



2nd Quarter 2012

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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

Upcoming Instant 10 Promotion

Beginning August 5 through September 1, the North Dakota Lottery will feature a new Powerball with Power Play promotion. The qualifying purchase will be four plays of Powerball with Power Play for \$12. Randomly selected Instant 10 transactions will win a \$10 instant cash prize.

If the player is an Instant 10 winner, a coupon will print immediately after the player's qualifying Powerball with Power Play purchase. Associates can scan the Instant 10 coupon through the lottery terminal, just like a winning lottery ticket, and present the player their \$10 cash prize.

August 5th - September 1st

INSTANT 10

Play INSTANT 10 and get...
4 plays of **Powerball**
with **Power Play** for \$12
Et a chance to

INSTANTLY WIN \$10!

Power-change your dreams.

North Dakota Lottery
POWERBALL
ADD Power Play

North Dakota Lottery
Please play responsibly
www.ndlottery.gov

Remodeling or Having Repairs Done?

If you are planning a remodel or any construction project that may affect any of your lottery equipment (satellite dish, modem, terminal, etc.), please contact the lottery office at least two weeks in advance (701.328.1574). Retailers should not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery's online gaming system will contact the retail location and work with the retailer to address the store's needs.



Director's Message

Since the launch of the \$2 Powerball game six months ago, Powerball/Power Play sales are up 14.6% for the North Dakota Lottery while the average increase across all participating lotteries was 16.2%. We had another nice jackpot run that ended on June 13 when a group of workers from the Quaker Oats plant in Cedar Rapids, Iowa won \$241 million. Powerball is played in 42 states, Washington D.C., and the U.S. Virgin Islands.

Mega Millions/Megaplier sales are up 73.9% for the North Dakota Lottery while the average increase across all participating lotteries was only 42.2% since \$2 Powerball began. This increase is not an accurate reflection of Mega Millions performance as the sales were significantly impacted by the unprecedented jackpot run that ended on March 30 when the \$656 million jackpot was hit. Three winning ticket holders in Illinois, Kansas, and Maryland split the jackpot. This was the largest U.S. jackpot on record, surpassing the previous Mega Millions record of \$390 million. Mega Millions is played in 42 states, Washington D.C., and the U.S. Virgin Islands.



Thank you to all of our valued partners and the work you do, as the North Dakota Lottery will have record sales this fiscal year of approximately \$26 million. The previous record for North Dakota was \$24.4 million for the fiscal year ending June 30, 2010.

Also of note, re-launch of Wild Card 2 will begin on January 13, 2013. The game will continue to have two plays for one dollar. Changes to the Wild Card 2 game include: increasing the starting jackpot from \$100,000 to \$200,000, as well as increasing four of the lower tier prize amounts (Match 5 prize from \$5,000 to \$6,000, Match 4 prize from \$20 to \$30, Match 3 + Wild Card prize from \$5 to \$6, and Match 2 + Wild Card prize from \$1 to \$2) and adding two white balls to the matrix increasing the jackpot odds from 1 in 1,359,288 to 1 in 1,898,688. The overall odds for winning any prize will increase from 1 in 6.41 to 1 in 6.67. Wild Card 2 is played in North Dakota, South Dakota, Montana, and Idaho.

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.

Enjoy your summer!

Randy Miller



HAVE A GREAT SUMMER!!

Out-of-the-Ordinary Customer Receipts

The lottery system is down for day end processing from 2:30 a.m. to 5:30 a.m. daily. Winning tickets can not be validated during that time. If you attempt to validate a winning ticket through the lottery terminal during this time, the message below will print. This indicates that the ticket is a winner but can not be cashed while the system is down. Please inform the player to have their ticket validated after 5:30 a.m. The lottery terminal will print the customer receipt "Ticket Not A Winner" for non-winning tickets. Non-winning tickets are purged from the system immediately after the draw for which they are valid. Multi-draw tickets that are non-winners should be returned to the player.



Same day cashing of lottery tickets is not allowed. For example, a Powerball ticket eligible for the Wednesday draw can not be validated that night. It can be validated the following day after 5:30 a.m.

If a ticket is run through the terminal on the night of the draw it was eligible for, the following message will print:



2 Join Lottery Team

The lottery is pleased to introduce two new employees, Mark Rauhauser and Robert Yost III.

Mark, a native of Ft. Lee, VA, joined the lottery in June. Mark is a Customer Service Specialist, responsible for working with the lottery's retail partners to maximize sales and player satisfaction. He will assist with terminal training, retailer compliance to lottery laws and rules, and setup of lottery promotions. You can reach him at 328.1575.



