



Jan-Mar 2005

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Lottery Links is published quarterly and provided free of charge to licensed retailers, Lottery Advisory Commission members, Scientific Games, H2M, and other interested parties. Lottery Links is also available on the website at www.ndlottery.org.

Lottery Links

News and Ideas for Lottery Retailers

Can YOU Afford to Pay a Winning Ticket?

Imagine for a moment that a very excited lottery player comes to the Lottery Office with a ticket that is worth hundreds of thousands (or millions) of dollars! The Lottery's Security Officer takes the ticket and begins the validation process. All goes well ... until the very end.

The Security Officer checks the ticket stock serial number against the Retailer Ticket Stock Inventory Log. It doesn't match the retailer's issued ticket stock. Very confused and disappointed, the player has to leave without his money. The Lottery then investigates and learns that when the retailer had run low on ticket stock, it had turned to a friendly "neighbor," and had borrowed ticket stock from another retailer.

Never borrow ticket stock from, or lend ticket stock to, another retailer. The Multi-State Lottery Association, which operates the online lottery games offered in ND, has strict requirements regarding the validation of winning tickets. The Lottery is required to verify that the ticket stock number on the back of the winning ticket *is assigned and issued to the same retailer who sold the ticket.*

If a retailer sells a winning ticket on ticket stock assigned to a different retailer, the Lottery **cannot** pay the prize. **If the Lottery cannot write the check, WILL YOU?**

North Dakota Lottery (NDL) Administrative Rules, Section 10-16-03-07(e):

A ticket is void unless the ticket is printed on a paper stock roll that was validly issued to and used by the retailer that sold the ticket.

To ensure compliance, the NDL has provided a Ticket Stock Inventory Log to every retailer. When a box of ticket stock (6 rolls) is received, write the box number on the Ticket Stock Inventory Log. Each time a roll from the box is placed in the terminal, record the roll's serial number and the two alpha characters above the number, along with the date and the clerk's or manager's initials, on the log. As you install the 4th roll, order more ticket stock - use the "special order" feature on the terminal.



CASH BONUS

1st Anniversary Celebration

On March 25 the North Dakota Lottery will celebrate its one-year anniversary. What better way is there for the Lottery to celebrate than by giving your players a CASH BONUS!

For the entire month of March, the Lottery will be sponsoring a Cash Bonus celebration - a statewide promotion in which all 400 lottery retailers will be giving away instant cash (provided by the Lottery) to their players in increments of \$5, \$10 and \$20.

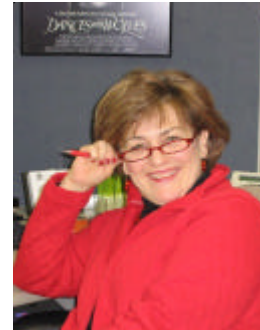
Between March 1-31, 2005, when players buy \$5 or more in Powerball, Hot Lotto, or Wild Card 2 tickets, they may hear the sound of a magic wand followed by, "This is Lady Luck and you're a Cash Bonus winner!"

The terminal will produce the player's normal ticket with the draw numbers, but lucky Cash Bonus winner tickets will also indicate the player is a Cash Bonus winner. After the game ticket is printed, a Cash Bonus coupon will print, showing how much the player has won.

The Cash Bonus coupons will be generated randomly among the 400 North Dakota lottery retailers.

Watch for more details ~ coming in February!

Meet the Lottery Staff



Eileen Walsh, Sales and Marketing Specialist

BS-Mass Communications/ Editorial Sequence; 20 years experience in marketing, including lottery marketing.

Eileen manages state-wide promotions, news releases, winner awareness, and web design.



Barb Masset, Accountant/Budget Specialist

Major in accounting and CPA, 12 years experience in accounting.

Barb manages weekly retailer invoices, EFT accounts and sweeps.

