



OCT-DEC 2004

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Lottery Links

News and Ideas for Lottery Retailers

A Wild New Lottery Game AND Free Trips To Las Vegas

On September 23 the North Dakota Lottery launched "Wild Card 2" at four of the state's top 20 lottery retailers, Sooper Stop in West Fargo, M & H Gas in Jamestown, B & J Tesoro in Bismarck and M & H Gas in Minot. The Lottery and Allegiant Air gave away a round trip ticket to Las Vegas to one lucky player at each location, and each store hosted a live radio remote to publicize the new game and the free trip to Las Vegas.

"WOW. What a day!" said Denise Jacobson, owner of the Sooper Stop in West Fargo. "We had people calling our store asking how to get here," she said. Jacobson had set her Wild Card 2 lottery ticket sales goal for the day at 1,000. She and her team sold 1,150.

Jacobson and her employees dressed as playing cards, had lottery balloons everywhere, hung playing card posters throughout the store and most importantly, asked everyone who stopped in not if they wanted tickets but instead how many tickets they wanted. "I had a blast!" Jacobson said.

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Lottery Director Chuck Keller (center) with Denise Jacobson and Tasha Schacher celebrate the launch of Wild Card 2 at the Sooper Stop in West Fargo.

Lottery And Allegiant Air Give Away Trips To Las Vegas

Mary Bachmeier, Minot, and Roxanne Korynta, Grand Forks, are the winners of the North Dakota Lottery and Allegiant Air Las Vegas Getaway. Each won round-trip airfare for themselves and a guest, along with accommodations for three nights.

Superpumper in Minot and Hugo's in Grand Forks, the retailers that sold the winning Wild Card 2 tickets, also won Las Vegas Getaway weekend vacations.

All winners were excited to learn they had won. When contacted by the Lottery, at first none of them believed they had really won. "You're kidding aren't you?" Bachmeier said. "I don't win very often but I play the lottery games every Wednesday and Saturday because I voted to have them here," she said. Korynta plays the Wild Card 2 game and Powerball more than Hot Lotto but likes all the games.

Players had a second chance to win free trips by entering the Wild Card 2 Las Vegas Getaway. To enter, players sent their non-winning North Dakota Wild Card 2 tickets, purchased between September 23, 2004 and October 16, 2004, to the Lottery. On October 20, 2004, the lottery drew two tickets from all the entries.



Looking for the Perfect Gift?

On December 3, *Give-A-Gift* lottery ticket gift certificates will be available at all North Dakota Lottery retail locations.

"These gift certificates aren't just for Christmas," said Chuck Keller, North Dakota Lottery director. "Retailers will be able to print these certificates from their Lottery terminal any day of the year from December on," he said. Give-A-Gift lottery ticket gift certificates make great gifts for Christmas, Valentine's Day, Mother's Day, Father's Day, birthdays, and other special occasions.

The gift certificate feature will be available through every Lottery terminal via a special Give-A-Gift icon on the terminal screen. A pop-up screen will allow the monetary values available — \$1, \$5, \$10, \$20, \$25, \$50 or \$100 — for gift certificates to be entered. When a retailer enters this information, a gift certificate will be generated on the terminal printer.

The information printed on the gift certificate will include the dollar amount, the date, a time stamp, your retailer number, and a unique transaction serial number. All gift certificates will be sold and redeemed only at Lottery retail locations. (See the insert for more information.)



\$10,000 In Ethanol Fuel Given Away

The North Dakota Lottery and State Energy Office awarded \$10,000 in ethanol fuel to 116 lucky winners throughout the state in a second chance drawing designed to promote sales of ethanol fuel and the Lottery's Powerball game Power Play option.

Over 12,000 entries were received in the seven-week "Drive Free For A Year" promotion that helped promote the Lottery and corn growers. A list of the 116 ethanol fuel winners can be seen at www.ndlottery.org/promos. Top Ethanol fuel prize winners were:

Grand Prize Winners (\$30 fuel a week for 52 weeks)

Alvin Fiskum, Minot, and Joyce Ellefson, Towner.

Runner Up Winners (\$20 fuel a week for 26 months)

Jacob Batsch, Jamestown, and Joe Busek, Bismarck.

"Increased awareness of the Power Play option was one of the key factors for us. Power Play sales increased with the promotion and we have recorded our highest Power Play percentage of Powerball daily sales which is 36.15 percent." Keller said.

Power Play Pays

Just ask Maynard Sandberg from Minot. He matched four numbers and the Powerball number on

Wednesday, August 11 to win \$5,000. But Sandberg had also purchased the Power Play option for an extra \$1. The Power Play number drawn was five and Sandberg's \$5,000 prize multiplied to \$25,000.

"I don't think I will ever buy Powerball without Power Play again," said Sandberg. Sandberg and 11 other men started buying 120 plays for every draw when the lottery began in March. After a couple of months, the group started purchasing 60 plays and added the Power Play option to each play.

