

RETAILER REPORT

A NEWSLETTER FOR MARYLAND LOTTERY RETAILERS

JANUARY-MARCH 2024

Happy New Year!

2024



WE'RE DOING MORE IN 2024

Happy New Year to one and all! I hope you experienced healthy increases in Lottery sales through your in-store efforts and our outstanding variety of holiday-themed scratch-offs and *FAST PLAY* games. Players had plenty of choices to boost their fun this season and you helped make that possible. Thank you!

I'm also pleased that so many of you are earning multiple cash prizes through our generous Holiday Retailer Bonus Program. Congratulations in advance to our top performers and our random-drawing winners along with our grand-prize winners.

Looking forward, we are wrapping up plans for several very exciting new initiatives.



This year, we will launch an in-state draw game called *Cash Pop* that has four daily drawings and tickets starting at \$1 per "pop" or number chosen. Look for our second \$50 instant ticket to go on sale in February, joining the No. 1 selling *50 Years!* scratch-off. Also, coming to your store in April is a new scratch-off called *The Big Spin*[®], which will bring top-prize winners to Lottery headquarters for the chance to win \$50,000 to \$250,000 by spinning a giant wheel.

We'll tell you more about *Cash Pop* and *The Big Spin*[®] at our spring Retailer Advisory

Board meetings. Be sure to attend a session to stay up-to-date on new products, new promotions and other Lottery news.

I look forward to hearing about your sales successes as we embark on the second half of Fiscal Year 2024. Good luck and good selling!



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RESPONSIBLE GAMBLING

24/7 Problem Gambling Helpline
CALL 1-800-GAMBLER | 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 and Winners Play Responsibly pamphlet. 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.



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.mlqca@maryland.gov

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HALL NAMED NEW CORPORATE SALES DIRECTOR



Camille Hall (standing) and her team, Elaine Susel and Patti Connor.
Not pictured: Zina Howard.

Congratulations to our new Corporate Sales Director **Camille Hall**. She joined the Lottery Sales team on Oct. 18 to oversee our growing corporate retailer network and work with **Patti Connor** and **Elaine Susel**, corporate account managers along with **Zina Howard**, business development manager.

Hall brings 17 years of sales and training experience to the Lottery from the fields of retail, banking and wireless sales. During her eight years with T-Mobile, she served as a senior account service representative, a senior sales trainer and as a development manager. She earned a Bachelor of Arts Degree in Political Science at Norfolk State University.

Corporate retailers currently bring in about 32.7% of Lottery sales revenue. From July 1 through Nov. 5, total corporate sales revenue was up 6% year-over-year. Draw games sales rose 8% during that period while instant ticket sales were up 5% and **FAST PLAY** sales up 4%.

In Fiscal Year 2023, which ended June 30, corporate retailers achieved a record share of Lottery revenues. The Lottery has 1,235 stores in its corporate retailer network with 7-Eleven in the top position for numbers of participating Maryland stores followed by Royal Farms, Giant and Wawa.

BEST PRACTICES

KEEP VENDING BINS STOCKED

Having a Lottery vending machine is a privilege — don't lose your equipment! As of Oct. 31, the Lottery had 1,802 full-serve PHD and PHDL machines in the field. We are continuing to move low-performing units to eligible retailers, so keep those bins full of scratch-offs!

Did you know that an empty bin represents significant lost revenue to you, the Lottery and the State of Maryland? Have your shift managers and store clerks regularly check your equipment for empty bins, and train them how to activate tickets and restock your machine.

Curious about how often your bins are out of stock? Your district sales manager can now access a report and share that information with you. Remember, keeping your bins full is a best practice. Bin it to win it!

EQUIPMENT ISSUES? CALL SCIENTIFIC GAMES!

SCIENTIFIC GAMES HOTLINE

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

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

Lottery Customer Service
1-800-388-1333

Have an issue with your vending equipment or terminal? Call the Scientific Games Hotline, available 24 hours a day, seven days

a week, at **1-888-427-7568**. The hotline number is listed on the red sticker attached to every Lottery terminal for easy reference. Scientific Games staff will get your system back up and running as soon as possible.



October presentations were led by **Sol Ramsey**, managing director of sales and marketing, with **James Young**, director of sales (not pictured).