A Word from Our Director



Chuck Keller, Lottery Director

As the Lottery gets ready to celebrate its first anniversary in March 2005, I want to thank you, our Lottery retailers, for helping us make the first year a great one. I am honored to be the first director of our state's Lottery. I am very pleased with the interest and performance of our 400 retail partners, and I appreciate the spirit, extra effort, diligence, and dedication of my co-workers in the Lottery.

As I reflect back, it has been an incredibly challenging and highly rewarding time. Our success is measured in several ways. From March 25 through December 31, 2004, sales of lottery tickets were \$16.2 million - compared to the \$11 million originally projected for the entire 2003-05 biennium. We expect sales of \$22 to \$25 million this biennium - generating up to \$1.25 million for our retailers. In just the first 3 months, the Lottery earned \$1.432 million in general fund revenue - more than the amount that was originally projected for the whole 2003-05 biennium.

The Lottery also received Batchy Finalist awards at the North American Association of State and Provincial Lotteries' (NASPL) Annual Fall Conference for the Lottery's "Goofy Dance" television advertisement and "Live it Up" musical jingle for television or radio. The Batchy awards are presented to NASPL members for outstanding advertising achievements. We plan to emphasize the "Lady Luck" theme more in our promotions.

We are lucky at the North Dakota Lottery. We serve the greatest state and earn general fund revenue that benefits all North Dakota citizens.

My goal as the director is simple – to make the North Dakota Lottery the best! I look forward to another year that promises to be fun, exciting, and rewarding for the Lottery and our retailers. Please feel free to contact me or the Lottery staff with your questions or concerns.

Chuck Keller

Meet the Lottery Staff



Danielle Schaefer, Administrative Staff Officer

BS-Management; 11 years experience in administration and management.

Danielle manages retailer applications and licensing, general Lottery Law and Rules questions, and the *Lottery Links* newsletter.



Julie Thompson, Security Officer

BS; Licensed Law Enforcement Officer; A former police officer with over 17 years experience in investigations.

Julie manages the network security, theft and fraud investigations, and retailer credit requests.

Top 20 Retailers*

1. M&H Gas - 322 Main St E - Mandan
2. Dan's Super Market #3 - 835 S Washington St - Bismarck
3. Dan's Super Market #2 - 3101 N 11th St - Bismarck
4. Harley's Conoco - 1514 16th St SW - Minot
5. M&H Gas - 25 Burdick Expressway - Minot
6. Barlow's Miracle Mart - 1620 S Broadway - Minot
7. Hornbacher's Southgate - 1532 32nd Ave S - Fargo
8. Simonson Station Store - 1310 S Broadway - Minot
9. Hornbacher's Village West - 4101 13th Ave S - Fargo
10. Hornbacher's North Port - 2510 Broadway N - Fargo
11. Expressway Amoco - 919 S Washington St - Bismarck
12. Sooper Stop - 620 Sheyenne St - West Fargo
13. M&H Gas - 325 1st Avenue S - Jamestown
14. B & J Tesoro - 406 N 6th St - Bismarck
15. Hugo's #8 - 1750 32nd Ave S - Grand Forks
16. Stamart - 1120 E Divide Ave - Bismarck
17. Barlow's Arrowhead - 1600 2nd Ave SW - Minot
18. Farmers Union Oil - 1st Ave E - Velva
19. Simonson Station Store - 1011 E. Main Ave - Bismarck**
20. Ruthville Store - 102 128th Ave NW - Minot

New Retailers

Farmland Co-op - Oakes
Northwood Co-op - Northwood
University Station - Grand Forks

Welcome!

Top 10 "Power Play" Retailers*

1. Huber`s Corner, Westhope (52.40%)
2. Fitterer Gas & Oil, Flasher (49.69%)
3. Bingorama, Minot (45.55%)
4. Jollie`s Supermarket, Belcourt (43.62%)
5. Cenex of Parshall, Parshall (43.49%)
6. Ladots, Belcourt (42.78%)
7. Sherwood Grocery, Sherwood (41.24%)
8. Town and Country Standard, Rolette (40.57%)**
9. Farmers Union Oil, Towner (39.66%)
10. Garrison Bay Express, Garrison (39.44%)**

* As of January 1, 2005

** New to the list

As of December 31, 2004, the Lottery has given away three \$100,000 prizes, one \$25,000 prize, one \$15,000 prize, five \$10,000 prizes, and eighteen \$5,000 prizes!

