

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

OCTOBER-DECEMBER 2021

'Tis the season!

Ring up Record Holiday Sales





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Fiscal Year 2021 Revenues Set New Milestones

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RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline
CALL 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.



A MESSAGE FROM DIRECTOR JOHN MARTIN:

We Set New Records in FY21



Congratulations, everyone! Despite the challenges posed by the COVID-19 pandemic, your hard work helped the Lottery break record after record in Fiscal Year 2021.

As you can see from the report on **page 5**, we achieved new records in sales, prizes paid to players, retailer commissions and scratch-off sales as well as profit given to the State of Maryland. Take a moment to look over these amazing achievements. We thank each of you and your employees for a job well done under difficult circumstances.

We also have good news to share! The Sales Division continues to put new tools in place to help you improve your sales and better manage your scratch-off inventory. On **page 8**, learn about our Dynamic Allocations program. On **page 9**, get a sneak peek at our outstanding lineup of scratch-offs and, on **page 10**, read about the holiday retailer bonus program. Let's keep our sales momentum building during the fall months and holiday season. Thank you, again, for all that you do as a Lottery retailer partner.

John Martin, Director
Maryland Lottery

RINGGOLD ADVANCES TO SENIOR SALES DIRECTOR



Al Ringgold

Congratulations to Al Ringgold, longtime director of sales, on his July 21 promotion to senior director of sales. Ringgold now oversees all departments in the Sales Division, including sales management, corporate sales, retail recruitment, sales force automation and merchandising.

He joined the Lottery in May 2005, working as a network sales manager on a conversion project that put satellite dishes on retailer roofs. In 2008, Lottery management promoted him to director of sales, overseeing the district manager team and corporate team.

His advice to retailers on how to boost their Lottery revenues? "Follow the simple directions of the district manager and activate the new tickets when they come in," he said. "That will increase sales expeditiously."

Just as important, he noted, is keeping your scratch-off inventory fresh. "Work with your district manager to remove the old stock. We'll gladly take it back to make room for the new games, which will lead to increased sales."

A father of three and grandfather of one, Ringgold lives in Owings Mills with his wife Vanessa. You can reach him at **410-230-8966** (office) or **443-271-7940** (cell phone) or email him at alvin.ringgold@maryland.gov.



RETAILER REPORT

1800 Washington Blvd., Suite 330
Baltimore, MD 21230

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

MARYLAND LOTTERY AND GAMING

John Martin
Director

Al Ringgold
Senior Director of Sales

Tyrone Williams
Sales Manager

Fred Masterson
Director of Sales Force Automation

James Young
Director of Corporate Sales

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Connect with us:



UPCOMING GAME PROMOTIONS

Visit Retailer Corner a week before the promotions begin for details or watch the Retailer Review videos for November and December.

Thanks WINNING:
All-Terminal Games
Promotion
NOV. 8-DEC. 5

HOLIDAY
keno **Double or triple**
SPRINKLER **winnings**
NOV. 29-DEC. 26

Pick 3 Pick 4
Let It Snow:
Instant-win coupons
and free
FAST PLAY tickets
NOV. 29-DEC. 26

Racetrax
Race into 2022
\$6 FOR \$5
PROMOTION!
DEC. 31-JAN. 2

AUSTERA WINS DISTRICT MANAGER OF THE YEAR



Rob Austera (center) with Director John Martin (right) and retiree Frank E. Hemberger III.

CONGRATULATIONS to **Rob Austera** of Glen Burnie, who won the Frank E. Hemberger III District Manager of the Year Award for Fiscal Year 2021.

A 22-year Maryland Lottery veteran, Austera has won numerous honors including the monthly Blitz Week Championship. The father of four worked for 15 years in the Instant Ticket Distribution Center before moving to Sales, where he assists Anne Arundel County retailers.

With their help, Austera achieved 108.52% of the FY2021 sales goal set for his territory. The secret to his success, he said, is simple. "You need to educate your retailers on what the customers like and talk to them about the potential for increasing sales by getting rid of older games and displaying new games."

