



Apr-Jun 2005

Inside This Issue:

- It's Your Turn, continued (Page 2)
- Lottery's First Year is a "Win" for North Dakota (Page 2)
- Lottery's First Year is a "Win" for North Dakota (Page 2)
- A Word from the Director (Page 2)
- Have You Heard ... Free Training Services (Page 3)
- New Lottery Staff (Page 3)
- Links Logic (Page 3)
- Top 20 Retailers (Page 4)
- March 30th Draw Goes Down in History (Page 5)
- Lucky Sellers (Page 5)
- Sales Tips for Retailers (Page 6)
- Lottery Policies (Page 6)
- Lottery's Winners (Page 7)
- Easy Promotions (Page 7)

Lottery Links is published quarterly and provided free of charge to all interested parties. Lottery Links is also available on the website at www.ndlottery.org

Lottery Links

News and Ideas for Lottery Retailers

Anniversary Edition

Look Inside for Special Comments from Retailers and Players!

Attention Retailers and Clerks

IT'S YOUR TURN TO WIN PRIZES!

During the month of May, the Lottery will be sponsoring a Power Play promotion just for lottery retailers and clerks. It's easy to participate and win great prizes. Here's how!

Every time a clerk sells the \$1 Power Play option the lottery terminal will print an **Entry Coupon** with a **Qualifying Number**. Each clerk is responsible for saving all of his/her coupons. All entry coupons qualify for weekly prizes and the Grand Prize. Weekly prizes include \$50 Sam's Club Gift Cards, personal CD players, digital cameras, home theaters, MP3 players, and DVD players. The Grand Prize is a 42" Plasma TV.

Every Tuesday beginning May 10th, the Lottery will randomly pick winning qualifying numbers. The Winning Number for the Grand Prize will be drawn on Wednesday, June 1, 2005.

All winning numbers will be posted on the Lottery's Web Site and also be sent to each retailer through a Lottery terminal message. If the Qualifying Number on an Entry Coupon matches a Winning Number, it's a prize winner! So, take a moment each week to check Qualifying Numbers against the Lottery's Winning Numbers.

By encouraging customers to play Powerball and buy Power Play, everyone wins! The players multiply their winnings, clerks have a chance

Continued on page 2

Retailers should try to sell “mistake” or “reconsidered” tickets to other players before the draw, rather than require cashiers pay for these tickets. It may cause a financial hardship to many cashiers.

Lottery’s First Year is a “Win” for North Dakota

When the North Dakota Lottery sold its first ticket on March 25, 2004, there was excitement and big expectations. Players wanted to win big cash prizes and state officials wanted new income generated for the state coffers – both won.

“This first year is something all North Dakotans can be excited about,” said Chuck Keller, director of the North Dakota Lottery. “Players took home more than \$4 million in prizes and almost \$6 million was raised for state programs and projects,” he added.

It’s Your Turn ~

continued from cover

to win a prize - and retailers double their commission. Please check with your store owner or manager about your store policy on winning prizes in this promotion.

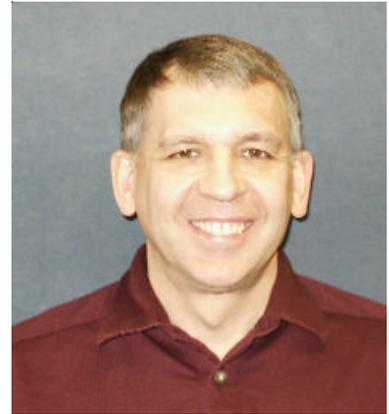
For Rules, Winning Numbers, and the list of Winners, go to: www.ndlottery.org and click on “Retailers” and then the Power Play Promotion icon. If you have any further questions or do not have access to a computer, contact the North Dakota Lottery at 1-877-635-6886.

A Word from the Director

The North Dakota Lottery strives to provide quality customer service to our retail partners. One of my goals this year is to improve our level of service by providing retailers with sales strategies and individualized ideas for on-site lottery promotions.

The Retailer Advisory Board will hold its first meeting this spring. The Board’s purpose is to assist with promotions, marketing, retailer training, and newsletter and website content.

I am committed to a strong partnership with retailers and am adding a second customer service specialist to the Lottery’s staff soon. The Lottery’s present customer service specialist, Ms. Sherry Maragos, joined our staff on February 14th. Her 20 plus years of



experience as an entrepreneur and business owner will provide vital assistance in meeting our goal.

Sherry already has made important contributions to the Lottery, including the development of a Retailers Handbook! Please join me in welcoming Sherry to our staff.

