

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

APRIL-JUNE 2021

CONGRATULATIONS, CONEY MARKET!

WHAT'S IT LIKE to sell the winning ticket for the historic \$731.1 million *Powerball* jackpot? Just ask Coney Market's **Richard "Dick" Ravenscroft!**

The Maryland Lottery called Ravenscroft at around 7 a.m. on Jan. 21, alerting him to Coney Market's lucky ticket sale. **Bill Wineland**, Lottery district sales manager, and Communications' **Doug Lloyd** soon arrived to support the staff as they fielded phone calls and visits from media outlets all day.

ABC's *Good Morning America* and NBC's *Today Show* both sent teams to interview Ravenscroft, who starred in interviews by state and local media, as well. The exciting mystery of who bought the jackpot-winning ticket continues; no one has stepped forward yet. Ravenscroft said he plans to share some of the \$100,000 retailer bonus with his employees and invest the proceeds in store renovations.



(From left) Owner Richard Ravenscroft with Powerball mascot Bryan Kelly, Lottery public affairs specialist, and Bill Wineland, Lottery district sales manager.

The \$731.1 million jackpot was the fourth-largest in *Powerball's* history and the sixth-largest in U.S. lottery history. Maryland's two other *Powerball* jackpot-winning tickets were sold by *Wesley's in Elkton* for \$128.8 million

in December 2011 and by *Wine World in Abingdon* for \$108.8 million in September 2011. Congratulations, Coney Market! See a related article on **page 8**.

WILLY WONKA GOLDEN TICKET™ RETURNS



HOW ARE YOUR GAME SALES? This sweet scratch-off arrived in March with strong advertising support and social media fanfare. When we launched this game in 2018, it became the best-selling \$10 instant ticket in the Maryland Lottery's history.

Players LOVED this game then and we're hoping for a repeat top-sales performance. After all, who wouldn't want to win \$100,000 instantly or qualify for a trip to Las Vegas and the chance to win a lifetime annuity of \$1 million a year? Check out the second-chance promotion on **page 6**. Happy sales!

CONTENTS

gemRetailer	3
Products & Promotions	4-7
Retailer Spotlight	8-9



A MESSAGE FROM
MARYLAND LOTTERY DIRECTOR GORDON MEDENICA

FINISH THE FISCAL YEAR STRONG, STAY SAFE



WHAT A CHALLENGING, exciting fiscal year! Thanks for continuing to serve Lottery customers in spite of the many challenges your business faced. We're counting on you to help us sustain these strong sales so we can cross the fiscal year finish line on June 30 as big winners!

We all welcomed the revenue boost from the dueling *Mega Millions* and *Powerball* jackpot rolls that ended in January. It was the first time both jackpots simultaneously exceeded \$700 million and our players flooded your businesses to try their luck. Congratulations, again, to **Coney Market** in Western Maryland, the proud seller of the \$731.1

million winning *Powerball* jackpot ticket.

This issue is loaded with news about our products and promotions, including our "Loaded" family of five scratch-off games coming in May. Take time to review details about the new scratch-offs and *FAST PLAY* games coming to you in April, May and June. Thanks again for your continued support and stay safe!

LOOK UNDER 18?

SHOULD YOU CARD FOR LOTTERY TICKETS?

A TEENAGER WALKS INTO YOUR STORE and attempts to buy a Lottery ticket. He or she clearly looks younger than 18. Do you ask for identification to make sure they are the proper age? Or, do you look the other way and allow them to make the purchase?

The Maryland Lottery reminds you that customers must be at least 18 years old to purchase tickets. It's your responsibility to ensure that you do not sell tickets to anyone who is underage.

Age-controlled products like Lottery tickets, alcohol and cigarettes



can be especially problematic for young people who are naturally curious about these things. It's safe to say that the majority of retailers regularly "card" young-looking people who attempt to buy alcohol or cigarettes, but what about Lottery tickets?

Do you view them the same way? If not, you should.