Across the state at Hornbacher's Express in Fargo a team of nine employees won \$5,000 on Wednesday, August 4th. The Power Play number drawn was also five. But they had not purchased the Power Play option.



Maynard Sandberg of Minot, holding a check for \$25,000.

"We started our club when the Lottery began. Each of us has put money into a pool every week since and purchased Powerball quick pick tickets for every drawing," said Jared Dalen, the club's representative and Customer Service Manager at Hornbacher's Express. "We've won other amounts, but this is the largest so far." Dalen said.

Sandberg compared his \$25,000 win to the Olympics. "Without Power Play, you think about what could have been. If you win a bronze, you think about how you wish you could have won a silver or a gold. I'm going for the gold!" he said.



Attorney General Wayne Stenehjelm presents a check for \$5,000 to Jared Dalen of Fargo.

Top 20 Retailers*

1. M&H Gas - 322 Main St E - Mandan
2. Dan's Super Market #3 - 835 S Washington St - Bismarck
3. Harley's Conoco - 1514 16th St SW - Minot
4. Dan's Super Market #2 - 3101 N 11th St - Bismarck
5. Barlow's Miracle Mart - 1620 S Broadway - Minot
6. M&H Gas - 25 Burdick Expressway - Minot
7. Simonson Station Store - 1310 S Broadway - Minot
8. Hornbacher's Southgate - 1532 32nd Ave S - Fargo
9. Hornbacher's Village West - 4101 13th Ave S - Fargo
10. Hornbacher's North Port - 2510 Broadway N - Fargo
11. B & J Tesoro - 406 N 6th St - Bismarck
12. M&H Gas - 325 1st Avenue S - Jamestown
13. Sooper Stop - 620 Sheyenne St - West Fargo
14. Expressway Amoco - 919 S Washington St - Bismarck
15. Hugo's #8 - 1750 32nd Ave S - Grand Forks
16. Farmers Union Oil - 1st Ave E - Velva
17. Barlow's Arrowhead - 1600 2nd Ave SW - Minot
18. Stamart - 1120 E Divide Ave - Bismarck
19. Ruthville Store - 102 128th Ave NW - Minot
20. Barlow's Miracle Mart - 504 W Main St - Mandan

Top 10 Power Play Retailers*

1. Huber's Corner, Westhope (55.00%)
2. Fitterer Gas & Oil, Flasher (53.96%)
3. Bingorama, Minot (49.16%)
4. Jollie's Supermarket, Belcourt (49.12%)
5. Cenex of Parshall, Parshall (47.60%)
6. Ladots, Belcourt (46.37%)
7. Sherwood Grocery, Sherwood (44.18%)
8. 1 Stop Market, Belcourt (44.01%)
9. Farmers Union Oil, Towner (42.98%)
10. Village Mart, Mandan (42.09%)

*As of October 2, 2004

First Wild Card 2 \$5,000 Winner

Dolores Renner checked her Wild Card 2 ticket several times. At first she thought she had won \$20. Then she thought maybe \$200 or more. She called the Lottery twice to check the winning numbers. Just to be sure, at 7:00 a.m. on Thursday, September 30 she went back to Dickinson's Simonson Store to check with them. Sure enough, she had matched five numbers and won \$5,000.



Dolores Renner played Wild Card 2 and won \$5,000.

“Watching the lottery numbers on Wednesday and Saturday nights is the highlight of my life,” Renner said. She said she used to play the Montana Lottery before North Dakota had a lottery. “It’s nice to have our own lottery. We should have had one a long time ago,” she said.

\$5,000 Powerball Winner

Cynthia Ehni from Fessenden won \$5,000 playing Powerball. She did not purchase the Power Play, which was the number 5, for the drawing. Cynthia says, “You can bet I will from now on!”



Cynthia Ehni shows her enthusiasm after winning \$5,000.

Cynthia almost threw out her Powerball ticket the Monday after the draw. She looked at it and didn't really know how to read it. She went to her lottery retailer, Little Mart in Harvey, and had it run through the terminal. She heard, “You're a winner.”

The retailer commented that she must have won at least \$600 which Cynthia thought was great. “When I found out I had won \$5,000, I couldn't believe it,” she said.

Welcome New Retailers

OCTOBER 1, 2004

Mini Mart #619, 1833 S. University Drive, Fargo

Mini Mart #687, 1201 N. University Drive, Fargo

Mini Mart #688, 3201 N. Broadway, Fargo

Mini Mart #689, 2201 18th St. S. Fargo

Fitterer Oil, 525 Main, New England

Gartner's Jack & Jill, 309 N Central, Kenmare

Expressway C-Store, 3801 E Rosser Ave, Bismarck

Mini Mart #673, 810 N Broadway, Minot

Other BIG Winners

Jimmy Matthiesen, Jamestown won \$5,000 in the September 15th Powerball drawing and Beverly Bonzer of Devils Lake won \$10,000 from the August 28th Hot Lotto draw.