Cory Schmaltz, manager of the Farmers Union Oil in Velva, said, “We have nothing but positive thoughts about the lottery. We’re seeing people we’ve never seen before!” Schmaltz said local residents are very faithful. “One guy here has won three times playing Wild Card 2 – all for \$500 each,” he said.

Bruce Grinsteiner, Superpumper, Minot, said, “The North Dakota Lottery is an added service for our customers that has generated a lot of excitement and repeat business from customers that come and play their favorite numbers every Wednesday and Saturday.” Ten North Dakota Superpumper stores sell lottery tickets.



Free Training Services

The North Dakota Lottery provides **free** Training Services for new and existing retailers.

Training increases clerk knowledge, confidence, and efficiency, directly increasing sales and retailer commissions.

The Lottery can bring the training to you! We will conduct training for one person or a group, whichever is more convenient for you and your staff.

Services include Extrema Terminal Training, Customer Service and Behavior Sales Training, and marketing and promotional training.

To schedule an appointment, please call Sherry Maragos, Customer Service Specialist at 701-328-1575.

Remember - as a Lottery Retailer you receive 5% sales commission. Your opportunities for making additional profits are endless, but it all starts with a well-trained and enthusiastic staff. The Customer Service Specialists are glad to help and look forward to working with you!

New Lottery Staff

Sherry Maragos, Customer Service Specialist

BS-General Studies; 20 plus years experience in customer relations. Sherry manages retailer accounts and assists with providing retail service support and training.



Lottery Links Logic

“A.C.H.I.E.V.E.M.E.N.T. Unless You Try to Do Something Beyond What You Have Already Mastered, You Will Never Grow.” *-Unknown*

Greetings! My name is Sherry Maragos and I am the new Customer Service Specialist for the North Dakota Lottery. In my short time with the North Dakota Lottery Office, I have noticed that retailers work hard for the Lottery and they do this by asking for the sale. Asking for the sale is an important part of increasing revenue. Make it part of your sales routine. Just by asking customers to buy lottery products, your revenue could increase.

There are many clerks who make it part of their routine to promote the Lottery. While asking the customer if they would like soda with their chips, they also ask whether they would like to buy a Lottery ticket. On Wednesdays and Saturdays, they ask their customers if they have purchased their Powerball tickets – and if not, would they like to do so.

Asking for the sale is probably one of the easiest things a retailer can do to increase revenue. By making the question a part of your routine on every sale, it just becomes a good habit. I would like to thank all retailers for working so hard. Keep up the good work.

Top 20 Retailers*

1. M & H Gas – 322 Main St E - Mandan
2. Dan's Supermarket #3 – 835 S Washington St - Bismarck
3. Dan's Supermarket #2 – 3101 N 11th St - Bismarck
4. Harley's Conoco – 1514 16th St SW - Minot
5. M & H Gas – 25 Burdick Expressway - Minot
6. Barlow's Miracle Mart - 1620 South Broadway - Minot
7. Simonson Station Store – 1310 South Broadway - Minot
8. Hornbacher's Southgate – 1532 32nd Avenue S - Fargo
9. Hornbacher's Village West – 4101 13th Avenue S - Fargo
10. Expressway Amoco – 919 S Washington Street - Bismarck
11. Hornbacher's North Port – 2510 Broadway N - Fargo
12. Sooper Stop – 620 Sheyenne Street - West Fargo
13. M & H Gas – 325 1st Avenue S - Jamestown
14. B & J Tesoro – 406 N 6th St - Bismarck
15. Hugo's #8 – 1750 32nd Ave S - Grand Forks
16. Simonson Station Store – 1011 E Main Ave - Bismarck
17. Barlow's Arrowhead Miracle Mart – 1600 2nd Ave SW - Minot
18. Farmers Union Oil – 1st Avenue E - Velva
19. Stamart – 1120 E Divide Ave - Bismarck
20. Barlow's Miracle Mart – 504 W Main St - Mandan

* as of April 2, 2005

Sherry Maragos, Lottery Customer Service Specialist, and Mark Rauhauser, Manager of Farmers Union Oil in Turtle Lake, sells a Lottery ticket to one of the retailer's first customers.



New Retailers

Bison C-Store - Milnor
Farmers Union Oil - Turtle Lake

Welcome!

Easy Promotions:

This is the second of a series on ideas for retailer promotions. These easy and inexpensive ideas will work at any retail location:

- Running an ad in a local newspaper is a great way to get the word out that you are a lottery retailer. Incorporate the ND Lottery logo on any sales ad.
- Have a second chance drawing at your store. Prizes could be a gas giveaway, in-store merchandise, in-store food, in-store gift certificates, or just about anything your store wants to promote. Just a reminder: a second chance drawing must be made available to non-players as well.
- Decorate your terminal area and make it part of a promotion.
- Have someone dress up like Lady Luck! People will come in just for the smile and of course will not be able to resist buying a lottery ticket.