APRIL BRINGS RETAILER ADVISORY BOARD MEETINGS

We hope you enjoyed the return of our Retailer Advisory Board meetings in October because we're planning more sessions this spring! Watch your retailer email for dates and RSVP information.

We met with retailers from Aberdeen, Baltimore, College Park, Frederick and Waldorf during 10 fact-filled sessions. "It was great to meet and talk with retailers throughout the state," said **Sol Ramsey**, managing director of sales

and marketing. "The feedback we received will help us with sales, marketing and promotions to meet retailers' needs."

Congratulations to these lucky retailers, whose owners or managers won the raffle drawing for a book of scratch-offs:

- Arundel Mills Exxon, *Hanover*
- Doc's F&B Liquors, *Glen Burnie*
- Foods In, *Waldorf*
- Manokeek Wine & Spirits, *Accokeek*

- Pikesville Mobil, *Pikesville*
- Shady Grove Beer & Wine, *Gaithersburg*
- Stop N Go, *North East*
- The 450 Shell, *Bladensburg*
- Washingtonian Express, *Frederick*

If you attended the Montgomery Park 1 p.m. session, click [HERE](#) to check out this photo gallery to see if we captured your smile! You can download the photos of your choice, too.



Allen Aronstein of Goldberg's Liquors in Baltimore, an original Lottery retailer, won a 50th anniversary bag stuffed with 50th anniversary items at the Montgomery Park Business Center session.



Pinkal Shah of Crestmount Wine & Spirits in Jessup brought his celebration banner to the event for a photo.



Raffle Winner: Ravinder Anand of The 450 Shell in Bladensburg (left) with **Sol Ramsey**, managing director of sales and marketing.



Raffle Winner: Chi Choi of Shady Grove Beer & Wine in Gaithersburg (right) with Sol Ramsey.



Raffle Winner: Ali Malik of Arundel Mills Exxon in Hanover (left) with Lottery Sales Director **James Young**.

PRODUCTS & PROMOTIONS

MEGA MILLIONS, POWERBALL GAMES STAR IN JACKPOT RESET PROMOTIONS



JAN. 1-JUNE 30

GREAT NEWS, RETAILERS! We have created two promotions aimed at boosting *Mega Millions* and *Powerball* ticket sales when jackpots are low.

From Jan. 1 through June 30, for two weeks after a *Mega Millions* jackpot is won, players who purchase *Mega Millions* tickets will have the chance to win a free \$2 *Powerball* ticket. Likewise, in the two weeks after a *Powerball* jackpot is won from Jan. 1 through June 30, players who buy *Powerball* tickets will have the chance to win a free \$2 *Mega Millions* ticket. Free tickets will be awarded on a random basis.



The promotion is aimed at boosting sales of the two jackpot games right after their jackpots are won, which is a time when many players decide to focus on whichever game is still rolling. We hope your jackpot game sales climb!



PRODUCTS & PROMOTIONS

LAUNCH: JAN. 22

\$1 – 5X The Cash / #672*
\$1,000 top prize (27)

\$2 – 10X The Cash / #673*
\$10,000 top prize (7)

\$5 – 20X The Cash / #674*
\$50,000 top prize (8)

\$10 – 50X The Cash / #675*
\$100,000 top prize (10)

\$20 – 100X The Cash / #676*
\$1 million top prize (7)

* Family of games and second-chance promotion

LAUNCH: FEB. 19

\$3 – Bonus Crossword 6th Edition / #677
\$30,000 top prize

\$5 – Power Cash / #678
\$50,000 top prize

\$10 – \$250,000 Cash Winfall / #679
\$250,000 top prize

\$20 – \$500,000 Crossword 2nd Edition
(Soft launch later in February) / #680
\$500,000 top prize

\$50 – \$5,000,000 Cash / #681
\$5 million top prize

LAUNCH: MARCH 18

\$1 – Corner Payout / #682

\$2 – PAC-MAN / #683

\$5 – Money Money Money / #684

\$10 – Bingo X10 7th Edition / #685

\$10 – \$150,000 Extreme / #686

WIN UP TO \$75,000 IN SECOND-CHANCE PROMOTION



X THE CASH

HIGHLIGHTS:

Hopes of winning \$50,000 or \$75,000 in a second-chance promotion will inspire plenty of players to buy the six scratch-off members of the *X The Cash* Family of Games. The \$30 game went on sale in December and the five others (**see this page**) go on sale Jan. 22. The *X The Cash* Family of Games Second-Chance Promotion kicks off Jan. 22 and runs through July 15.