Mark is a graduate of NDSU with a bachelor's degree in business administration. He was a ND Army National Guardsman for 6 years as well as a pipeline x-ray technician and an owner/manager of a convenience store in Divide County, CO. Mark was the General Manager of the Turtle Lake Cenex for 12 years before joining the lottery. Mark, and his wife Annette, have three children: Marisa, Ryan and Nathan. Mark spent most of his time at work and running to his kids' sporting events.



Robert, a native of Coopersburg, PA (about 60 miles north of Philadelphia), joined the lottery in May. Robert is the lottery's Accounting/Budget Specialist. He is responsible for initiating weekly processing of electronic fund transfers, maintaining retailer accounts through debit and credit adjustments to retailers' accounts receivable, and ensuring compliance in addressing retailers' claims for credit on defective tickets. You can reach him at 328.1577.

Robert is a graduate of De Sales University with a bachelor's degree in accounting. He owned a public accounting firm from 1989 to 2011. He sold the practice in September 2011 and relocated to Mandan where he previously worked for Brady, Martz and Associates. Rob is married to a North Dakota native and has one daughter (age 19). He enjoys hunting, fishing and hitting the open roads on his motorcycle.

Mega Mondays, Mega Success

The Mega Monday promotion, that ran every Monday in March and April, was a resounding success! Players were eligible for a \$1 discount when they purchased 3 plays of Mega Millions with Megaplier for \$6 (\$5 with discount). Players saved over \$36,000! Timing was excellent as the Mega Millions jackpot reached a record high of \$656 Million! The Mega Monday promotion and the record-breaking jackpot increased Mega Millions sales 76% in March and April. Trends show that players continue to be excited about the Mega Millions game. Average weekly sales for the six weeks following the promotion have remained 24% higher than average weekly sales prior to the promotion. We would like to thank all our retailers and associates for your hard work and dedication to make the Mega Monday promotion a success!

Ownership Change?

Retailers are required to submit a written change of ownership, change in business name and change in business location in writing thirty days prior to the expected date of change. ND Lottery licenses are **not** transferable. If the new owner applies and is approved for a lottery license, a qualified representative of the lottery's online gaming system will contact the retail location and work with the retailer to coordinate ticket stock, retailer log-in ID, and password changes. If proper procedure is not followed, the lottery terminal will be disabled until all forms and fees are received and approved. Players will not be able to purchase or check lottery tickets if the terminal has been disabled.

Lottery Team Line-up Change

The Lottery is pleased to announce the assignment of Ryan Kopyy to the ND Lottery Sales and Marketing Manager position. Ryan previously worked as a Customer Service Specialist for the ND Lottery. He is responsible for lottery promotions and increasing ticket sales. He will use several marketing tools including social media, radio, TV, and in-store point of sale items. You can contact him at 701.328.1573 or email at rkopyy@nd.gov. Ryan is excited to use his experience and knowledge to create a positive and entertaining lottery experience for all.

Did you know that North Dakota Lottery players have won over
\$64.0 Million?

Tips to Maximize Your Sales

Display all point-of-sale items:

- All POS items are designed to catch the player's eye and capture the sale.

Create excitement through in-store promotions:

- Entice new players through an event. Stores have hosted grand openings, holiday open houses, wheel spins, etc. The possibilities are endless!

Train your staff:

- Clerks must understand how to use the terminal and game features, especially the multipliers like Power Play, Megaplier and Triple Sizzler as well as the 7 draw Tuesday Doubler feature for 2by2.

Ask for the sale:

- “Would you like a Powerball ticket today?”
- “Would you like to add Power Play for \$1?”

Remind customers of the current jackpot amounts:

- “Did you know the Powerball jackpot is at \$XX million?”
- Wear your jackpot alert stickers.

Understand the games and features:

- Know how to fill out a play slip.
- Know the draw days and time.
- Understand the individual game rules (number of draws allowed, add-ons, special features, etc).

If you need any help with training, in-store promotions, or other selling tools, contact your customer service specialist today! Call the Lottery at 701-328-1574.



Did you know that North Dakota Lottery retailers have earned over
\$9.5 Million in commission and bonuses?



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701.328.1574
1.877.NDLOTTO (635.6886)
Fax 701.328.1580

Lottery Tidbits:

- Give *all* winning and non-winning lottery tickets back to the player.
- Give all customer receipts to the player
- Keep all retailer receipts for the store's records
- No credit will be issued to retailers for misprinted tickets.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, cancelled, or refunded.
- Players **can not** use credit cards to purchase lottery tickets.
- Problems with your lottery terminal? Call the 24-hour terminal assistance number located on the front of your lottery terminal (1-866-719-2699).

Sign up online for emails or text messages:

- Jackpot Alerts
- Winning Numbers
- Special Promotional Offers

www.lottery.nd.gov

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