



2nd Quarter 2011

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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 website at www.lottery.nd.gov.

Lottery Links

News and Ideas for Lottery Retailers

New 2by2 Promo Coming!

Starting July 31, players have a chance to win up to \$500 instantly when playing 2by2. The qualifying purchase is a \$7, 7 draw 2by2 ticket which gives the player a chance to win another 7 draw ticket or \$500 instantly, chosen on a random basis.

When a player wins a 7 draw ticket, it will print immediately after their purchased ticket. Please give this to the player. If the \$500 prize is won, a voucher will print immediately after the player's purchased ticket that can be immediately cashed at your store or mailed to the North Dakota Lottery.

With a 7 draw purchase, any prize won on a Tuesday doubles in value. For example, the \$22,000 jackpot would become \$44,000.

Watch for your customer service specialist to be visiting your store soon!

July 31st - August 28th

2by2 North Dakota

Play 7 Days and Double Tuesday Prizes

Buy a 7 draw 2by2 ticket for \$7
& get a chance to instantly win
another 7 draw ticket or **\$500!**

Plus all Tuesday prizes are **DOUBLED!**

Thousands of North Dakota winners every day.

North Dakota
Please play responsibly
www.lottery.nd.gov

Did you know that North Dakota Lottery players have won over
\$58.6 Million?

Director's Message

The Lottery has decided to delay implementation of self-service ticket checkers until the beginning of the next online vendor contract in 2014. After lengthy discussion, with all factors taken into consideration, the consensus from the Lottery Advisory Commission was to recommend to Attorney General Stenehjem to wait until March 2014 to implement ticket checkers. Attorney General Stenehjem concurred with the Commission's recommendation. The Commission and Attorney General Stenehjem understand the concerns from our valued retail partners, but do not feel it would be in the best interest of the Lottery to purchase ticket checkers at this time.



It would not be fiscally responsible to incur the expense of the self-service ticket checkers. Based on current estimates, the anticipated Lottery transfer to the General Fund will be under projections for the 2009-2011 Biennium. The original projection was for the Lottery to transfer \$11.155 million. The amount was revised in February to \$11 million. \$5.1 million was transferred to the General Fund in fiscal year 2010. Fiscal year 2011 estimate is approximately \$5.4 million which is \$500,000 under projection. Depending on sales for the 2011-2013 Biennium, it may be difficult for the Lottery to meet the \$11 million transfer to the General Fund. Adding the expense for the self-service ticket checkers may make it even more difficult to meet the General Fund transfer for the next biennium.

There is no guarantee the self-service ticket checkers would be compatible with the online vendor's lottery equipment and software when our next contract begins in 2014. The self-service ticket checkers purchased now may be obsolete whether the current online vendor or another online vendor is awarded a contract. The Lottery cannot take the risk on compatibility and pay twice for the self-service ticket checkers, once now and again in 2014.

Assuming the self-service ticket checkers would be implemented in December 2011 required a substantial investment with only 28 months remaining on the contract with our current online vendor. The North Dakota Lottery is in a similar situation as other lotteries across the United States. Self-service ticket checkers have only been around for approximately seven years while it is not unusual for lottery online vendor contract terms to run eight or more years. The cost to implement self-service ticket checkers near the end of the contract period is much higher due to online vendors having a shorter amount of time to recover their investment costs. It makes sense for the Lottery to wait to include the self-service ticket checkers in the next contract and spread the cost over eight or more years with the expense included in the online vendor fee.

The Lottery asks that retailers remain patient. A North American Association of State and Provincial Lotteries survey conducted in April 2010 acknowledged that 56% of the lotteries had ticket checkers. As online vendor contracts for lotteries terminate and new contracts are issued, more and more lotteries will implement ticket checkers as they are becoming an industry standard.

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.

Randy Miller

Wild Winnings Promotion A Success

The Lottery's latest Wild Card 2 "Wild Winnings" promotion was very well-received by both retailers and players.

With a \$5 quick pick ticket, players were eligible to win merchandise prizes ranging from \$25 to \$500, including Visa gift cards, iPods, GPS units, blu-ray players, NOOKs, and Sony handycams.

During the promotional period, Wild Card 2 sales were up \$69,000 or 61%. The total transactions for the game were up by 10,941 or 16%.

Thanks for your part in making Wild Winnings a success!



Ordering Ticket Paper

To avoid running out of ticket stock, place an order when you get down to your last three rolls. It's quick and easy.

Start at the main menu screen.



1. Touch "Special"
 2. Touch "Generate Supply Request"
 3. Touch "Low on Ticket Paper"
- Your order is now placed.

When Cashing Lottery Tickets:

Keep all retailer receipts for the store's records.

Return all customer receipts to the player.

Return all non-winning & winning tickets to the player.





Office of Attorney General
Lottery Division
1050 E. Interstate Ave., Ste 200
Bismarck, ND 58503-5574

701.328.1574
1.877.NDLOTTO (635.6886)
Fax 701.328.1580



Reminders and Suggestions:

- Terminal problems? Call the 24 hour terminal assistance number located on the front of the terminal at 1-866-719-2699.
- Wear your jackpot alert stickers to alert players to high jackpots! If you're out of stickers, call 701-328-1581.
- Before changing or loading ticket stock, reference the quick reference card, located in the lottery terminal area. Call 701-328-1581 if you need a replacement.
- Players **cannot** use credit cards to purchase lottery tickets.
- Planning an event or need some special lottery signage for your store? Contact your customer service specialist: Scott at 701-328-1581 or Ryan at 701-328-1575.
- Want more lottery news, information or forms? Visit www.lottery.nd.gov.