- ◆ Players enter nonwinning *X The Cash* games through *My Lottery Rewards*.
- ◆ **Five drawings:** Feb. 27, April 2, May 7, June 11 and July 16.
- ◆ **Point-of-sale:** Includes play center insert, play center strip sign, dispenser topper, Retailer Information Flier and snap-frame inserts.



PRODUCTS & PROMOTIONS

NEW GAMES

Fast PLAY

**PLAY FAST!
WIN FAST!**



LAUNCH: JAN. 8

\$1 – My Lucky Day / #069
\$1,000 top prize (20)

**\$3– Why did the Chicken
Cross the Road? / #020**
\$30,000 top prize (9) / **Relaunch**

\$5 – Lightning Cash / #070
\$50,000 top prize (15)
No prizes less than \$10

\$10 – Big Win / #071
\$100,000 top prize (24)
No prizes less than \$20

\$20 – MONOPOLY™ Properties / #037
\$1,000,000 top prize (14) / **Relaunch**

LAUNCH: MARCH 4

\$5 – Home Run Riches Bases Loaded / #039
Progressive jackpot starts at \$40,000 (12)
Relaunch

LOTTERY LAUNCHES SECOND \$50 SCRATCH-OFF



OUR PLAYERS LOVED the \$50 *50 Years!* scratch-off so much it stayed at the No. 1 post on our list of [Top 40 Selling Scratch-offs](#) from its launch on Feb. 20 until November. Get ready for more \$50 scratch-off fun when \$5,000,000 Cash goes on sale Feb. 19.

The chance to win a \$5 million top prize is sure to attract players who favor our higher-priced scratch-offs.

While other states have offered a scratch-off similar to this one at the \$50 price point, our \$5,000,000 Cash game offers no prizes less than \$100.

Display this game prominently in your countertop dispensers and have your employees promote it.

Remember, your Lottery bonus for selling a top-prize winning scratch-off in this game is **\$5,000!** That's a nice incentive, so sell, sell, sell.



PRODUCTS & PROMOTIONS

NEW YEAR BRINGS NEW PROMOTIONS

Ice Cold Cash Jan. 15 - Feb. 11

Enter Keno tickets into My Lottery Rewards for the chance to win up to \$10,000. The lower the temperature, the higher the prize!



Fridays Feb. 2, 9, 16 & 23

Win free FAST PLAY games at random with the purchase of a \$5 FAST PLAY game.



**Pick 3/4/5
Feb. 12 - March 10**

**Double Pay on
Box Play**

keno Sprinkler

March 18 - April 14

Win doublers and triplers at random to boost prizes up to \$100,000.



Leap Day, Extra Play



Feb. 29

Win \$5 and \$10 instant-win vouchers at random with the purchase of any game except scratch-offs.

Spring Fling All-Games Promotion April 1-28



Win free FAST PLAY tickets at random with the purchase of any game except scratch-offs.





MEET THE FRONTLINE SALES TEAM

Need help analyzing your product mix or achieving your quarterly Lottery sales goal? Call on your district sales manager! Our frontline Sales team, which is organized into four regions, is full of superstars. They are happy to share their knowledge and expertise with you. Ask them about tapping into our retailer technology tools to turn your store into a Lottery success story.



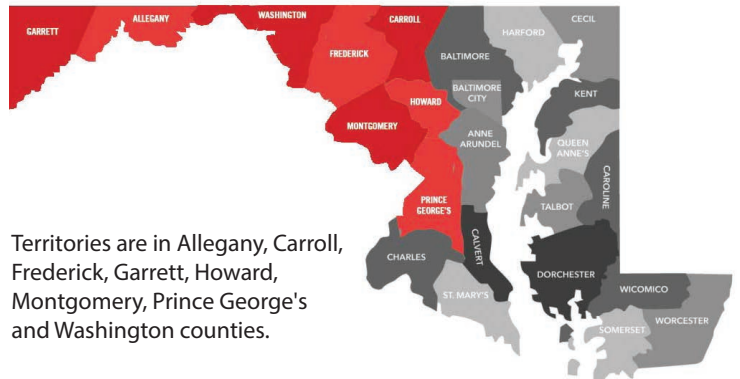
REGION 1

Seated (left to right):

Bryan Byers, Jake Jaegers, Nicole Sample, Assistant Regional Manager Lisa Reilly and Regional Manager Todd Cearfoss.