RESPONSIBLE GAMBLING



PROMOTE RESPONSIBLE GIFTING OF LOTTERY GAMES

Our holiday **scratch-offs** will soon arrive, making this a great time to remind your players that Lottery tickets aren't appropriate gifts for anyone under age 18. You'll find the "Play Responsibly" logo in all of our marketing materials, and there are more resources for your players on the **Responsible Play** page of our website. The Lottery carefully designs its advertising and marketing efforts to avoid appealing to children. Here are a few facts to consider:

- 🎁 Lottery sales to minors are illegal in all states.
- 🎁 In Maryland, retailers are subject to prosecution for selling Lottery tickets to minors.
- 🎁 33% of a sample of Baltimore City 6th-12th graders reported receiving Lottery tickets as gifts.

We're teaming up with lotteries worldwide to promote responsible holiday gifting of lottery games. Watch for messages on our Lottery-in-Motion (LIM) monitors and Lottery vending machines about this initiative, which ties into the National Council on Problem Gambling's new year-round "Gift Responsibly" campaign. Do your part to encourage responsible gifting.

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



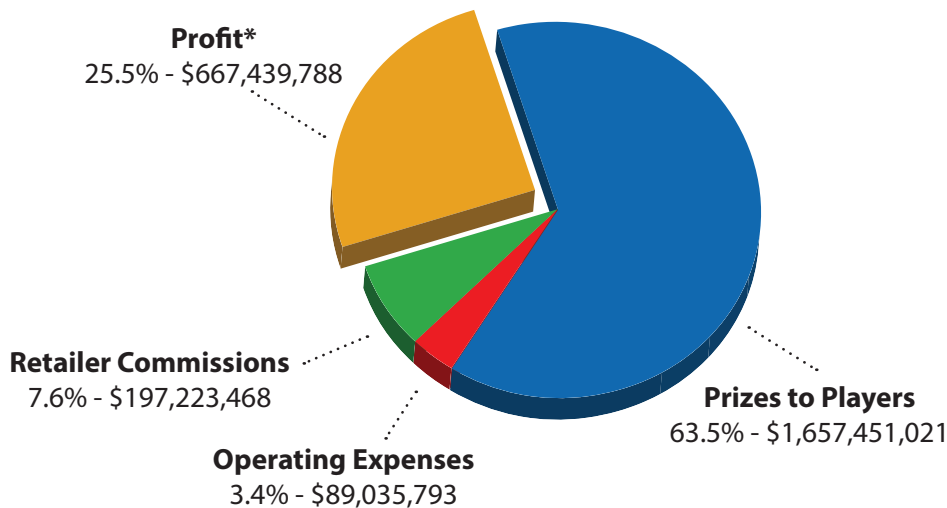
LOTTERY FY2021 FACTS & FIGURES

Wow, what a year! The Lottery established new all-time records for sales, retailer commissions, prizes to players and profit returned to the State of Maryland to benefit its good causes. Together, we achieved:

- **Record Sales: \$2.611 billion**
 - Broke the previous record of \$2.197 billion in FY2019 by \$414 million (18.8%)
- **Record Retailer Commissions: \$197.2 million**
 - Surpassed the previous record of \$165.5 million in FY2019 by \$31.7 million (19.2%)
- **A seventh consecutive record year for scratch-off sales: \$993.4 million**
 - \$140.7 million (16.5%) more than the prior record of \$852.7 million in FY2020
- **A record year for combined sales of Pick 3 and Pick 4: \$686.5 million**
 - \$101.1 million (17.3%) more than the prior record of \$585.4 million in FY2020
- **Record Prizes Paid to Players: \$1.657 billion**
 - Broke the previous record of \$1.362 billion in FY2019 by \$295 million (21.7%)
- **Record Profit to the State: \$667.4 million**
 - Surpassed the previous record of \$593.1 million in FY2019 by \$74.3 million (12.5%)

WHERE THE MONEY GOES

FY2021 Lottery Sales: \$2,611,150,070**



***Profit is distributed to:**

Maryland General Fund:	\$631,718,854
Baltimore City Schools:	\$20,000,000
Maryland Stadium Authority:	\$15,207,978
Busch Sports Fund:	\$298,630
Maryland Veterans Trust Fund:	\$214,326