Where Was the Jackpot Won?

The Winning Numbers report has been changed to make it easier to find out! If a ND player wins the jackpot, the Powerball column will show the prize amount (see example 1, below). If the jackpot is won in another state, the Powerball column shows the winning state(s) (see example 2). Hot Lotto and Wild Card 2 games are report in the same manner.

```

TUE DEC 14 04 15:41:49 CT
NOT A TICKET
POWERBALL WINNING NUMBERS
WED DEC 01 2004
09-28-36-38-44/01 PP4
Winners Level PowerPlay PowerBall
1 5wPB $1000000
0 5of5 $400000 $100000
0 4wPB $20000 $5000
7 4of5 $400 $100
16 3wPB $400 $100
437 3of5 $28 $7
155 2wPB $28 $7
971 1wPB $16 $4
1683 0wPB $12 $3
Powerball win est. $14 MILLION
Hot Lotto win est. $1.3 MILLION
Wild Card 2 win est. $225,000
SAT 27NOV04 16-28-35-36-47/31 PP2
WED 24NOV04 03-19-47-49-53/04 PP4
SAT 20NOV04 04-29-45-48-50/01 PP2
WED 17NOV04 15-25-31-36-46/37 PP2
SAT 13NOV04 05-06-26-33-34/13 PP5
WED 10NOV04 14-21-29-43-45/26 PP2
SAT 06NOV04 18-22-33-38-40/19 PP3
WED 03NOV04 11-35-43-45-48/42 PP4
SAT 30OCT04 20-27-30-40-48/11 PP2
WED 27OCT04 11-17-40-44-51/21 PP5
NOT FOR SALE
  
```

Example 1.

```

3 Games To Play
BUY 1 OF EACH
Choose Power Play, win up to 3 times
your prize amount. (Except Jackpot)
MON JAN 10 05 08:06:16 CT
NOT A TICKET
POWERBALL WINNING NUMBERS
SAT JAN 08 2005
09-11-22-24-43/02 PP4
winners Level PowerPlay PowerBall
0 5wPB won in - WI
0 5of5 $400000 $100000
0 4wPB $20000 $5000
6 4of5 $400 $100
11 3wPB $400 $100
341 3of5 $28 $7
127 2wPB $28 $7
696 1wPB $16 $4
1194 0wPB $12 $3
Powerball win est. $10 MILLION
Hot Lotto win est. $1.88 MILLION
Wild Card 2 win est. $120,000
WED 05JAN05 04-07-10-30-37/37 PP5
SAT 01JAN05 22-23-26-44-47/12 PP5
WED 29DEC04 24-29-33-38-44/07 PP5
SAT 25DEC04 29-32-39-45-53/16 PP3
WED 22DEC04 02-07-11-24-31/18 PP5
SAT 18DEC04 01-25-29-30-45/12 PP3
WED 15DEC04 01-06-11-38-53/11 PP4
SAT 11DEC04 06-07-16-41-53/23 PP5
WED 08DEC04 13-17-35-45-50/02 PP2
SAT 04DEC04 06-09-16-22-30/04 PP4
NOT FOR SALE
  
```

Example 2.

Lucky Sellers

\$10,000 Powerball/Power Play

November 18: South Broadway BP Amoco, Minot

\$5,000 Powerball

November 3: Blue Line Club, Grand Forks

December 4: M & H Gas, Wahpeton

December 8: Stamart Travel Center, Fargo

\$5,000 Wild Card 2

November 13: Stop-N-Go, West Fargo

November 24: Simonson Station Store, Bismarck

December 4: Sunmart, West Fargo

December 18: M & H Gas, Mandan

December 29: Gas Stop, Minot

Easy Promotions:

This is the first of a series on ideas for retailer promotions. These easy and inexpensive ideas will work at any retail location:

- Wear the Jackpot Alert stickers. One store clerk told us, "I sell more lottery tickets from wearing the stickers than anything else we do."
- Have the lottery terminal in a visible location; it helps remind people to buy a ticket. This is the same concept as putting gum next to the cash register.
- A newspaper ad is a great way to get the word out that you are a lottery retailer. Incorporate the ND Lottery logo on any sales ad.
- Educate your staff about all games and promotions. This will help them cross-sell the games.
- AmeriPride and Dust-Tex offer "Lottery Sold Here" mats for store entrances.