Standing (left to right):

Jon Braithwaite, Joey Thorne, Stanley Harris, Morris Brown and Larry Baum.



Territories are in Allegany, Carroll, Frederick, Garrett, Howard, Montgomery, Prince George's and Washington counties.

MEET THE FRONTLINE SALES TEAM

REGION 2



Jonathan McIntosh



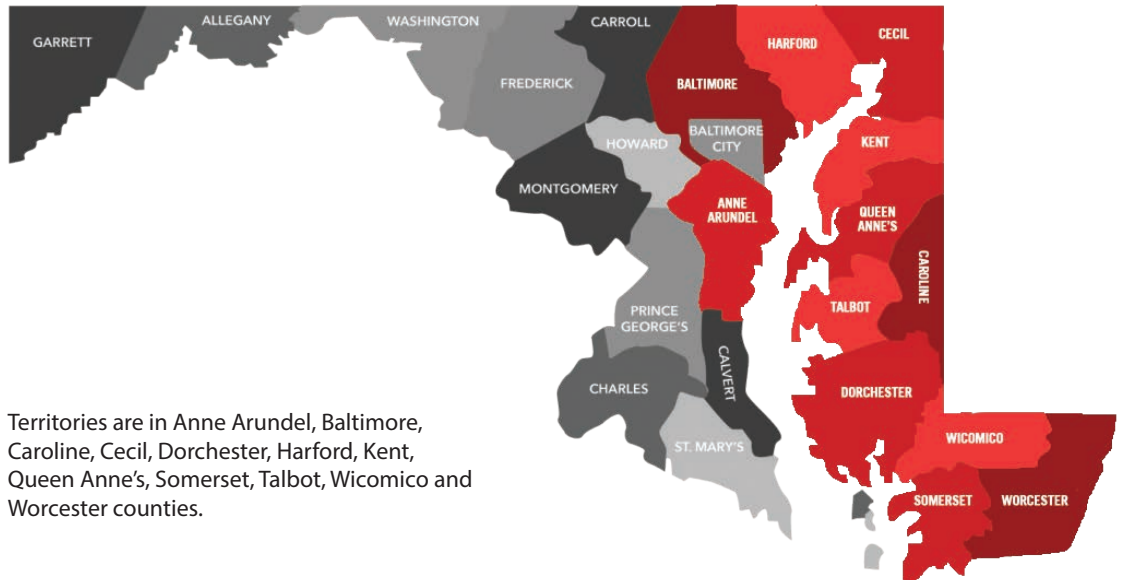
REGION 2

Seated (left to right):

Chuck Hamrick,
Michael Moreland,
Regional Manager
Mary Newman-Haynes,
Scott Kershaw and
Mary Reed.

Standing (left to right):

Sandra Holland, Assistant
Regional Manager Shelise
Mascetti, J. R. Wells and
Kentrina Jones.



Territories are in Anne Arundel, Baltimore, Caroline, Cecil, Dorchester, Harford, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties.