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.

Winning Money Is Only Half The Fun

Half the fun of winning a lottery prize is telling your family and friends. When Sheryll Ford from Bowman recently won \$10,000 playing the Lottery’s Hot Lotto game, she and her husband told their youngest daughter first. “My daughter said, ‘Now you can buy me a new car, mom.’” Ford said and laughed.

“Everyone has an idea about how to spend the money but I told them this is for mom and dad,” she said. The Fords plan to finish paying for their remodeling and then maybe take a winter vacation. “We have eight grandchildren with another special one on the way and Christmas is coming. Who knows?” Ford said.

Sheryll Ford works at the Kum-N-Go in Bowman where she purchased the winning ticket. On October 20 her numbers were drawn. But Ford didn’t have to work the next day so it wasn’t until the following Monday when she went to work that she learned a winning \$10,000 Hot Lotto ticket had been sold there.

“Everyone said, ‘Did you check your tickets?’, and I hadn’t,” Ford said. When a co-worker ran Ford’s ticket through the lottery terminal, they all knew it was a winning ticket. “The machine didn’t tell us how much. We had to check the winning numbers and figure it out ourselves,” she said.

Ford didn’t believe it at first and checked the ticket several times. Finally, she was convinced. After that, she told everyone who walked in the door, “I won! I won!”

North Dakota has had 226,737 Powerball winners for a total of \$2,202,562 in prizes; 111,151 Hot Lotto winners for a total of \$435,090 in prizes; and 52,696 Wild Card 2 winners for a total of \$97,637.

Wild Card 2 Launch

Continued from page 1

Doug and John Wonenberg, owners of Bismarck B & J Tesoro, said they had a steady flow of customers all day long. Jessica Smette, Minot’s M & H Gas store manager, and Vereen Larson, M & H store manager in Jamestown, got players excited by giving away M & H gift certificates, coffee, donuts and T-shirts.



Players stand in line to buy Wild Card 2 tickets in Minot.



Lucky recipient of the first T-shirt given away at M & H Gas in Minot.

Who won the “Wild Card 2” free round-trip airline tickets to Las Vegas?

Kelly Wentz, Fargo; Gary Helgeson, Jamestown; Chris Hoffart, Minot; and Evonne Chouklous, Bismarck.

Discounting Lottery Tickets vs. “Free” Lottery Tickets

There has been a lot of confusion about the difference between “discounting” lottery tickets and “free” tickets.

While a retailer cannot give away “free” lottery tickets, in-store promotions such as “Buy 2, Get 1 Free” are permitted, because it is equivalent to selling three tickets at a discount. A retailer also may buy a lottery ticket for the standard price and offer it, free, to its customers.

- State law limits these types of promotions to no more than 90 days in a six month period.
- The retailer is always responsible for paying the full price of the ticket to the ND Lottery.

Retailer Security and Awareness

Retailers attending the ND Petroleum Marketers Association meeting on October 28th had an opportunity to learn about Lottery scams.

The presentation, “Lottery Retailer Security and Awareness: Lottery Scams,” included information regarding the recognition and detection of possible player fraud, including attempts made within other lottery jurisdictions.

Julie Thompson, Security Officer for the North Dakota Lottery, also provided information regarding internal thefts and explained the Lottery’s policies on Retailer Credit Requests.

- If you were unable to attend, or if you would like more information on this topic, please call Julie at 701-328-1574.

Lucky Sellers

\$25,000 Powerball/Power Play

August 11: Econo Stop, Minot

\$5,000 Powerball

August 4: Hornbacher’s Express, Fargo

August 25: Little Mart C-Store, Harvey

September 15: I94 BP Amoco, Jamestown

October 9: Laffen’s Food & Gas, Fargo

\$10,000 Hot Lotto

August 28: Leever’s County Market, Devils Lake

September 1: Stop N Shop, Minot

October 20: Kum & Go #811, Bowman

\$5,000 Wild Card 2

September 29: Simonson Station Store, Dickinson

October 16: Hiway Standard, Carrington

October 27: Gateway Amoco, Grand Forks

Share Your Ideas!

Do you have an idea for a lottery promotion? Or perhaps some ideas for Point of Sales pieces to promote ticket sales? If the Lottery provided “Lottery Tickets Sold Here” for outside your store, what kind of sign would you like? Do you have other marketing ideas for the Lottery?

Send your suggestions to ewalsh@state.nd.us for consideration.



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

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Retailer Sales Commissions

Through October 6, 2004, the total sales of lottery tickets were \$11,561,067. This equates to retailer commissions of \$578,053.35.