** All Fiscal Year 2021 figures are unaudited.

SALES BY LOTTERY GAME

JACKPOT GAMES



Sales: \$108.0 million
Profit: \$44.4 million



Sales: \$93.2 million
Profit: \$37.8 million



Sales: \$33.7 million
Profit: \$11.1 million



Sales: \$20.9 million
Profit: \$6.2 million

DAILY DRAW GAMES



Sales: \$290.8 million
Profit: \$122.7 million



Sales: \$395.7 million
Profit: \$130.0 million



Sales: \$20.5 million
Profit: \$7.4 million



Sales: \$5.8 million
Profit: \$1.8 million

MONITOR GAMES



Sales: \$273.5 million
Profit: \$72.6 million



Sales: \$298.7 million
Profit: \$65.4 million

INSTANT GAMES



Sales: \$993.4 million
Profit: \$153.4 million



Sales: \$66.5 million
Profit: \$12.4 million

OTHER



Sales: \$10.5 million
Profit: \$2.1 million

Exclusive to Veterans' Organizations



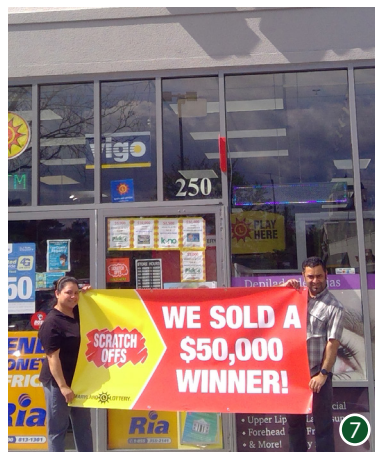


Promote Your LUCKY LOTTERY BUSINESS

Hanging Lottery celebration banners inside or outside of your business is a great way to increase player winner awareness, draw attention to the fact that you sell Lottery games and promote your status as a lucky Lottery retailer.

When a big win occurs, the Lottery produces a banner **at no charge to you!** Your district sales manager will bring the banner to your store. When asked to join in a photo, please do! We use those photos on *Retailer Corner* and in publications such as this newsletter.

In Fiscal Year 2021, we produced 573 celebration banners to promote sales of top-tier or jackpot-winning tickets or large *Keno* and *Racetrax* prizes. Enjoy this sampling of winning retailers' banner photos.



1 Weis Markets #276, Accokeek

(From left) Cyreese Rosier, Isaiah Robinson and Josh Lewis, store manager.

2 Kwik Mart / TA Quick Mart, Overlea

Owner Manjet Singh (left) and his son Prince Singh.

3 Margate BP, Lutherville

Owner Jamshaid Akram (left) with Kevin, a customer.

4 Soda Pop Shop, Catonsville

Monte, the store manager.

5 Old Orchard Liquors, Hagerstown

(From left) Manager Mandeep Singh with Assistant Manager Sherry Carter.

6 Food Stop Mini Mart 2, Baltimore

Retailer Getachew Meleket (right) with sister-in-law Tigist Abay.

7 My Dollar & More, Gaithersburg

Owner Dipesh Mudbhani (right) with Fatima, store manager.

8 MacPhail Exxon, Bel Air

Owner "BG" Ghimire.



Promote Your LUCKY LOTTERY BUSINESS



9 **Pantry 1 Food Mart, Annapolis**
Store manager Baku Patel.

12 **Newtown Market Pocomoke Beer & Wine, Pocomoke City**
Owner Bijal Patel (right) with Lottery District Sales Manager Sandra Holland.

15 **E-Z Convenience, Towson**
(From left) Sudeep "Sheed" Shrestha, a cashier, and Mahesh "Mike" Khadka, store manager.

10 **Easton Liquors, Baltimore**
Store employee Kevin Lee (left) and a co-worker.

13 **AC&T #130, Hagerstown**
(Left) Carol Ohaver, manager, with a store employee.

16 **Club Climax, Baltimore**
(From left) Owner Kim Bennett and daughters Callie Kane and Shaunte Kane.

11 **Honey Bee Liquors, Glen Burnie**
Owner Manisha Patel.

14 **Martin's Food Market #6556, Hagerstown**
Manager Tia McGinnis (left) holds the celebration banner with store employee Michelle.