As part of our commitment to operating in a socially responsible manner, we urge you to enforce the age requirement. If you don't already card your young customers for Lottery purchases, please begin doing so immediately.

This article appears in collaboration with the Maryland Center of Excellence on Problem Gambling. Information: www.helpmygamblingproblem.org.



RETAILER REPORT

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mdlottery.com
retailercorner.mdlottery.com
mdgaming.com

WAVE or Flair Terminal,
PlayCentral HD (PHD),
PlayCentral EX (PEX)

888-427-7568 (service issues)

Instant Ticket Lottery Machine (ITLM)
(Veterans Services Organizations only)

800-886-9978

Tel-Sell Orders
866-832-1477

Retailer Customer Service
410-230-8800

ACCOUNTING, 1099s, NSF QUESTIONS

accounting.mlgca@maryland.gov

24/7 Problem Gambling Helpline
CALL 800-522-4700 / 800-426-2537
CHAT mdproblemgambling.com
Click on chat.

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, click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email jasmine.countess@maryland.gov.

MARYLAND LOTTERY AND GAMING

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MASK UP MARYLAND: HANDLING CUSTOMERS WHO SAY 'NO'

CUSTOMER SERVICE ARTICLES in industry publications continue to focus on the challenging issue of requiring customers to wear face masks during the pandemic. Retailers report that in spite of placing "Face Covering Required" signs outside and inside their stores, they still have customers who don't wear masks.

Some customers become loud and angry, upsetting other customers,

when asked to put on a face covering or leave the business. What can you do to handle these customers? Suggestions include:

- **Don't debate the issue.** State: "This is a private business and you must wear a face mask that covers your mouth and nose or you must leave."
- **Offer** the customer a free disposable mask to wear while shopping.

- **Promote** your pandemic services! Give the customer a business card with a phone number or website for online ordering and curbside pickup services. Update your social media store accounts with this information, too.
- **Install security cameras** to cover your entrance and cash register area. Cameras can make customers think twice about making a scene.



MAKE IT WORK FOR YOU!

GET INTO THE DRIVER'S SEAT! Use *gemRetailer* to review your store's Lottery sales data in detail and track trends. About 20 percent of the Lottery's independent retailers — many of them among our top performers — take advantage of this private, online reporting system.

"Retailers are paying more attention than ever to their bottom line during the pandemic," said **John Martin**, *chief revenue officer*. "They call us asking for tools to help them maximize every sale and manage their Lottery operation more effectively. Our answer: use *gemRetailer*!"

Learn more **HERE**. Access *gemRetailer* at mdret.sgreteilerportal.com, which is also available on Retailer Corner. Need help? Email **Fred Masterson**, *Lottery director of sales force automation*, at fred.masterson@maryland.gov.

ACTIVE LISTENING IMPROVES CUSTOMER SERVICE

ACCORDING TO A *recent article* in CSM, a magazine for customer service managers and professionals, ensuring that customers believe you are listening to them is just as important as the way you respond to their concerns.

The article suggests you "listen loudly" and follow up a customer's statements with

the words "sounds like." Here's why: "Starting your comments with 'sounds like' forces you to paraphrase your understanding of their needs. It's also a great lead-in to expressing empathy, as in, 'It sounds like you've had a frustrating time trying to fix this.' You'll be seen as someone who truly gets your customer."



NEW! SCRATCH-OFFS

Summer & FUN

I LOVE TO WIN

LAUNCH: APRIL 19

\$1 — I Love to Win / #527

\$1,000 top prize (32)

\$2 — Summer Fun / #476 *

\$10,000 top prize (7)

\$5 — 24 Karat Gold / #528

\$50,000 top prize (8)

\$10 — Royal Cash Fortune / #529

\$100,000 top prize (8)

* Second-chance promotion





LAUNCH: MAY 24

- \$1 — \$50 Loaded / #530 †
\$1,000 top prize (32)
- \$2 — \$100 Loaded / #531 †
\$10,000 top prize (7)
- \$5 — \$500 Loaded / #532 †
\$50,000 top prize (8)
- \$10 — \$1,000 Loaded / #533 †
\$100,000 top prize (8)
- \$20 — \$5,000 Loaded / #534 †
\$1 million top prize (7)
(Paid over 20 years)

† Retailer cash bonus program!
Details to come in a future
Retailer Review video and on
Retailer Corner.