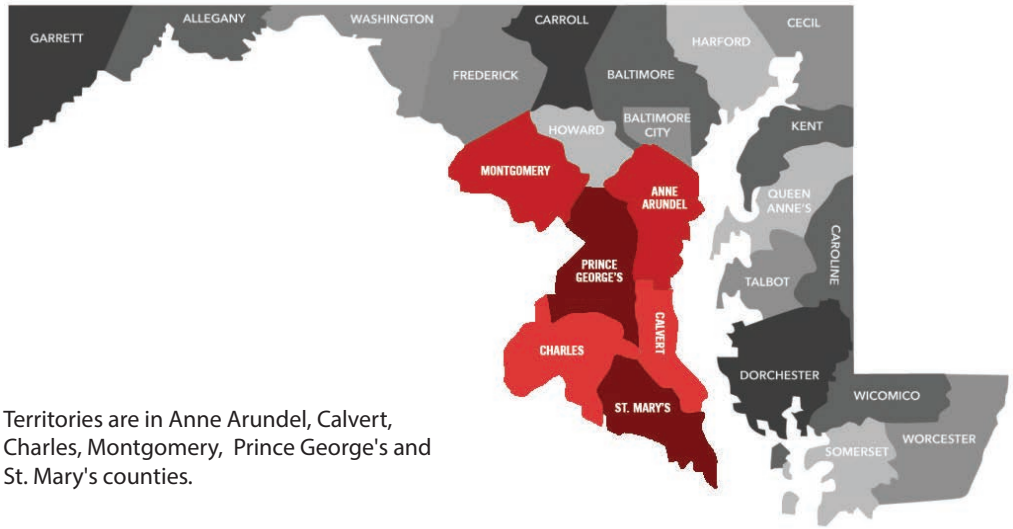
MEET THE FRONTLINE SALES TEAM

REGION 3



REGION 3
Seated (left to right):
DeUnka Wade, Michael Marcos, Assistant Regional Manager Matt Boone, Sarah Proctor and Rob Austera.

Standing (left to right):
Tim Perry, John Mandley, Karen Mitchell, Regional Manager Donna Cinotti Zawitoski, Stan Lundy and Wade Harris.



Territories are in Anne Arundel, Calvert, Charles, Montgomery, Prince George's and St. Mary's counties.

MEET THE FRONTLINE SALES TEAM

REGION 4



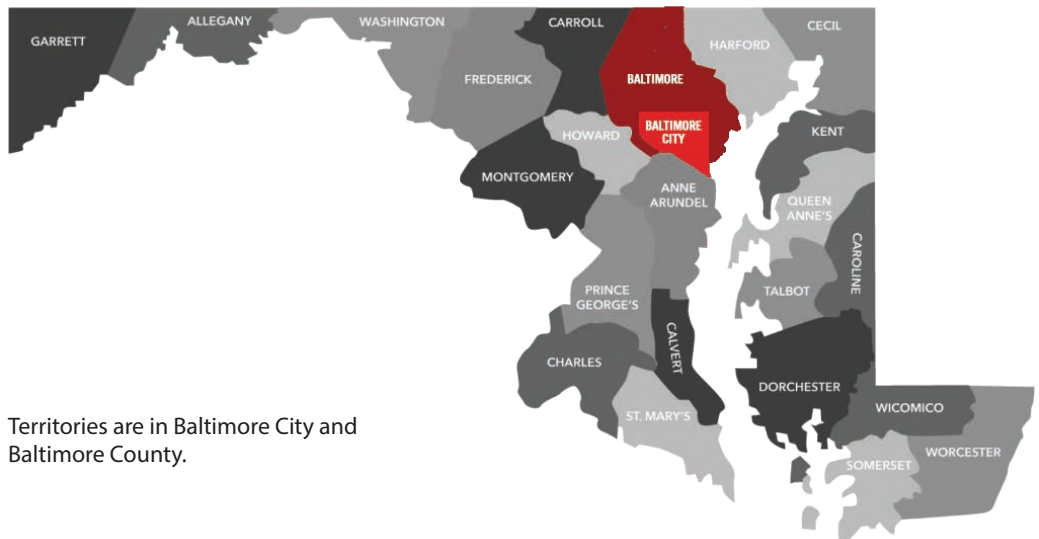
REGION 4

Seated (left to right):

Van Daniels, Mike Nicolaidis, Assistant Regional Manager Carolyn Mack, Regional Manager Vanessa Fountain and Sherise Rascoe.

Standing (left to right):

Steve Corbin, Tion Brooks, Ken Trythall, Aaron Johnson, David Rogers and Walter Griffin.

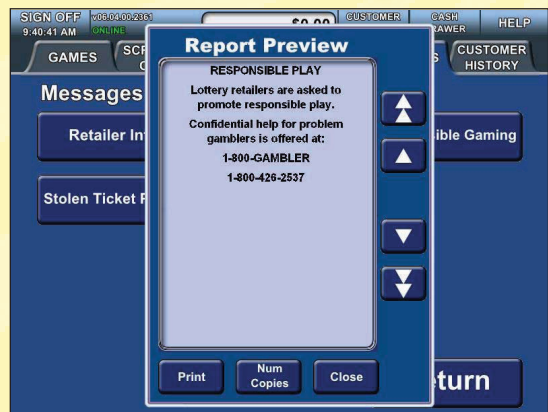


Territories are in Baltimore City and Baltimore County.