17 **Weis Markets #239, Brunswick**
Manager Allen Levy and Clerk Toni Scott.



EMAIL REMINDER

We're still missing some store and retailer emails. Do you want the latest Lottery information? Please share those addresses with your district sales manager.



DYNAMIC ALLOCATIONS: Computer Analysis Improves Inventory Decisions

More than six months into this new program, many retailers tell us that dynamic allocations are a successful inventory-management initiative. The system has allowed retailers to receive the right amounts of scratch-offs at the right price points and play styles that are popular with their customers.

The goal of our **dynamic allocation program** is to give you enough inventory to maximize sales for the first two weeks

after a game launches. The computerized system analyzes how well new games should sell based on the price points and game types that were top sellers in your store previously.

Our *Ravens* scratch-offs are a good example. If your store always sells twice as many \$5 *Ravens* scratch-offs as other \$5 games, the dynamic allocation program will identify this and allocate more \$5 *Ravens* games

to your store each year when that instant ticket is launched.

Dynamic allocations are completely different from our **auto order system**, which sends scratch-off books to retailers on a routine basis.

Have you noticed inventory improvements? Share your findings and thoughts with your district sales manager. We look forward to hearing from you!

TERMINAL ISSUES? Call Scientific Games for Help

Calling for help about a terminal issue, whether it involves the terminal on your counter or a Lottery vending machine, is as easy as 1, 2, 3. Help is available 24 hours a day, seven days a week, from the **Scientific Games** call center.

1. Look for the red sticker on the side of the terminal and PHDs.

2. Call the 24-hour Scientific Games number on the sticker, **not** the Lottery. Press Option #1.
3. Issues are addressed quickly — sometimes immediately — by Scientific Games technicians **if you call the dedicated service line**. Lottery staff are not always available after hours, on week-ends or holidays.

SCIENTIFIC GAMES HOTLINE

Sgi Call Center
1-888-427-7568
24HRS/7 days per week

Tel-Sel Representatives
1-866-832-1477
8 A.M. to 5 P.M./M-F

Lottery Customer Service
1-800-388-1333



LOADED Retailer Bonus Promotion



TOP ACHIEVERS LOTTERY UNLOADS SUMMER BONUSES



Andy Patel of RR Beer, Wine & Liquor.



Mauna Amin, owner of Crossroads Food Mart.

WE SALUTE 22 retailers who won a combined \$80,000 in bonuses through the summer *Loaded Bonus Program*. Crossroads Food Mart of Salisbury and RR Beer, Wine & Liquor of Easton each received the \$10,000 Grand Prize for the summer sales promotion.

Second-tier \$5,000 prizes went to **7-Eleven #23705** in Annapolis, **Corner Market** in Delmar, **Food Lion #1543** in Glen Burnie and **Merritt Shell** in Baltimore. All winners were listed **HERE** on *Retailer Corner*. Congratulations, everyone!



PRODUCTS & PROMOTIONS

NEW!

SCRATCH-OFFS!



LAUNCH: OCT. 18	
\$1 – Holiday Cheer / #554*	\$1,000 top prize (32)
\$2 – Cookies and Cash / #555*	\$10,000 top prize (7)
\$3 – Peppermint Payout / #556*	\$30,000 top prize (8)
\$5 – Holiday Riches / #557*	\$50,000 top prize (8)
\$10 – Gold / #558*	\$100,000 top prize (9)
* Second-chance promotion	
LAUNCH: NOV. 15	
\$2 – Match 3 Tripler / #540	\$10,000 top prize (8)
\$5 – Power 5s / #560	\$50,000 top prize (8)
\$10 – Power 10s / #561	\$100,000 top prize (8)
\$20 – Win \$100, \$200 or \$500 / #562	\$500 top prize (12,488)
LAUNCH: DEC. 27	
\$1 – Red Ball Cash Doubler / #567	
\$5 – Cash to Go! / #568	
\$10 – Big Cash Riches / #569	



SNOW ME THE MONEY
TOP PRIZE \$1,000!

LAUNCH: JAN. 17



TOP PRIZE \$50,000!

HOLIDAY MONEY MATCH
TOP PRIZE \$100,000!

