

# RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2022

## MONOPOLY™ GAMES ARE HERE! REAL FUN. FOR REAL MONEY.

Win up to  
\$100,000 with  
Scratch-Offs!



SECOND-CHANCE PROMOTION, TOO!



## Inside this Issue:

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*Get the cash  
Point-of-sale displays*

### 6 Hello, Pick 5

*New game launches*

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*Retires after 37 years*

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#### RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline  
**CALL** 800-426-2537  
**CHAT** [mdproblemgambling.com](https://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](https://mdlottery.com), click on "About Us" and then "Responsible Play" or contact **Jasmine Countess** at 410-230-8798 or email [jasmine.countess@maryland.gov](mailto:jasmine.countess@maryland.gov).



A MESSAGE FROM DIRECTOR JOHN MARTIN:

## There's More to Do in '22!



**HAPPY NEW YEAR!** With 2021 now behind us, we're ready to make Maryland Lottery history in 2022. We plan to launch a series of exciting new products and — for the first time in six years — a brand new draw game. When we tell our Sales team that there is "More to Do in '22," we aren't kidding!

How about not one, not two, but an entire family of MONOPOLY™ scratch-offs and two MONOPOLY-themed FAST PLAY games launching in January to brighten your revenue picture? MONOPOLY is a popular game brand and a scratch-off player favorite with proven success.

You can read more about these scratch-offs, FAST PLAY tickets and a second-chance promotion on **page 5**. We are sure a family of MONOPOLY

scratch-offs and FAST PLAY MONOPOLY-themed games will help you collect lots of commissions.

This third quarter of Fiscal Year 2022 will also bring a brand new game to our Lottery lineup. Players love *Pick 3* and *Pick 4* so we figure that we can't go wrong by adding **Pick 5** to our stable of games on Feb. 7! Watch for new playslips, new point-of-sale materials to post in your store and a retailer information sheet to share with your managers and employees.

Be sure to stay up-to-date on Lottery news by watching our monthly Retailer Review videos, reading your monthly retailer update emails and reviewing articles posted on the Retailer Corner section of the website.

Thanks for all that you do as our retailer partners!

# MARCH IS PROBLEM GAMBLING AWARENESS MONTH



**WE'RE BRINGING BACK** our "Play Responsibly" advertising campaign in support of March being Problem Gambling Awareness Month.

Watch for statewide "Play Responsibly" ads on television, radio stations, highway billboards, social media and in public transportation venues and select community newspapers. The campaign includes ads on Spanish-language media outlets as well.

This advertising campaign uses "positive play" messages, which focus on having a healthy and happy playing experience. In addition, you'll see our website carry the "Play Responsibly" logo in March, and we'll direct people to the responsible gambling page for additional information. [CLICK HERE.](#)

Be sure to do your part to share free resources with customers who may exhibit signs of problem gambling, and let them know that help is available at no cost by calling 1-800-426-2537. If you need a new supply of our responsible gambling brochures, ask your district sales manager to drop off a batch.

## COMPLETING RG WEBINAR A WIN-WIN FOR ALL

**GET IN THE KNOW!** We developed our free retailer responsible gaming webinar to benefit you and your staff. In minutes, you can learn how to help customers keep Lottery play fun and positive, how to spot signs of problem gambling and tactfully suggest helpful resources.

After you complete the webinar, you will know how to talk to a customer you suspect has problems playing responsibly. You and your employees can access the online training [HERE](#) or go online to Retailer Corner and access it via the Resources tab through the link: Monthly Videos: Upcoming Promotions, Responsible Gambling & Announcements.

### TRAINING BENEFITS

- Help your Lottery customers! If Lottery play is causing them stress, use what you learn in the training to direct them to free resources, suggest they set play limits or take a break.
- Improve customer service. Knowing what to say gives employees the confidence to speak up and try to help a troubled customer.
- The training is free!
- Educates front-line employees on the dangers of underage gambling so they will actively prevent Lottery purchases by those under age 18.