LAUNCH: JUNE 21

- \$3 — Boardgame Bonus / #535
- \$5 — Find the 9s / #536
- \$5 — Deluxe Crossword 6th Edition / #537
- \$10 — Bingo X10 4th Edition / #538
\$100,000 top prize (7)



NEW FAST PLAY GAMES LAUNCH APRIL 5



- \$1 — 7-11-21® / #23
\$1,000 top prize (30)
- \$2 — Bloomin' Bucks / #24
\$10,000 top prize (15)
- \$10 — Jackpot Party® / #25
\$100,000 progressive jackpot (40)



MY LOTTERY REWARDS SECOND-CHANCE PROMOTIONS



BE HOME RUN RICH!
WIN \$500 FOR EVERY ORIOLES™ HOME RUN!
 Enter with any **FAST PLAY Home Run Riches tickets** / mdlottery.com/homerun

FAST PLAY
 Contestant of the Game

PLAY SAFE
 Please play responsibly.

For help, visit mdgamblinghelp.org or call 1-800-426-2537. Must be 18 years or older to play.

FAST PLAY HOME RUN RICHES / CONTESTANT OF THE GAME March 8-Aug. 23

Do your customers love baseball? Do they love *FAST PLAY*? We combined the fun of a new *FAST PLAY* game with a winning second-chance promotion to give your players a home run hit. Check out this *Contestant of the Game* promotion.

- **ENTRY:** Winning and non-winning \$5 *FAST PLAY Home Run Riches* tickets accepted. One ticket equals one entry. Entries carry over between drawings and count toward *My Lottery Rewards* (MLR) player achievements.
- **DRAWINGS:** March 30, April 28, May 26, June 30, July 28 and Aug. 24.
- **PRIZES:** Win \$500 for being selected as a *Contestant of the Game* plus \$500 for every Orioles® home run hit in that game. (162 winners)
- **DETAILS:** mdlottery.com/homerun

EVERLASTING MILLION SECOND-CHANCE PROMOTION

March 22-Sept. 6

One of your customers could become a millionaire for life through the second-chance promotion for the *WILLY WONKA GOLDEN TICKET™* scratch-off. This game has a proven record as a big seller with multiple lotteries — including Maryland.

- **ENTRY:** Non-winning \$10 *WILLY WONKA GOLDEN TICKET™* scratch-offs accepted. Entries do not carry over between drawings. Entries count toward *My Lottery Rewards* player achievements.
- **DRAWINGS:** April 13, May 4, May 25, June 15, July 6, July 27, Aug. 17 and Sept. 7.
- **PRIZES:** Eight Maryland Lottery winners will receive a four-day, three-night trip for two in 2022 to Las Vegas to participate in the *EVERLASTING MILLION CHALLENGE™* event plus \$1,000 in spending money. Includes roundtrip coach airfare, ground transportation, hotel accommodations and a chance to win a lifetime prize of \$1 million a year!
- **BONUS:** The promotion will award instant-win trip prizes at random to participating lotteries. Your customers could become Instant Trip Winners if they reveal a *GOLDEN TICKET* when they enter.
- **DETAILS:** mdlottery.com/goldenticket



THIS Golden Ticket COULD GET YOU MILLIONS

EVERLASTING MILLION SECOND-CHANCE PROMOTION
 Enter to win a Trip to Las Vegas for the Chance to Win a LIFETIME PRIZE of \$1 MILLION A YEAR!
mdlottery.com/goldenticket

PLAY SAFE
 Please play safely and responsibly. For help, visit mdgamblinghelp.org or call 1-800-426-2537. Must be 18 years or older to play.