MARCH: PROBLEM GAMBLING AWARENESS MONTH

USE THESE TOOLS TO PROMOTE RESPONSIBLE GAMBLING

MARYLAND LOTTERY AND GAMING is deeply committed to responsible gaming (RG). We rely on our retailer partners and their employees to join us in this important initiative. Remember, March is Problem Gambling Awareness Month. Here are several tools to help you help our players.



PRINT THE RG MESSAGE FROM YOUR TERMINAL

You can print out this message and discreetly hand it to a player with the receipt.

COMPLETE ANNUAL RG TRAINING BY APRIL!

Know the signs of problem gambling, how to speak with players who may have gambling issues and how to direct them to sources of free and confidential help. Complete our brief, but thorough, online training by April. Access the training [HERE](#). **Note:** You **must** follow the link on the second-to-last slide for the completion of your training to be recorded. Thank you!

DISPLAY TWO-SIDED RG INFO CARD



Be sure players have easy access to our two-sided RG information card. We sent supplies to all retailers in 2023. Display the info card near your stay-and-play area or Lottery terminal. If you need more supplies, ask your district sales manager.



LUCKY RETAILERS SELL WINNING TICKETS

CONGRATULATIONS TO these retailers that sold winning tickets and scratch-offs of \$50,000 and up in November.

DRAW, JACKPOT & MONITOR GAMES

GAME/RETAILER	PRIZE
BONUS MATCH 5	
Fairland Market, Silver Spring	\$50,245
Nephew Mini Market, Baltimore	\$50,000
Party Time Beer & Wine, Silver Spring	\$50,000
Quick Mart, Randallstown	\$50,000
FAST PLAY	
Casino Royale Slots	
Wheaton Exxon, Silver Spring	\$136,056
Home Run Riches	
Wawa #595, Gambrills	\$108,910
Mega Multiplier	
Sykesville Convenience Store, Sykesville*	\$100,000
Royal Farms #070, Joppa	\$50,000
Double Win	
Wawa #562, Upper Marlboro	\$50,000
KENO	
Forest Hill Sunoco, Forest Hill	\$50,000
PICK 5	
Suds 'n' Soda, Chestertown*	\$125,000
Avenue Exxon, Gaithersburg	\$50,000
POWERBALL	
Catonsville Shell, Catonsville	\$50,000
Dogwood Liquors, Baltimore*	\$50,000
Glenn Dale Mini-Mart, Glenn Dale*	\$50,000
Harbour Liquors, Baltimore	\$50,000
Lyndwood Exxon, Elkridge	\$50,000
Nautical Lounge, Pasadena	\$50,000
RACETRAX	
Rt. 40 Sunoco, Catonsville*	\$117,769
Sheetz #713, Hagerstown	\$101,523

Scratch-Offs

PRIZE/RETAILER	GAME
\$1,000,000	
40 West Shell, Catonsville*	Hot 777
\$500,000	
Jefferson BP, Jefferson	Bonus Bingo X20
New Carrollton Shell, Hyattsville	Bonus Bingo X20
\$100,000	
7-Eleven #28890, Mt. Airy	50 Years!
A-1 Mart, Frederick*	Bingo X10 6 th Edition
Central Exxon, Capitol Heights	\$100,000 Ca\$h
Love's Travel Stop #682, Hagerstown	\$100,000 Ca\$h
Love's Travel Stop #537, Cumberland	50 Years!
Olney Shell, Olney*	50 Years!
Rainbow Gas & Convenience Store, Hyattsville	\$100,000 Ca\$h
Royal Farms #034, Reisterstown	Ravens X5
Southwest Liquors, Baltimore*	\$100,000 Ca\$h
Waverley Beer & Wine, Frederick	Snow Globe 7s
\$57,777	
7-Eleven #27098, Cockeysville	Winning 7
\$50,000	
Bermuda Bar & Liquor, Baltimore	Ultimate Cash
Herald Harbor Inn and Mini Mart, Crownsville	Holiday Cash
Honey Bee Liquors, Glen Burnie*	Gold Bar Bingo 4 th Edition
North Salisbury Exxon, Salisbury	\$50,000 Cash
Old Silver Hill Convenience, District Heights	Deluxe Crossword 8 th Edition
Royal Farms #062, Westminster	Holiday Cash

