



# KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS  
VOLUME 1 • ISSUE 3 • SEPTEMBER 2014



## Keno Anniversary Second Chance Drawing

### Congratulations to Our Grand Prize and First Prize Winners!

Keno marked its one-year anniversary in Delaware on January 22, 2014, and to celebrate, we gave our players a present with a second chance to win a trip to some of this summer's hottest spots! Players were invited to mail in their non-winning Keno or Keno Bonus® tickets between March 31 and May 18 for a chance to win a grand prize of a four-day, three-night stay for two in an oceanfront suite at the Boardwalk Plaza Hotel in Rehoboth Beach, or one of two first prizes—a pair of general admission passes to the east coast's premium summer concert event in Dover—the Firefly Music Festival!



### Grand Prize

Congratulations to Hasumati Patel of Newark, our Keno Anniversary Grand Prize Winner!



### First Prize

Rosane Corullon of Newark and Gary Dodd of Hockessin were our lucky Keno Anniversary First Prize Winners!

Thank you for talking up this promotion to your players—you helped make it a big success!

## IN THIS ISSUE

4  
TIPS FOR SELLING

5  
NEW KENO  
RETAILERS

6  
KENO GIFT CARD  
PROMOTION  
WINNERS

7  
KENO PARTIES

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Fun. On the spot.

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## CONTENTS

- 1 KENO ANNIVERSARY SECOND CHANCE DRAWING
- 3 SPOTLIGHT & TOP 10 KENO LOCATIONS
- 4 TIPS FOR SELLING & NEW KENO STAFF
- 5 NEW KENO RETAILERS, RETAILER & PLAYER PROMOTIONS
- 5 WOO-HOO! WE'VE GOT WINNERS!
- 6 KENO GIFT CARD PROMOTION WINNERS
- 7 KENO PARTIES
- 7 KNOW YOUR IMPORTANT HOTLINE/ CONTACT INFO



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We're putting the spotlight on Keno Retailers who have successfully increased sales in their location, and we're sharing how they did it with you to help increase YOUR sales!



## Books & Tobacco

**Andy Somers, owner of Books and Tobacco,**

has been selling lottery at his Kirkwood Highway location in Wilmington since 1991. He is consistently one of the top lottery retailers in the state every year. They've offered Keno since its launch in January 2013 and are currently the second largest Keno retailer in the state. Andy attributes his success to his enthusiastic and knowledgeable staff. They have a great relationship with all of their customers and use that relationship to encourage players to try a game of Keno. Books and Tobacco has several regular players who also bring a high level of excitement into the store when they are there playing.



When you walk into Books and Tobacco there is no mistaking the fact that they sell Keno. They have multiple signs, banners and other point-of-sale material located throughout the store so everyone who walks into the store knows they can purchase a Keno ticket. The location also boasts a large seating area where customers can comfortably sit and watch the Keno monitor.



## The General Store

**Joe Crispin, owner of General Store in Angola, Del.,**

wanted to improve his overall sales of traditional games as well as Keno. Joe worked with Lottery staff to develop a plan to expand the area in his store to accommodate more room for his Keno players to watch and play Keno. He added another monitor as well as a second set of table and chairs. The results have been fantastic! Keno sales have increased close to \$8,000 in the six months after the makeover, compared to the prior 6 months before the makeover.

Joe and his staff continue to find new ways to help their customers feel comfortable and knowledgeable in playing Keno and achieve great sales as a result of their efforts.

## TOP TEN KENO LOCATIONS

1. **The Reef Restaurant** – Wilmington
2. **Books & Tobacco, Inc.** – Wilmington
3. **Christiana Pub-Omega** – Newark
4. **Books & News** – New Castle
5. **Delaware News Center** – Wilmington
6. **Elsmere Gulf** – Elsmere
7. **Tobacco Time** – Bear
8. **Dover Downs-Gazebo Bar** – Dover
9. **Smitty McGee's** – Selbyville
10. **One Stop** – Milford

# Tips For Selling Keno

Here are a few helpful tips to keep in mind

## TIP #1

Create a seating area for customers to fill out playslips and watch Keno games.

## TIP #2

Design your own in-store promotions to promote Keno to new and regular customers.

## TIP #3

Make sure all of your staff has been thoroughly trained on the product. A trained staff can sell the product easily and professionally!

## TIP #4

Ask for the sale!



## Welcome New Keno Staff!



### Welcome, Ed!

Please join us in welcoming Ed Cox to the Keno Marketing Team with Scientific Games. Many of you may already know Ed—he has spent the past year with Scientific Games as a Field Technician. Prior to joining the team, Ed spent 40 plus years in the Casino/Race Track industry utilizing his marketing and customer service skills. Ed is excited to work with the retailer base in his new role as a Marketing Representative.

**EMAIL – [charles.cox@scientificgames.com](mailto:charles.cox@scientificgames.com)**

**PHONE – 646-574-8515**

# Welcome New Keno Retailers!

**Bodie's Market**  
Milton

**One Stop Food Market**  
Georgetown

**Shore Stop #222**  
Bethany

**Dot #111**  
Woodside

**Concord News**  
Wilmington

**Pearson's Supermarket**  
Dover

**Sunoco A-Plus**  
Elsmere

**Ernest & Scott Taproom**  
Wilmington

**Star Gas & Diesel**  
Wilmington

**Royal Farms #161**  
Bear

**Tobacco Store**  
Bear

**Super Soda Center II**  
Seaford

## Keno Retailer Promotions

Attention, Retailers! Check out these great past and present promotions, designed to reward you for selling Keno. Be on the lookout for more great promotions in the future, too!