Retailer Advisory Board

The Lottery has created the Retailer Advisory Board to serve as a “front line” retailer/player advisor to the lottery. The Board’s duties include assisting with upcoming promotions, ideas for marketing, retailer training, newsletter and website content, and advising the Lottery on retailer and player concerns.

Many retailers expressed an interest in being on the Board. Board members were chosen from all four regions of the state and represent a mix of corporate C-Stores, Grocers and sole proprietors. Members will initially serve a two-year term, volunteering their time and expenses.

The 2005-2007 Advisory Board Members are:

Region 1 – Minot Area

Scott Abernathy, Superpumper, Minot, 701-852-0061
George Gottbreht, Dale’s Truck Stop, Dunseith, 701-244-5491
Darla Jost, J’s Stop N Go, Burlington, 701-838-6059

Region 2 – Grand Forks Area

Sherri Erickson, Leever’s, Grand Forks, 701-795-2578
Mike DeSautel, Wally’s Supermarkets, Grafton, 701-352-0770

Region 3 – Bismarck/Dickinson Area

Lee Fitterer, Fitterer Oil, Flasher, 701-597-3914
Don Heidt, DJ’s Amoco, Dickinson, 701-483-5724
LaRayne Haakenson, Stamart Travel Center, Bismarck, 701-222-1675
Kevin Landers, Lander’s Conoco, Bismarck, 701-255-2744

Region 4 – Fargo Area

Craig Lemieux, Hornbacher’s, Fargo, 701-280-1999
Gordy Evenson, Gordy’s Grill & Fill, Lisbon, 701-683-4253
Daniel Neumann, Dan’s Sooper Stop, Jamestown, 701-252-3927



Meetings will be held quarterly in Bismarck. The first meeting should be held during the first quarter of this year. Following the meetings, minutes will be posted to the Lottery’s website.

If you have any suggestions or questions, please contact the Lottery office or one of the Board members representing your region.

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.

The Year In Review



Clockwise from top left: **Sanborn-Eckelson Birthday Club** - \$100,000 (Cenex, Valley City); **Delores Renner**, \$5,000 (Simonson's, Dickinson); **Maynard Sandberg**, \$25,000 (Econo Stop, Minot); **John Holmgren**, \$5,000 (Stamart Travel Center, Fargo); **Jared Dalen** (for employee group), \$5,000 (Hornbacker's, Fargo); brothers **Terry & Tom Haluzak**, \$5,000 (M & H Gas, Mandan); **Cynthia Ehni**, \$5,000 (Little Mart, Harvey); and **Beverly Bonzer**, \$10,000 (Leevers, Devils Lake); and **Ken Gustafson**, \$5,000 (Sun Mart, West Fargo).



Other Winners (not pictured)

Bruce Anderson, \$5,000 (Sun Mart, West Fargo)
 Lee Montgomery, \$5,000 (Laffen's Food & Gas, Fargo)
 Sheryll Ford, \$10,000 (Kum-n-Go, Bowman)
 Dale Viken, \$5,000 (Gateway Amoco, Grand Forks)
 Employee Group, \$5,000 (Blue Line Club, Grand Forks)
 J. Blair, \$5,000 (Stop-N-Go, West Fargo)
 Wayne Gorder, \$5,000 (M & H Gas, Wahpeton)





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

Retailer Sales Commissions

Through December 31, 2004, the total sales of lottery tickets were \$16,189,246. This equates to retailer commissions of \$809,462.30.