*This article appears in collaboration with the Maryland Center of Excellence on Problem Gambling.  
Information: [www.helpmygamblingproblem.org](http://www.helpmygamblingproblem.org)*



## 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.mlga@maryland.gov*

### MARYLAND LOTTERY AND GAMING

John Martin  
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*Senior Director of Sales*

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*Sales Manager*

Fred Masterson  
*Director of Sales Force Automation*

James Young  
*Director of Corporate Sales*

Michael LaVardera  
*Sales Support Manager*

Retailer Report Contributors:  
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### Connect with us:





## ASK FOR CASH BEFORE PRINTING MONITOR GAME TICKETS



**WE'RE SHINING** the spotlight on best practices for *Racetrax* and *Keno* transactions because of a scam that impacted some unfortunate retailers. They wound up paying for tickets costing as much as \$100 because customers failed to pay for them before the games began.

### THE SCAM

A customer asked for a high-dollar-valued *Racetrax* or *Keno* ticket. The clerk printed the ticket and requested payment. The customer, who then says they left their money in their car, left the store and watched the races or games in the car using the *Keno / Racetrax* mobile app.

If they won, the customer returned to pay for

the ticket and claim the prize. If they did not win, they drove away, leaving the clerk / store location liable for the unpaid ticket.

### THE SOLUTION

As a best practice, clerks should **ALWAYS** tell the player how much a monitor game ticket will cost before finalizing the sale and printing the ticket. **ALWAYS** get payment **BEFORE** printing a monitor game ticket.

**Remember, you cannot cancel *Racetrax* or *Keno* tickets after the first race or game begins.**

## POINT-OF-SALE: Display Only New Materials

**MONOPOLY**  
REAL FUN.  
FOR REAL MONEY.



**PLAY** Responsibly  
See how to play within your limits at [mllottery.com/playresponsibly](http://mllottery.com/playresponsibly) or call 1-800-426-2537. Must be 18 years or older to play.

The MONOPOLY name and logo, the distinctive design of the game board, the four corner squares, the MR. MONOPOLY name and character, as well as each of the distinctive elements of the board and playing pieces are trademarks of Hasbro for its property trading game and game equipment. © 1985, 2007 Hasbro. All Rights Reserved. Licensed by Hasbro.

**O**ur MONOPOLY family of games goes on sale Jan. 17. Make MONOPOLY point-of-sale materials the first thing players see in January when they enter your business.

Point-of-sale materials can help start conversations with players about our new games and second-chance promotions. Work with your district sales manager to keep your point-of-sale materials fresh. What are point-of-sale pieces? These include dispenser toppers, signage, change mats, door clings and play center inserts.



# JANUARY PRODUCTS & PROMOTIONS

## SCRATCH-OFFS

LAUNCH: JAN. 17

**\$1 – MONOPOLY™ X5 / #563\***  
\$1,000 top prize (40)

**\$2 – MONOPOLY™ X10 / #564\***  
\$10,000 top prize (6)

**\$5 – MONOPOLY™ X20 / #565\***  
\$50,000 top prize (10)

**\$10 – MONOPOLY™ X50 / #566\***  
\$100,000 top prize (10)

## FAST PLAY

LAUNCH: JAN. 17

**\$1 – \$20 On the Spot / #017**  
\$1,000 top prize (20)  
Loaded with \$20 prizes

**\$3 – MONOPOLY™ GAME TOKENS / #034\***  
\$30,000 top prize (10)

**\$5 – I Heart Cash / #035**  
\$50,000 top prize (20)

**\$10 – Winfall Doubler / #036**  
\$100,000 top prize (24)  
No prize less than \$20

**\$20 – MONOPOLY™ PROPERTIES / #037\***  
\$1 million top prize (15)

\*Second-chance Promotion

036-000241-000-8-77157233-68048  
30 Jan 2020 05:09  
Term: 90610112-03  
88828685  
\$10.00

**Fast PLAY**

**WINFALL DOUBLER**

NO PRIZE LESS THAN \$20  
**TOP PRIZE \$100,000!**

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown under that number. If a matching YOUR NUMBER is on a "100", win DOUBLE the prize shown under that number.