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\$UMMER FUN

April 19-Sept. 7



Flip-flops, steamed crabs, grills and watermelon slices all say “summer fun” and appear on four of the eight scenes of these instant tickets. Suggest your players add each scene to their purchase and try their luck with this second-chance promotion.

- **ENTRY:** Non-winning \$2 *Summer Fun* scratch-offs accepted. One ticket equals one entry. Entries do not carry over between drawings and count toward MLR player achievements.
- **DRAWINGS:** May 25, June 29, Aug. 3 and Sept. 8.
- **PRIZES:** \$2,500 cash (20 winners)
- **DETAILS:** mdlottery.com/summerfun

UPCOMING PROMOTIONS



April 5-May 2
1st Anniversary All Games Promotion / Win free FAST PLAY tickets.



April 26-May 2;
May 10-May 16;
May 31-June 6
Racetrax Triple Crown / Buy \$6 worth of Racetrax games for \$5.



May 3-31
Bonus Match May / Buy nine *Bonus Match 5* game boards for \$6 and get a free \$1 quick-pick ticket.



June 10-July 4
Keno Kicker / Extra Keno number added to random games from 8 a.m.-10 p.m. Thursdays-Sundays.

CEARFOSS PROMOTED TO REGION 1 MANAGER



Todd Cearfoss

CONGRATULATIONS TO Todd Cearfoss!

A district sales manager from Region 2, Cearfoss earned a promotion in February to lead Region 1. The new regional manager now oversees 10 Region 1 district sales managers in territories covering Western Maryland, Carroll and Montgomery counties, parts of Prince George’s County along with Columbia in Howard County.

Cearfoss joined Maryland Lottery and Gaming 13 years ago and has devoted his career to the sales field. Prior to the

Lottery, he sold janitorial franchises nationally for a company based in Maryland.

The Anne Arundel County resident has been a district sales manager in several territories over the years. In addition, for about 18 months, he was assigned to an in-field position helping prospective retailers complete Lottery retailer applications.

Region 1 retailers can say hello by calling him at **410-230-8917** or emailing todd.cearfoss@maryland.gov.



RETAILER SPOTLIGHT

CONEY MARKET, *LONACONING*

REGION

1

Retailer:
**RICHARD "DICK"
RAVENSCROFT**



District Sales Manager:
BILL WINELAND



Owner Richard "Dick" Ravenscroft, right, observes Lottery District Sales Manager Bill Wineland running a terminal report.

Reason for Selection: Fiscal year-to-date sales are up more than \$40,000 over the same period last year at this Allegany County deli and convenience store, which **Richard "Dick" Ravenscroft** has owned for about six years. Sales from its 28 scratch-off facings are driving the store's success. Also helping to attract customers is the store's fame from selling the \$731.1 million jackpot-winning *Powerball* ticket in the Jan. 20 drawing. Sales of all games at this popular store have surpassed goals set for every quarter of this fiscal year, putting Coney Market on pace to exceed its FY2021 goal by 117%.

FRIENDSHIP FOOD MART, *BERLIN*

REGION

2

Retailer:
ANKIR PATEL



District Sales Manager:
J. R. WELLS

Reason for Selection: In the seven years since becoming the owner, **Ankir Patel** has always been open to suggestions on how to increase Lottery sales in his Worcester County business. That attitude has paid off. Despite the pandemic's impact on sales, the retailer has increased his Lottery sales enough for the store to qualify for a PHD vending machine. He expanded his scratch-off facings to 60 and saw a 19% increase in revenues. In fact, his Lottery sales are so strong they are on pace to exceed his FY2021 goals.



