



4th Quarter 2009



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).*



## Coming January 31!

Beginning Sunday, January 31, Mega Millions will join the ranks of the popular Powerball game as the North Dakota Lottery's second \$1 ticket that offers lucky players a multimillion-dollar payoff.

Mega Millions features a rolling jackpot starting at \$12 million and draws every TUESDAY and FRIDAY. To play the game, players pick FIVE numbers from one to 56 and ONE Mega Ball from one to 46. For an extra dollar per play, players can select the Megaplier to increase non-jackpot prizes by 2, 3, or 4 times. By playing Megaplier, a player could win \$1,000,000 without even hitting the jackpot.

GAME COMPARISONS		
	Powerball	Mega Millions
Starting Jackpot	\$20 million	\$12 million
Match 5 Prize	\$200,000 or \$1 million (with Power Play)	\$250,000 or up to \$1 million (with Megaplier)
Drawing Days	Wednesday & Saturday	Tuesday & Friday
How to Win Jackpot	Match 5 numbers (5 of 59) plus Powerball (1 of 39)	Match 5 numbers (5 of 56) plus Mega Ball (1 of 46)
Odds to Win Jackpot	1 in 195.2 million	1 in 175.7 million
Record Jackpot	\$365 million	\$390 million

# Director's Message

## Randy Miller



Happy Holidays! Hopefully 2009 has been a happy, healthy, and prosperous year for you. Through our partnership, the Lottery had another successful year. The Lottery is very thankful for the dedicated support of our 400 retailers. The success of the Lottery would not be possible without you and the dedicated work of your employees. During fiscal year 2009, the Lottery earned \$21.7 million in sales and transferred \$6.3 million to the general fund. Retailers earned \$1.1 million in commissions and an additional \$40,000 in bonuses and sold 78 winning tickets valued at \$5,000 or more. Some of the large prizes throughout the year are: \$1,648,155 Wild Card 2 Jackpot; \$125,000 Wild Card Jackpot; three \$200,000 Powerball Match Five prizes; and thirty-two 2by2 jackpot prizes worth \$22,000 each.

This current fiscal year through November, sales have increased by 14.75% compared to the same period last year. Three of the months - July, August, and November - closed with record-breaking sales, compared to previous years. The increase is attributed to a successful Powerball Cash Dash promotion and to large jackpot runs: Powerball hit \$260 million in August and \$189 million in October; Hot Lotto hit \$16 million in August and nearly \$7 million in November; Wild Card 2 hit \$1.6 million in November. The November Powerball Cash Dash promotion boosted sales by \$336,000 or 41%, compared to a similar jackpot run, along with a record-breaking 58% Power Play percentage.

This year, Christmas came early to North Dakota's largest jackpot winner, George Nelson, when he won \$1,648,155 playing Wild Card 2 during the game's November 25 drawing. What an exciting time for the winner as well as the North Dakota Lottery. It is the North Dakota Lottery's largest lottery prize and is also the ninth Wild Card 2 jackpot awarded to a North Dakota Lottery player.

As we look forward to another year that promises to be fun and rewarding, I express gratitude to you and your employees for all your efforts. The Lottery staff and I wish you and your staff a Merry Christmas and a Happy New Year!

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at [rcmiller@nd.gov](mailto:rcmiller@nd.gov).

*Randy Miller, Director*

## REMINDER: Plan Ahead for Equipment Changes

If you're planning changes in your store that may affect your lottery setup, please contact the lottery in advance at 701-328-1574 to arrange for the process. Your lottery Customer Service Specialist will work with you on any terminal and point-of-sale placement changes to meet your store needs. Specifically, a retailer should not disconnect or move the lottery terminal without authorization from the lottery. Only a qualified representative of the lottery's online gaming system vendor is allowed to relocate the terminal.

*The Secret's Out!*

# MEGA MILLIONS

**Is Here!** *Jackpot Starts at \$12 Million!*

**Draws Every  
Tuesday & Friday!**



To get in the game, pick five numbers and a Mega Ball.



Add the Megaplier to multiply your non-jackpot prizes up to FOUR times.



Please Play Responsibly.  
[www.lottery.nd.gov](http://www.lottery.nd.gov)

Starts January 31, 2010

If You Don't Buy A Ticket,  
How Is Lady Luck Gonna Find You?



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

## Considering a Business Structure Change?

As some of you may be aware, there may be various tax benefits to incorporating your business, including possible lower tax rates and reduced personal liability. When incorporating a business, it is vital that the necessary documents are properly completed and filed with various state and federal agencies, including, but not limited to, the state tax department and secretary of state.

How does this affect your state Lottery license? At the end of the year, the Lottery must provide, to each sole proprietor and partnership, a 1099 reflecting the amount earned on commissions and bonuses. Corporations, however, are not required to receive a 1099 from the Lottery.