**WINNING NUMBERS**

5  
20  
7  
\$50.00  
12  
\$10.00  
9  
\$10  
25  
\$20  
20  
\$10

034-000241-000-8-77157233-68048  
30 Jan 2020 05:09  
Term: 90610112-03  
88828685  
\$3.00

**Fast PLAY**

**MONOPOLY**

**GAME TOKENS**

**TOP PRIZE \$30,000!**

Each DICE ROLL starts at GO and plays separately. Follow the board clockwise for each DICE ROLL to land on a YOUR SYMBOL. If that YOUR SYMBOL matches a WINNING SYMBOL, win that prize! If you land on CHANCE, win that prize plus the amount on the CHANCE card. If you land on GO, win \$200 automatically!

**WINNING SYMBOLS**

WHEELBARROW CAR PEGGY TRAMBLE

DICE ROLL 1 DICE ROLL 2 DICE ROLL 3  
DICE ROLL 4 DICE ROLL 5 DICE ROLL 6

**YOUR SYMBOLS**

BATTLESHIP \$60.00  
SHOE \$100.00  
WHEELBARROW \$30,000  
WATER WORKS \$1,000  
DUCK \$20.00  
CHANCE \$50.00  
SHIMBLE \$10.00  
PENGUIN \$3.00  
DOG \$5.00

**CHANCE CARD**

CHANCE \$3.00  
BANK PAYS YOU DIVIDEND OF \$50

**EACH ROLL STARTS AT GO!**

LUXURY TAX \$300  
GO

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For more information, visit [mldottery.com](http://mldottery.com)  
REWARDS POINTS CODE. Winning tickets must be entered before cashing. Enter codes at [mldottery.com/rewards](http://mldottery.com/rewards)  
00000-00000-00000-00000-00000

035-000241-000-8-77157233-68048  
30 Jan 2020 05:09  
Term: 90610112-03  
88828685  
\$5.00

**Fast PLAY**

**I ♥ CASH**

**TOP PRIZE \$50,000!**

When any of YOUR NUMBERS match any WINNING NUMBER, win prize shown under the matching number. Get a "100" (WIN10) symbol, win \$10 instantly!

**WINNING NUMBERS**

2 16 23 4 9 6  
TWO SIXTH TWENTY FOUR NINE SIX

037-000241-000-8-77157233-68048  
30 Jan 2020 05:09  
Term: 90610112-03  
88828685  
\$20.00

**Fast PLAY**

**MONOPOLY**

**PROPERTIES**

**TOP PRIZE \$1,000,000!**

When any YOUR NUMBERS match any WINNING NUMBER, win prize shown under the matching number. When the winning prize amount is on a 4 TIMES the prize shown. When you find three (3) like GAME TOKEN symbols in the play area, win corresponding PRIZE shown in the PRIZE LEGEND below.

**WINNING NUMBERS**

40 38 2 19 26 33  
FORTY THIRTY TWO NINTH TWISIX THIRTH

**YOUR NUMBERS**

7 SEVEN \$20.00 TWENTY	CAR	3 THREE \$200	15 FIFTEEN \$100 ONEHUND	23 THIRTYTHREE \$40.00 FORTY
27 TWENTYSEVEN \$1,000 ONE THOUSAND	31 THIRTYONE \$50.00 FIFTY	DOG	26 TWENTYSIX \$1,000,000 MILLION	10 TEN \$200 TWENTY
CAT	24 TWENTYFOUR \$40.00 FORTY	20 TWENTY	32 THIRTYTWO \$100 ONEHUND	4 FOUR \$20.00 TWENTY
6 SIX \$1,000 ONE THOUSAND	18 EIGHTEEN \$100 ONEHUND	37 THIRTYSEVEN \$500 FIVEHUND	CAT	11 ELEVEN \$1,000 ONE THOUSAND
12 TWELVE \$10,000 TEN THOUSAND	5 FIVE \$25.00 TWENTYFIVE	34 THIRTYFOUR \$1,000 ONE THOUSAND	25 TWENTYFIVE \$50.00 FIFTY	DOG
CAR	1 ONE \$20.00 TWENTY	12 TWELVE \$100 ONEHUND	16 SIXTEEN \$200 TWENTY	26 TWENTYSIX \$40.00 FORTY