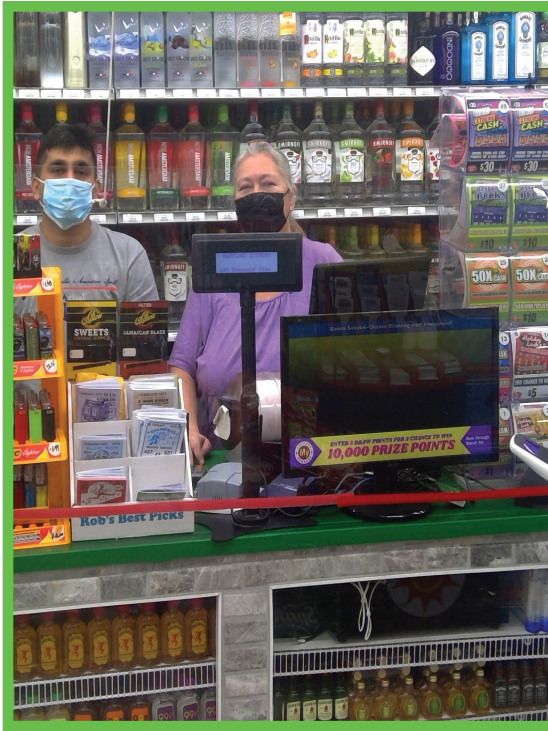
Owner Ankir Patel beside his new PHD.

5th AVENUE LIQUORS, *GLEN BURNIE*

Reason for Selection: Priyankaben Patel became the owner of this liquor store in 2020. An experienced retailer who operates other Lottery-selling businesses in Maryland, Patel renovated the store's interior. This improved Lottery sales, which in turn led to the addition of a second terminal to better serve Lottery players.

The result: Big winners galore! In January, 5th Avenue Liquors sold a \$100,000 winning \$100,000 Extreme Cash scratch-off. Since June 2020, the store has sold five \$5,000 winning Pick 4 tickets.

The employees provide excellent customer service and know most customers by their first name. They keep 5th Avenue Liquors very clean, display Lottery point-of-sale materials correctly and follow suggestions from their Lottery district sales manager.



Nailesh, a clerk, with Zina, a store manager.

REGION

3

Retailer:
PRIYANKABEN
PATEL



District Sales Manager:
ROB AUSTERA

WESTSIDE LIQUORS, *BALTIMORE*

Reason for Selection: Westside Liquors is a lucky Lottery retailer! On Jan. 15 and Feb. 2, two happy customers who frequent the store claimed \$100,000 top prizes on a \$30 \$100,000 Extreme Cash scratch-off and a \$10 Bankroll Buck\$ instant ticket.

Emanuel Awash has owned this store for more than five years and his cousin helps manage its operation. They know most of their customers by name, which keeps loyal players coming back for more Lottery fun and games.

Even during the pandemic, Westside Liquors maintained strong Lottery sales. In the first and second quarters of FY2021, for example, the store surpassed its sales goals by 118% and 110%, respectively, and at 62 days into the third quarter was on pace to achieve 117.5% of its goal.



Retailer Emanuel Awash and his cousin Selam, who helps manage the store.

REGION

4

Retailer:
EMANUEL
AWASH



District Sales Manager:
VAN DANIELS



LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO these lucky retailers! These businesses sold winning tickets of \$10,000 and up or winning scratch-offs of \$20,200 and up in February. Check Retailer Corner at mdlottery.com for a complete list of lucky retailers each month.

DRAW & JACKPOT GAMES

RETAILER	PRIZE
BONUS MATCH 5	
Woodlawn Gasoline, Woodlawn	\$50,000
MEGA MILLIONS	
AC&T #170, Boonsboro	\$10,000
Plaza Liquors, Pasadena*	\$10,000
MULTI-MATCH	
7-Eleven #32287, Owings Mills	\$2,750,000
POWERBALL	
Giant #327, Bethesda	\$150,000
Wawa #559, Street	\$150,000
FASTPLAY	
BLACKJACK	
• One Stop Mart, Baltimore*	\$10,000
CHERRY TWIST	
• Crown Salisbury, Salisbury*	\$10,000
CHILI PEPPER PAYOUT	
• Wawa #8512, Elkton	\$68,940
COLD HARD CASH	
• KG Abingdon Liquors, Abingdon	\$10,000
LUCKY NUMBERS	
• High's #039, Trappe	\$50,000
• Food Lion #2547, Waldorf	\$10,000
• Hill's Store, Helen	\$10,000
MONEY MULTIPLIER	
• Rolling Road Liquor Store, Catonsville	\$20,000