LAUNCH: NOV. 5

\$1 – Snow Me the Money / #014*	\$1,000 top prize (17)
\$5 – Jack Frost Jackpot / #015*	\$50,000 top prize (27)
\$10 – Holiday Money Match / #032	\$100,000 top prize (30)

**Previously sold in FY2021*

Visit *Retailer Corner* in December to see the list of fun new games coming your way!



PRODUCTS & PROMOTIONS



HOLIDAY FUN ABOUNDS FOR RETAILERS & PLAYERS

The clock starts ticking on Oct. 18, the first day you can activate and sell our five holiday-themed scratch-offs. Both the holiday retailer bonus program and our holiday second-chance promotion also kick off that day.

Join in the fun! Shake the dust off your jingle bells and plug in your strings of holiday lights. Activate those holiday games and sell, sell, sell!

PLAYERS CAN WIN HOLIDAY CASH

Sweeten your holiday scratch-off sales pitch by alerting customers to our *Holiday Cash 2021 Second-Chance Promotion*. Players can win instantly or enter non-winning holiday scratch-offs into their *My Lottery Rewards* account to qualify for this new promotion.

We will award \$2,500 to 60 players and \$25,000 to five players across 12 weekly drawings that take place Oct. 26-Jan. 11. For details, starting **Oct. 18**, visit mdlottery.com/holiday.

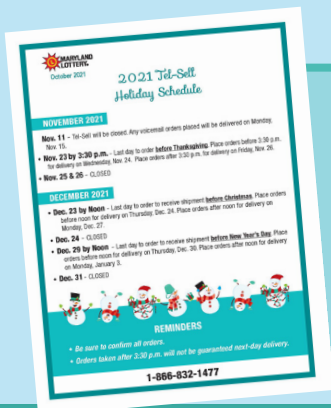
RETAILERS: EARN HOLIDAY BONUSES

Ring up your holiday sales and ring out 2021 with a Lottery holiday bonus. The “Stuff Your Stockings” holiday retailer bonus program takes place Oct. 18-Dec. 26.

To earn a bonus, you must increase your store's holiday scratch-off sales by at least 20% over your 2020 holiday sales and settlements. Bonus levels range from \$100 to \$250. Remember, you must activate at least one book of each holiday scratch-off price point to qualify for the program.

A Settlement Bonus component of the program features three Bonus Weeks. The top 25 retailers that settle the most books during each Bonus Week will each receive a bonus of \$200. The Bonus Weeks are those ending Nov. 7, Nov. 28 and Dec. 19.

Ask your district sales manager for details or read the Retailer Information Sheet posted under the Resources tab on Retailer Corner. We will include a flier in the RED BAG containing your holiday scratch-offs. **Happy selling!**



TEL-SELL HOLIDAY SCHEDULE AVAILABLE

Keep holiday closings in mind so your store stays well stocked with scratch-offs. Tel-Sell is ready to help your scratch-off deliveries go smoothly. Download the calendar **HERE** or visit *Retailer Corner*.



RETAILER



SPOTLIGHTS

REGION 2

White Marsh BP, Nottingham

Retailer: ATHER CHAUDHRY



Manager Helen Zewode.

Reason for Selection:

This retailer is a star performer, continually increasing sales by adding scratch-off facings, which are currently at 84, as well as Lottery terminals. White Marsh BP's total sales for the week ending Aug. 22 were \$25,211 above the state average and \$24,340 above the retailer's ZIP code Lottery sales average.

On Aug. 11, the Lottery upgraded the store to Expanded Cashing Authority Program

(XCAP) status. This will attract even more players wishing to claim prizes up to and including \$5,000.

Helen Zewode, store manager, has worked diligently to increase Lottery sales for owner **Ather Chaudhry**. District sales managers **Sherise Rascoe** and **Sharon Frome** helped White Marsh BP with the applications for two additional Lottery terminals and XCAP status, further enhancing our partnership with this fine retailer.

REGION 3

Xtra Fuels, Berwyn Heights

Retailer: NIKUNJ PATEL

Reason for Selection:

This owner-managed location has tripled Lottery sales since **Nikunj Patel** bought the business in 2019. He recently obtained Expanded Cashing Authority Program status, which meets a community need for a neighborhood location to cash winning tickets up to and including \$5,000.