For this reason, when a retailer incorporates or makes a business change, including a name change, the retailer is required to notify the Lottery at least 30 days prior to the change. These types of changes may be considered a change in ownership, which requires reapplying for a license, since a license is non-transferable. Operating under an invalid Lottery license may void a winning ticket sold from that location. So, if your business is going through any business change and has not notified the Lottery, please do so promptly. Please contact Missy at the Lottery's office at 701-328-1574 for any assistance you may need.



facebook

## We are Now on Facebook!

The Lottery is excited to announce that we are now on Facebook! Sign up to be a Fan and be the first to know where Lady Luck is finding winners and interesting facts about the lottery. Sign up today by going to: [www.facebook.com](http://www.facebook.com). If you don't already have a Facebook page, you will need to sign up for an account to access the Lottery's Fan page. After you log in, you can search "North Dakota Lottery" in the search field and it will direct you to our fan page. You can sign up as a fan by clicking on the "Become a Fan" icon, located on the right side of the page! Please add your posts and share your stories!

*Season's Greetings ~ From the North Dakota Lottery*

# Congratulations Retailer Bonus Winners!



**\$2,500 Bonus - Osgood Hornbacher's - Fargo**



**\$2,000 Bonus - Coffee Cup - Steele**



**\$2,500 Bonus - Sunmart #15 - Fargo**



**\$500 Bonus - Loaf N Jug # 619 - Fargo**



**\$1,000 Bonus - Farmers Union Oil - Bottineau**



**\$500 Bonus - Petro Serve #71 - Valley City**



**\$500 Bonus - Arrowhead Miracle Mart - Minot**



**\$500 Bonus - Kum & Go #802 - Dickinson**



**\$250 Bonus - Cenex - Killdeer**



**\$500 Bonus - Loaf N Jug # 688 - Fargo**



**\$250 Bonus - UNISTOP - Mandan**



**\$250 Bonus - Ampride - Hatton**



**\$500 Bonus - Petro Serve USA #71 - Valley City**



**\$250 Bonus - Little Mart C-Store - Harvey**



**\$500 Bonus - Stop N Go # 432 - West Fargo**

# Retailers Have Received Over \$1.1 Million



**\$500 Bonus - CENEX - Hazen**



**\$1,000 Bonus - Stop N Go #446 - Wahpeton**



**\$500 Bonus - Dan's Supermarket #1 - Bismarck**



**\$1000 Bonus - Flasher Gas & Oil - Flasher**



**\$500 Bonus - Mills Fleet Farm Gas Mart - Fargo**



**\$250 Bonus - Frankies Westside Conoco**



**\$250 Bonus - Southside MVP - Mandan**



**\$500 Bonus - S&T Quick Stop - Thompson**



**\$250 Bonus - Farmers Union Oil - Berthold**



**\$500 Bonus - May-Port Tesoro - Mayville**



**\$500 Bonus - Red Carpet South - Bismarck**



**\$250 Bonus - Kennedy's Fresh Food - Hettinger**



**\$250 Bonus - Stop N Go #430 - Fargo**



**\$250 Bonus - Thrifty White Drug - Mandan**



**\$1000 Bonus - Cenex East - Devils Lake**

# in Bonuses and Commissions in 2009!



**\$250 Bonus – Stop N Go #426 – Fargo**



**\$1000 Bonus – Cenex of Minot – Minot**



**\$500 Bonus - Garrison Bay Express - Garrison**



**\$500 Bonus – Buechler Oil – Harvey**



**\$250 Bonus – Kum & Go #802 – Dickinson**



**\$250 Bonus - M&H - Jamestown**



**\$250 Bonus – Main Tesoro – Bismarck**



**\$500 Bonus Neighborhood Grocery & Gas**



**\$500 Bonus - Dakota Plains Cenex - Valley City**



**\$500 Bonus - M&H - Mandan**



**\$500 Bonus – Super Pumper – Devils Lake**



**\$500 Bonus - Farmers Union Oil - Watford City**



**\$500 Bonus – Brothers III Sports – Valley City**



**\$500 Bonus – Circle 'R' – Oakes**



**\$500 Bonus – Hi Way Express – Beulah**

# The Next Ticket Sold Could Be The Big One!



**\$500 Bonus – Valley Dairy #4 – Grand Forks**



**\$500 Bonus – Lakota Cenex – Lakota**



**\$500 Bonus – Petro Serve #071 – Valley City**



**\$500 Bonus – M & H – Williston**



**\$500 Bonus – Sooper Stop – West Fargo**



**\$500 Bonus – Cenex – Mayville**



**\$250 Bonus – Osgood Hornbacher's – Fargo**



**\$500 Bonus – Little Mart C-Store – Harvey**



**\$500 Bonus – Red Carpet South – Bismarck**



**\$500 Bonus – Bjornson Oil – Fargo**



**\$500 Bonus – Farmers Union Oil – Edinburg**



**\$250 Bonus – Petro Serve USA #082 – Fargo**



**\$250 Bonus – Western Star Conoco – Williston**



**\$250 Bonus – Gwinner One Stop – Gwinner**



**\$250 Bonus – Dan's Supermarket #3 - Bismarck**