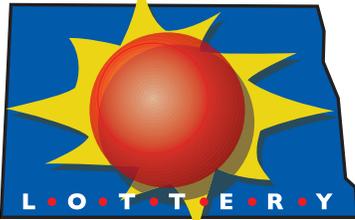


North Dakota



www.lottery.nd.gov

2nd Quarter 2008

# Lottery Links

News and Ideas for Lottery Retailers

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*Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the web site at [www.lottery.nd.gov](http://www.lottery.nd.gov).*

# One Wild Deal!



## With A Deal Like This - It's Bound To Make Your Hair Stand Up!

Beginning August 3 through August 30, the Lottery is going **WILD** with Wild Card 2. For each \$5 Wild Card 2 Quick-Pick Ticket purchase, players will get a **\$1 Quick-Pick Ticket FREE**.

With Wild Card 2, players get two plays for one dollar. With the "One Wild Deal" offer, players will receive TWELVE chances to win for \$5!

### **HOW TO PLAY**

For the "One Wild Deal" promotion, players must choose the "Quick-Pick" feature to receive the FREE \$1 ticket. Players will receive 5 Quick-Pick numbers from 1-31. Then a Quick-Pick Wild Card – 1 of 4 face cards (Jack, Queen, King or Ace) and 1 of the 4 suits (Hearts, Clubs, Diamonds or Spades) for each play.

To qualify, the promotional offer must be for the current draw. Multi-draw purchases do not qualify.

With Wild Card 2, the jackpot begins at \$100,000 and grows until the jackpot is hit. Besides the jackpot, players can win other cash prizes from \$1 to \$5,000. Drawings are held twice each week, on Wednesday and Saturday evenings.

Don't miss your chance to walk on the Wild side with Wild Card 2. Get your ticket to play and win!

# Director's Message

*Julie Thompson, appointed by Attorney General Wayne Stenehjem, presently serves as Interim Director*

As you are probably aware, Lottery Director, Chuck Keller retired on April 30, 2008, after nearly 38 years of service in state government. Chuck was appointed by Attorney General, Wayne Stenehjem to implement the North Dakota Lottery in 2003. Because of Chuck's leadership and tireless effort, the lottery was launched in record time and has proven to be a phenomenal success benefiting the state of North Dakota. Chuck was especially proud of the working relationship fostered between the lottery and the lottery retailers. He understood the vital role of retailers and retail clerks in promoting and selling lottery products on the front line.

With that in mind, the lottery continually strives to provide extraordinary products and services, from attractive point-of-sale items, creative marketing promotions to a responsive retailer outreach program. Through these efforts, we continue to maximize profits for our retailers and net proceeds for our state.

The lottery would also like to encourage suggestions from our retailers about new and exciting promotional events that increase retailer traffic and promote the sale of lottery products. If you or your community has any special events scheduled, call your Customer Service Specialist to assist you in creating an exciting and fun event at your location.

## Powerball 10X Promotion A Success - Once Again

The Power Play 10X promotion has done it again! North Dakota sales ranked the highest among the following categories:

- 1) Highest percentage increase in Power Play sales: ND increased sales by 59% - an increase of \$195,895 in Power Play sales.
- 2) Highest percentage increase in Power Play: ND Power Play percentage was driven to a high of at 48.7% - an 11.31% increase in Power Play percentage points.
- 3) Highest percentage increase in Power Ball with Power Play sales: ND increased by 26% - a total of \$298,825 in overall sales.

During the promotion, the "10" was selected twice as the multiplier: on April 16 and 23. Sixteen Powerball winners that would have won \$100 ended up winning \$1,000 because they purchased the Power Play option. The winners who have chosen to reveal their names, along with the selling retailers included:

- ◆ Melissa Ralph, Williston, who purchased her ticket at Kum & Go, 621 26th St. West in Williston.
- ◆ Gregory Herman, Minot, who purchased his ticket at Stop n Shop, 329 Burdick Expressway West in Minot.
- ◆ Gail Bauer, Wilton, who purchased her ticket at Cenex in Wilton.

Many other winners at other prizes levels won from \$30 to \$70 each, instead of the usual \$3 and \$7 prize.

Asking for the Power Play has always been a great way to increase your Powerball sales, while giving players the chance to multiply their winnings up to five times!



# Changes Are Coming

As part of the lottery's commitment to player confidence, a terminal security enhancement is scheduled for release in late August.