MONITOR GAMES

RETAILER	PRIZE
KENO	
Belles' Sports Bar & Grill, Frederick	\$80,000
Eastgate Liquors, Lanham	\$40,000
Sam's Wine & Spirits, Owings Mills	\$10,002
Kwik Mart, Baltimore	\$10,000
RACETRAX	
Hamilton News, Baltimore*	\$71,660
Marlow Winghouse & Sports Grille, Temple Hills	\$48,237
7-Eleven #11716, Adelphi	\$30,113
Boost Mobile, Baltimore	\$16,866
Central Exxon, Seat Pleasant	\$15,868
Dan's Cigar Lounge, Rosedale	\$15,001
Galleria Deli, Lutherville	\$14,822
Tucker's Liquors and Restaurant, Upper Marlboro	\$12,136
Lenny's Delicatessen, Owings Mills	\$11,112
Valley Village Wine & Spirits, Owing Mills	\$11,112
7-Eleven #23819, Ocean City	\$10,747
Woodlawn Sunoco, Baltimore	\$10,591

SCRATCH-OFF GAMES

RETAILER	GAME
\$1 Million	
40 West Shell, Catonsville*	Lucky 777
\$100,000	
Ardwick Liquors, Landover*	50X The Cash
Crofton Liquors, Crofton	Bingo X10 3rd Edition
Dash In, Willards	\$100,000 Extreme Cash
Discount Liquors, Huntington*	Terrific 10s
McKays, Charlotte Hall	Holiday Luck X10
PG News, Hyattsville	Ravens
Queens Chapel Liquors, Hyattsville	\$100,000 Extreme Cash
Royal Farms #190, Churchton	\$100,000 Extreme Cash
Slim's Hub, Baltimore	\$100,000 Extreme Cash
Taki's Carryout, Baltimore	\$100,000 Extreme Cash
Westside Liquors, Baltimore	Bankroll Buck\$
\$57,777	
7-Eleven #39796, Silver Spring	Lucky 7s Tripler
\$50,000	
A-1 Laundromat, Riverdale*	50X The Cash
Acme Markets #2862, Elkton	Bankroll Buck\$
Chapel Beer & Wine, Germantown	Holiday Luck X5
Check Cash Depot #012, Gaithersburg	Bankroll Buck\$
Corner Store, Brunswick	\$(Dollar sign game)
D&S General Store, Mitchellville*	Rose Gold Black
Eagle Express Mart, Salisbury	\$(Dollar sign game)
George's Liquors, Baltimore	20X The Cash
Harford Marathon, Baltimore	\$50,000 Bingo Doubler
Marlboro Village Exxon, Upper Marlboro	\$2,000,000 Richer
Old Orchard Liquors, Hagerstown	20X The Cash
Pikesville Mobil, Pikesville*	Deluxe Crossword 5th Edition
South Potomac Shell, Fort Washington*	\$50,000 Bingo Doubler
Sunoco A Plus, Baltimore*	Fantasy 5s
\$30,000	
Check Cash Depot #35, Brooklyn	Lucky Bingo
\$20,200	
7-Eleven #39130, Edgewater	2020 Cash
Auburn Exxon, Bethesda	2020 Cash
Harris Teeter #270, Dunkirk	2020 Cash
Merritt Shell, Baltimore	2020 Cash
Royal Farms #071, Baltimore	2020 Cash
Royal Farms #135, Denton	2020 Cash
Super Convenience Store, Riverdale*	2020 Cash
Towson Wines & Spirits, Towson	2020 Cash
Wise Mart II, Sharptown	2020 Cash

*EXPANDED CASHING AUTHORITY PROGRAM RETAILER