The gas station offers 44 scratch-off facings and great customer

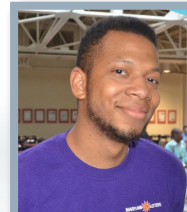
service. The secret to his site's success, the retailer said, is that he and his staff give gas customers and Lottery players equal attention. Some stores cater to gas customers first, but he has trained his staff that both types of customers are important. Providing honest, friendly customer service and making employee training a priority keeps Lottery customers coming to Xtra Fuels for fun and games.



Retailer Nikunj Patel (right) with Manager Jiten Patel.



District Sales Managers:
Sharon Frome and Sherise Rascoe



District Sales Manager:
David Browne



LUCKY RETAILERS: AUGUST 2021



CONGRATULATIONS to these lucky retailers that sold winning draw, monitor, *FAST PLAY* and scratch-offs of \$50,000 and up in August. Check *Retailer Corner* at mdlottery.com for a complete list of retailers that sold winning tickets of \$10,000 and up and winning scratch-offs of \$20,000 and up.

DRAW, JACKPOT & MONITOR GAMES



Royal Farms #098: Manager Tim Huber (left) with clerk Tashia Wilburn.

RETAILER	PRIZE
BONUS MATCH 5	
Main Street Beer and Wine, Gaithersburg	\$50,062
Cross 10 Grocery, Baltimore	\$50,015
Gem Liquors, Lanham*	\$50,000
Giant #117, Baltimore	\$50,000
Giant #342, Temple Hills	\$50,000
Royal Farms #098, Millersville	\$50,000
CASH4LIFE	
Rosedale Shell, Baltimore*	\$1,000,000
POWERBALL	
Jiffy Mart, Finksburg	\$1,000,000
Cambridge Super Soda, Cambridge	\$50,000
Rose Hill Service Center, Frederick	\$50,000
Wegmans #53, Abingdon	\$50,000
FAST PLAY	
HOME RUN RICHES	
Giant # 2318, Owings Mills	\$124,716
JACKPOT PARTY	
Liberty Wine & Spirits, Randallstown	\$139,808
LUCKY NUMBERS	
Moores Mill Convenience Store, Bel Air	\$50,000
MONEY MULTIPLIER	
Liberty Wine & Spirits, Randallstown	\$50,000
PAYDAY	
NSR Mart #228 (Burchmart), Waldorf	\$79,767

SCRATCH-OFFS

RETAILER	GAME
\$250,000	
Telegraph Exxon, Severn*	CASH
\$100,000	
7-Eleven #11620, Bel Air	WILLY WONKA GOLDEN TICKET™
Food Lion #1162, Frederick	Bingo X10 4 th Edition
Greenbrier Wine & Spirits, Bel Air	Terrific 10s
Kensington Liberty Deli, Kensington*	Bankroll Buck\$
Meyers Liquors, Suitland*	\$100,000 Extreme Cash
Royal Farms #174, Sykesville	\$100,000 Extreme Cash
Safeway #2713, Bowie	Ca\$h Bonus
Wheaton Winery, Silver Spring*	\$1,000 Loaded
\$50,000	
7-Eleven #35757, Dundalk	Gold Bar Bingo 2 nd Edition
Airpark Shell, Gaithersburg	Deluxe Crossword 6 th Edition
Cheers Liquors, Pasadena	Double Your Money
Express Mart, Salisbury*	Ca\$h Payout
Fine Wine of Wheaton, Silver Spring	Ca\$h Bonus
Fort Smallwood Road Dash In, Pasadena	Money Explosion
Hampstead Liquors, Hampstead*	Double Your Money
Harris Teeter #324, Bowie	Deluxe Crossword 6 th Edition
King's Korner Market, Baltimore	100x The Cash
Meadowcroft Exxon, Parkton	VIP Club
New Hampshire Avenue Liquors, Takoma Park	Win Win Win
Pal Liquors & Gas, Leonardtown	Multiplier Money



Telegraph Exxon: Clerks Umair Ghauri (left) and Abubakar Malik.