One change is for the terminal to emit a pleasant chord sound each time a ticket, winning or non-winning, is scanned. If the ticket is a winning ticket you will hear the familiar "Congratulations, you're a winner" message after the chord. If the ticket is a non-winning ticket, only the chord sound will chime.

Another change will be the printing of receipts each time a ticket is scanned:

If the ticket is a non-winning ticket, the option to cancel the non-winning ticket receipt window will be eliminated and a receipt will automatically print for the customer.

- ◆ If the ticket is a winning ticket of \$50 or less, the familiar congratulatory message will play and two receipts will print with the winning value printed on each receipt: one for the player and one for the retailer.
- ◆ If the ticket is a winning ticket of \$51 to \$599, the retailer will have the option to cash the ticket or not cash the ticket:
  - ◆ If a retailer chooses to not cash the ticket, a customer receipt will print indicating the amount won and that the ticket was not cashed. The player has the option to redeem the ticket with another retailer or to redeem it at the lottery's office.
  - ◆ If a retailer cashes the ticket, two receipts will print indicating the amount won and that the ticket was cashed; one for the player and one for the retailer.
  - ◆ If the ticket is a winning ticket of \$600 or greater, a claim receipt will print, along with instructions, on how to redeem the ticket at the lottery's office.

All validated tickets and player receipts should be returned to the player. This will alleviate any questions a player may have regarding the proper validation of their tickets.

The Lottery is pleased to introduce these changes to make the lottery experience more fun for both, the retailer and the player.

## Ask for the Sale - Clerk Coupon Cash Incentive

Asking for the Power Play sale has been a great way for clerks to win extra cash!

During the 10X Powerball with Power Play promotion, clerks were able to win cash prizes of \$25, \$50 and \$100 when selling the Power Play option. Clerk Coupons were randomly dispensed from the terminals and clerks were asked to save their coupons for each week's drawing. For five weeks, the Lottery awarded 125 clerk cash prizes valued at \$4,000. A total of 109 clerks claimed \$3,500 in cash. Congratulations to the winners! We hope you enjoy your winnings!

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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

# It's Show Time!

Nothing says "Welcome" like a promotional event. Events can generate excitement and increase foot traffic into your store. Here are several examples of Lottery events:



Promotional events can be elaborate or simple. The key to a successful promotion is to provide customers with a positive, memorable experience that will keep customers returning to your store long after the promotional event has passed. Ask your Lottery Customer Service Specialist to assist you with your upcoming promotions or to help create a promotional event your customers will remember!

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# Congratulations 2008 Retailer Bonus Winners!



**\$250 - Dan's Supermarket #2 - Bismarck**



**\$1,000 - Cash Wise Foods - Fargo**



**\$250 - Starmart #4 - Fargo**



**\$5,000 - Main Tesoro - Bismarck**



**\$250 - Petro Serve USA #087 - Fargo**



**\$500 - Bjornson Oil - Fargo**



**\$1,000 - Hugo's #8 - Grand Forks**



**\$500 - Sunmart #115 - Fargo**



**\$500 - Hornbacher's Village West - Fargo**



**\$500 - Holiday Stationstore #225 - Dickinson**



**\$500 - Stop N Go #441 - Fargo**



**\$1,000 - Packers Package - West Fargo**



**\$500 - Dan's Supermarket #5 - Dickinson**



**\$500 - Hornbacher's Northport - Fargo**



**\$250 - Hiway Express - Hazen**

# The Next Ticket Sold Could Be The Big One!



**\$500 - UNISTOP - Washburn**



**\$2,500 - Hornbacher's Village West - Fargo**



**\$500 - Sunmart #105 - Fargo**



**\$250 - Cenex - Hazen**



**\$1,000 - Central Market - Bismarck**



**\$1,000 - Superpumper - Williston**



**\$1,000 - Warehouse Foods - Langdon**



**\$250 - Simonsen's Stationstore - Grand Forks**



**\$500 - Northdale Oil - Park River**



**\$500 - Simonsen's Station - Bismarck**



**\$500 - M & H Gas - Grand Forks**



**\$2,000 - Simonsen's Station - Grand Forks**



**\$500 - Xpress Mart - Minot**



**\$250 - Simonsen's Station - Minot**



**\$250 - Farmers Union Oil - Bottineau**