**PRIZE LEGEND**

3 CAR = \$20 3 DOG = \$50 3 CAT = \$100

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For more information, visit [mldottery.com](http://mldottery.com)  
REWARDS POINTS CODE. Winning tickets must be entered before cashing. Enter codes at [mldottery.com/rewards](http://mldottery.com/rewards)  
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# MONOPOLY™

## Second-Chance Promotion Jan. 17-July 11, 2022

**ENTER A COMBINATION** of any non-winning MONOPOLY scratch-offs and winning or non-winning MONOPOLY tickets from the *FAST PLAY* game into *My Lottery Rewards* for a chance to win either a *Rolling Cash Jackpot* prize or a \$2,500 prize!  
**Drawings:** Feb. 22, March 22, April 19, May 17, June 14 and July 12.

**Prizes:** One *Rolling Cash Jackpot* prize per drawing and 10 \$2,500 prizes per drawing. *Rolling Cash Jackpot* prizes start at \$2,500 and grow until the drawing.

**Entries:** Equal to the ticket price point. Each entry counts toward achievements. Entries do not carry over between drawings.



# PRODUCTS & PROMOTIONS

## NEW *PICK 5* GAME LAUNCHES FEB. 7 5 CARD CASH RETIRES FEB. 6

COMING  
SOON!

**Pick 5**



**H**ELLO, *PICK 5*! Spread the word to your loyal players that a new game is coming to Maryland on **Monday, Feb. 7**. We're rolling out *Pick 5* to join our popular *Pick 3* / *Pick 4* draw games, which is bound to delight players who enjoy the daily number games.

*Pick 5* drawings will take place middays and evenings live on WBAL-TV following the *Pick 3* / *Pick 4* drawings. Players can get drawing results on [mdlottery.com](http://mdlottery.com) and via our Lottery apps.

We'll ship new *Pick 5* playslips to retailers in time for the game's launch.

Be sure to make room for them in your Lottery Play Center and stay-and-play area. A detailed Retailer Information Sheet is also coming your way to help you and your employees successfully sell this game. Other lotteries selling *Pick 5* as in-state games include Florida, Louisiana, Ohio, Pennsylvania and Washington, D.C. Stay tuned for details!

To make room for *Pick 5* in our lineup, we are retiring *5 Card Cash* after the drawing on Sunday, Feb. 6. Any players holding winning *5 Card Cash* tickets can still redeem them for up to 182 days after the date of that drawing.



### LAUNCH: FEB. 21

\$2 — **BETTY BOOP™** / #570  
\$10,000 top prize (6)

\$3 — **Bonus Crossword**  
(4<sup>th</sup> Edition) / #571  
\$30,000 top prize (8)

\$5 — **Diamond Mine x9** / #572  
\$50,000 top prize (8)

\$10 — **\$250,000 Gold Rush** / #573  
\$250,000 top prize (5)

\$30 — **\$2,000,000 Gold Rush** / #574  
\$2 million top prize (5)

### LAUNCH: MARCH 21

\$1 — **2 for \$1** / #575

\$3 — **SKEE-BALL®** / #576

\$5 — **Fat Wallet** / #577

\$10 — **Mega 7s** / #578



## CELEBRATING 50 YEARS OF FUN AND GAMES

**M**arylanders began enjoying Maryland Lottery games in 1973, nearly 50 years ago! We have started to plan fun ways to mark our golden anniversary and we want to include our loyal retailers.

Are you one of our original Lottery retailers? Has your Lottery retail operation been a family business for two, three or even four generations? Let us know! We'd like to feature your business and your family in one of our anniversary year issues.

Email [deborah.mcdaniel-shaughney@maryland.gov](mailto:deborah.mcdaniel-shaughney@maryland.gov).







# Promote Your LUCKY LOTTERY BUSINESS

Congratulations to these retailers! Retailers, managers and employees pose with their store's celebration banners, which can help promote lucky Lottery status to our players.



