata*	\$20,000
MEGA MILLIONS	
Food Stop Mini, Rockville*	\$10,000
Dash In, Willards	\$10,000
All In One, Belcamp*	\$10,000

RETAILER	PRIZE
POWERBALL	
Wabash Discount Liquors, Baltimore	\$50,000
Waterloo Exxon, Jessup	\$50,000
RACETRAX	
Primos Liquors, Landover	\$60,829
Dodge City Market, District Heights	\$47,880
Food Stop, Baltimore	\$43,651
Edgewood Amoco BP, Edgewood*	\$30,734
Marlboro Country, Upper Marlboro*	\$29,296
Dyson's General Store, Brandywine	\$18,099
South Potomac Shell, Fort Washington*	\$15,729
Timonium Shell, Timonium	\$11,112
Tantallon Exxon, Fort Washington	\$10,634



A. Central City Liquors: Owner Shad Hamilton, left, with longtime employee Jeremy Rettig.



B. Nikki's Discount Liquors: Owner Bhavin Shah (left) and store manager Mayur Thakkar.

SCRATCH-OFFS

RETAILER	GAME
\$200,000	
7-Eleven #34193, Silver Spring	\$200,000 Jackpot
Royal Farms #183, Pasadena	\$200,000 Jackpot
Shore Stop #210, Salisbury	\$200,000 Jackpot
\$100,000	
25 Hour Market, Landover	Lady Luck
Cambridge Sunoco, Cambridge	WILLY WONKA GOLDEN TICKET™
Central City Liquors, Hagerstown*	Diamond 10s (A)
College Square Liquors, Westminster	Diamond 10s
Long Branch Beer & Wine, Silver Spring*	\$100,000 Crossword
Newsmart, Baltimore	\$100,000 Jackpot
\$50,000	
40 West Shell, Catonsville*	50X The Cash
Battle Grove Democratic Club, Dundalk	Hot Riches
Grace Grocery, Baltimore	Deluxe Crossword
Long Reach Exxon, Columbia	\$1,000,000 Blowout
Marlboro Pike Citgo, District Heights	Win Big
Martin's #6275, Hagerstown	Hot Riches
Merritt BP Car Wash, Baltimore	Home Run Riches
Nikki's Discount Liquors, Baltimore	Gold (B)
Royal Farms #183, Pasadena	20X The Cash
Sheetz #519, Frederick	Gold
Zip In Food Market, Hyattsville	Home Run Riches

* EXPANDED CASHING AUTHORITY PROGRAM RETAILER