Lucky Sellers

\$100,000 Powerball

March 30: Hornbacher's Southgate, Fargo

\$25,000 Powerball/Power Play

January 15: Ruthville Store, Minot

\$10,000 Hot Lotto

February 12: County Market Fresh Foods, Jamestown

\$5,000 Powerball

January 5: I-94 Tesoro, Valley City

January 29: Cenex Convenience, Mayville

March 9: Stamart Travel Center, Grand Forks

\$5,000 Wild Card 2

January 1: Hornbacher's Village West, Fargo

February 12: Economart, Williston

February 12: Superpumper #21, Minot

March 2: Michigan Amoco, Michigan

March 2: Cenex, Hazen

March 5: Kum-N-Go, Williston

March 16: I94 BP Amoco, Jamestown

March 23: Gordy's Travel Plaza, Casselton

Shannon and John Besselman of Minot won \$25,000 when, while waiting for a pizza, John stepped next door and bought a Powerball ticket with the Power Play option.

Their daughter is the true big winner since they plan to use most of the money for her education.

Sales Tips for the Retailers

Retailers who promote and market the lottery experience the biggest sales! Your customers will regard you as the “experts” in lottery games because your location will be their primary contact for lottery information.

- Tickets are impulse items in your location. Most customers will make their decision to buy at your check out area. Proper use of point-of-sale promotional materials and the positive and friendly attitude of your store personnel will make your location successful in selling lottery tickets.
- Keep customers informed on the current jackpot amounts and winning numbers drawn for on-line games. Use the dry erase boards provided and update them accordingly.
- Promote winners in your location. Create a winners’ board or make winners’ posters for display. Winner awareness plays a very important role in increasing ticket sales.
- Ask for the sale. A polite “Have you played the Lottery today?” or “Would you care for a Lottery ticket?” will result in sales.
- Use the Lottery in your local newspaper, radio, and television advertising. Please contact the Lottery for ideas and assistance.
- Conduct Lottery promotions at your location. Ask the Lottery’s Customer Service Specialist for ideas and help with promotions.
- Make all store personnel aware of Lottery game information and procedures. Ask the Lottery’s Customer Service Specialist to set up a training day for your staff.



Lottery Policies

- North Dakota law prohibits selling North Dakota Lottery tickets to anyone under age 18 and requires an ID check of anyone appearing to be under age.
- Extrema ticket stock must be kept in a secure location away from the general public.
- Second-chance drawings sponsored by a lottery retailer can not be limited to only customers who purchase a lottery ticket. Make entry forms available for non-players as well.

All prizes over \$600 can be claimed at the North Dakota Lottery, located at the State Capitol Building in Bismarck, 600 East Boulevard Avenue, 17th Floor.



Winners, from top left:

- Rebecca Bjerke - \$5,000 (I-94 Tesoro, Valley City)
- John Besselman - \$25,000 (Ruthville Store, Minot)
- Mark Shoplak - \$10,000 (County Market Fresh Foods, Jamestown)
- John Ihla - \$5,000 (Michigan Amoco, Michigan)
- Kenneth Jones - \$5,000 (Cenex, Hazen)
- Kelly Skelton - \$5,000 (Kum-N-Go, Williston)
- Wesley Rosinski - \$5,000 (Stamart Travel Center, Grand Forks)

Not Pictured - Sandra Sanders - \$5,000 (Economart, Williston)



MARCH 30TH DRAW GOES DOWN IN HISTORY

The Powerball lottery game showed what kind of power it packs during the March 30, 2005, draw with a jackpot winner of \$25.5 million in Tennessee and 89 winners of \$100,000 including one in North Dakota. An additional twenty-one players won \$500,000 by not only matching the five white, but also purchasing the Power Play option. The Power Play multiplier was 5 for that night's draw.

For a draw that expected approximately four Match 5 winners, these 110 lucky winners broke a record. Before March 30th, the most tickets to win second-tier Powerball prizes in one drawing was 91, on August 25, 2001.

North Dakota's winning ticket was sold at Hornbacher's Southgate store in Fargo. This is the fourth \$100,000 Powerball winning ticket sold in North Dakota.



Office of Attorney General
Lottery Division
600 East Boulevard Avenue
Dept. 125
Bismarck, ND 58505-0040

(701) 328-1574
1-877-NDLOTTO (635-6886)
FAX (701) 328-1580

Retailer Sales Commissions

Through March 31, 2005, the total sales of lottery tickets were \$20,126,742. This equates to retailer commissions of \$1,006,337.10.

The Lottery's Promise: To provide the highest quality service to retailers.