**Bunker Hill Liquors, Waldorf**  
General Manager Wendy Chen



**Carroll Mart, Parkville**  
Owner Ganesh L'Amichhane, left, with Assistant Manager Prakash Banjara



**Springdale Food Mart, East New Market**  
Manager Jay Akhtar

## SALES

## FAREWELL, MIKE HOFFERBERT!



*Mike Hofferbert, who enjoys celebrating holidays, donned a festive hat in honor of the July 4 holiday.*

After 37 years of dedicated service to Maryland Lottery and Gaming, **Mike "Hoff" Hofferbert** retired Nov. 30.

As Director of Retail Recruitment since 2016, Hofferbert's department has added about 700 new Lottery retailers across the state. His long career included leadership roles in

numerous departments. Hofferbert got his start delivering supplies to retailers and maintaining equipment, before earning a promotion to manager of the Instant Ticket Distribution Center. He later moved to the Sales Division as a district sales manager, moved up to regional manager and, in 2003, to Director of Product Development.

His favorite Lottery memories, which longtime retailers may recall, include developing the *Ravens Cash Fantasy* game and second-chance promotion and helping produce the scratch-off and promotion for the "Ancient Treasures" TV game show.

Also a highlight was his work on a baseball-themed Fall 2004 scratch-off and second-chance promotion called the "Golden Ticket." Players qualified by collecting Orioles 50<sup>th</sup> Anniversary baseball cards. Four cards came with each "Golden Ticket" scratch-off purchased. Winners received prizes of cash, autographed baseballs, Orioles game tickets and season tickets, trips to spring training in Florida and a new Chevrolet Corvette.

The Baltimore City native is a father of two — Michael and Andrew — and grandfather of four. He plans to spend his retirement enjoying the beach, playing baseball, softball and golf and, of course, watching the Baltimore Ravens win!



## REGION 2

### Aberdeen Lucky Mart, Aberdeen

**Retailers:** BETH AND RAJ CHOKHAL



*Raj Chokhal*

#### Reason for Selection:

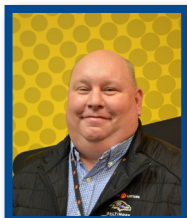
Retailers Beth and Raj Chokhal and their team provide excellent customer service to Lottery players and strive to maintain a friendly environment. In fact, Aberdeen Lucky Mart recently expanded its Lottery area to create a clean, comfortable and spacious place for customers to stay and play.

These Harford County retailers always activate new games when they arrive and promote them to customers. Raj Chokhal posts all Lottery point-of-sale materials and signage

provided. In addition, he proudly displays the store's latest big winners on a Winners' Wall to promote the business as a lucky Lottery retailer.

Sales figures for Aberdeen Lucky Mart show that it averages more than \$2,000 a week in Lottery sales, which is likely a direct result of the improved players' area.

Raj Chokhal continues to make changes to increase sales and said he plans to keep improving and enhancing his store stay-and-play area.



**District Sales Manager:**  
Chuck Hamrick

## REGION 3

### Pantry 1 Food, Annapolis

**Retailer:** ASHWIN PATEL

#### Reason for Selection:

A top Lottery retailer in the Annapolis area, Pantry 1 Food on Spa Road has sold more than two dozen winning games in 2021 with big prizes of \$5,000 and \$10,000 and \$50,000! Last spring, the store celebrated sales of two \$50,000 top-prize winning games: a *Win Win Win* scratch-off and a *Bonus Match 5* ticket.

The busy location always displays celebration banners to alert customers that Lottery luck is a regular visitor. Also an attraction are

the store's two Lottery terminals. Players know they will have short wait times to buy games and claim prizes.

Retailer Ashwin Patel and his employees also follow the Lottery's responsible gaming best practices, asking young-looking players for IDs to prove they are 18 or older just as they ask for IDs prior to selling cigarettes. Sales are steady, with strong third and fourth quarters in Fiscal Year 2021 followed by a solid performance in the first quarter of FY 2022 and increased pace in



*Manager Bako Patel*



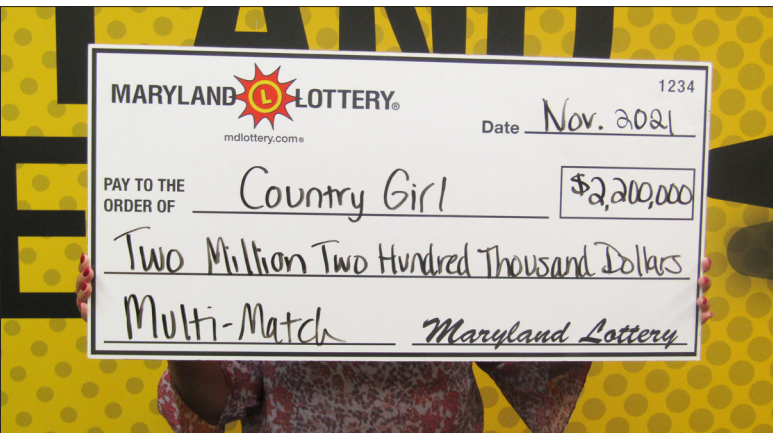
**District Sales Manager:**  
John Mandley



# LUCKY RETAILERS SELL WINNING TICKETS

## DRAW & JACKPOT GAMES

**C**ONGRATULATIONS TO these retailers that sold winning tickets of \$30,000 and up or a winning scratch-off of \$50,000 and up in November. Visit Retailer Corner at [mdlottery.com](http://mdlottery.com) to see the complete monthly lists of lucky retailers.



Country Girl won \$2.2 million on a Multi-Match ticket bought at Eden Quick Stop.

## SCRATCH-OFFS

GAME/RETAILER	PRIZE
<b>BONUS MATCH 5</b>	
Cork & Bottle, Mt. Airy*	\$50,000
Foods In, Waldorf*	\$50,000
<b>MULTI-MATCH</b>	
Eden Quick Stop, Eden	\$2.2 million
<b>POWERBALL</b>	
US Fuel, Baltimore	\$100,007
Maple Lawn Market, Fulton	\$50,040
7-Eleven #11577, Silver Spring	\$50,000
Royal Farms #311, Nottingham	\$50,000

## FAST PLAY

<b>HIT THE JACKPOT</b>	
Giant #194, Annapolis	\$786,946
<b>WORLD CHAMPIONSHIP POKER</b>	
Quick Mart, Windsor Mill	\$116,881
<b>JACK FROST JACKPOT</b>	
7-Eleven #39388, Harwood	\$50,000

## MONITOR GAMES

<b>KENO</b>	
Vanessa's Corner Pub, Westminster	\$90,267
<b>RACETRAX</b>	
Laurel Exxon, Laurel	\$60,564.20
A-1 Laundromat, Riverdale*	\$30,734
Royal Farms #166, Upper Marlboro	\$30,734
Murphy's Town & Country, Avenue	\$30,018.90

\*EXPANDED CASHING AUTHORITY PROGRAM RETAILER

RETAILER	GAME
<b>\$2 MILLION</b>	
Bowie Exxon, Bowie*	VIP Club
<b>\$1 MILLION</b>	
Oak Street Station Oceanic, Baltimore*	\$5,000 Loaded
T&T Liquors, Bowie	Money Explosion
<b>\$100,000</b>	
7-Eleven #32311, Pasadena	Gold
7-Eleven #34345, Baltimore	\$100,000 Extreme Cash
Osborne Wine & Spirits, Upper Marlboro	\$100,000 Extreme Cash
Redner's Wholesale Market #59, Elkton	\$100,000 Lucky
Waldorf Liquors, Waldorf*	\$100,000 Lucky
<b>\$50,000</b>	
7-Eleven #36081, Severna Park	Lucky
Cut Rate Liquors, Dundalk	Holiday Riches
Giant #197, Nottingham	Power 5s
Landover Hills Exxon, Landover*	Holiday Riches
Royal Farms #033, Baltimore	Ca\$H Bonus
Talbert's Ice & Beverage Service, Bethesda	Lucky
The Corner Pub, Hagerstown	Multiplier Money



Jemmelle Murphy found Lottery luck at Waldorf Liquors.