### **JULY: Your Chance to Win \$100**

Between July 14 and July 27, every 10th ticket sold statewide will generate an entry form for the chance to win one of three \$100 Visa gift cards.

### **AUGUST: Have Dinner On Us!**

Between August 18 and August 31, every 5th Keno ticket sold statewide will generate an entry form for a chance to win one of five \$50 restaurant gift cards.

### **SEPTEMBER: Partner Play**

Between September 22 and September 30, every purchase of \$5 or more of Keno on a single transaction, the terminal operator will receive a free \$1 Keno 4-spot ticket.

## Player Promotions

### **JUNE: Doubler Thursdays**

Tell your players on any Thursday in June if they play any 1-6-spot game and win- they will win double that amount.

### **JULY: Happy Hour Fridays!**

Tell your players to join you every Friday during July from 5 p.m. to 7 p.m. for some Keno fun to kick off their weekend. Buy any Keno or Keno Bonus® ticket, get a free \$1 Keno 4-Spot ticket.

### **AUGUST: Hump Day Special!**

Help your players get over the mid-week hump with this Keno special. Every Wednesday during August, buy \$10 of Keno or Keno Bonus® on a single ticket for only \$7.

### **SEPTEMBER: End of Summer Promotion**

Make sure to tell your players between September 15 and September 19 for every \$10 or more they spend on their Keno purchase, they will receive a free \$3 4-spot ticket.

## WOO-HOO! We've Got Winners!

We've had more than 304,219 Keno winners this year! Here are some of our big winners:

5/13/2013	<b>\$12,000</b>	Milford Plaza Cigarette	2/26/2013	<b>\$4,500</b>	Airport News
11/22/2013	<b>\$8,000</b>	First Stop - Laurel	3/4/2014	<b>\$4,500</b>	Books and News Plus
3/1/2013	<b>\$5,000</b>	Tobacco Time	7/5/2014	<b>\$4,000</b>	Shore Stop #294-Fenwick

# Congratulations To The Winners Of Our Keno Gift Card Promotion!

For a limited time in February 2014, Retailers and clerks received an entry form every 5th Keno or Keno Bonus ticket sold for a chance to win a \$100, \$50 or \$25 Visa gift

card. We gave away a total of \$2,000 to 40 lucky winners. See the full list of winners below.

## KENO VISA CARD WINNERS

### 1<sup>ST</sup> Prize Winners of \$100

1. **Ken Messick** - Bodies Market #1
2. **Nishith Patel** - Books and News Plus
3. **Sahil Sherma** - Boxwood Books and News
4. **Candice Marsh** - Boxwood Books and News
5. **Wendi Billips** - Christiana Pub Omega
6. **Guran Patel** - Claymont News
7. **Sam Patel** - Convenient Store
8. **John Maxwell** - Dover Downs
9. **Crystal Walters** - General Store
10. **Tristan Thacker** - Hockessin Books Tobacco
11. **Noel Alban** - Mio Fratello
12. **Hitesh Patel** - New Castle Shell
13. **Paresh Parikh** - One Stop Market
14. **Trisha Pankowski** - Pleasant Hill Lanes
15. **Angela Wilkinson** - Smyrna News

### 2<sup>ND</sup> Prize Winners of \$50

1. **Vaishali Patel** - 24/7 Food Mart
2. **Rynae Wrigley** - Books & Tobacco, Inc
3. **JoAlice Casapelle** - Books & Tobacco, Inc
4. **Jen Toy** - Boxwood News & Tobacco
5. **John Patton** - Christiana Pub Omega
6. **Christina Dibiangi** - Daily Market
7. **AmandeepKaur** - Elsmere Golf
8. **Robert Nuta** - Fairfax News
9. **Suzu Schental** - General Store
10. **Rosane Thacker** - Hockessin Books & Tobacco
11. **Minesh Patel** - Mike's food Mart
12. **Marge Burton** - Nicola's Pizza
13. **Karie Snow** - Smyrna News
14. **Rita Patel** - Uncle Willies
15. **Rimpal Patel** - Uncle Willies

### 3<sup>RD</sup> Prize Winners of \$25

1. **Gail Loughin** - Bodies Market #1
2. **Cindy Bradford** - Books & Tobacco, Inc
3. **Meena Sharma** - Boxwood Books, News & Tobacco
4. **Atul Patel** - Claymont News and Gifts
5. **Dhiren Amin** - Claymont News and Gifts
6. **Jess Liggio** - General Store
7. **Robin Vivyan** - Gray Hare Tavern
8. **Cynthia Copley** - Harrington Raceway and Casino
9. **Kelly Hupp** - McGlynn's Pub
10. **Willis Proctar** - Tobacco Time



# Keno Parties

If you're looking for fun, you're in the right spot! We're still bringing parties to our Keno Retailers and their players every month.

Keno parties are a great way to drive foot traffic to your location, generate awareness of the game and incentivize player participation through discounts and prize giveaways. Check out all of the fun we had at some of our most recent parties!

Want to host a Keno party? Please contact your Keno representative.



## UPCOMING KENO PARTIES:

**ROYAL FARMS #99** Newark  
August 27 • 10AM – NOON

**SUPER SODA** Dover  
September 3 • 11:30AM – 1:30PM

**MCGLYNN'S PEOPLES PLAZA**  
September 4 • 7PM – 9PM

**301 PLAZA**  
September 9 • 11:30AM – 1:30PM

**FRAIZER'S RESTAURANT**  
September 12 • 6PM – 8PM

**STOP & SHOP** Dover  
September 17 • 11:30AM – 1:30PM

**STANLEY'S TAVERN**  
September 18 • 6PM – 8PM

**MCGLYNN'S** Polly Drummond  
September 19 • 6PM – 8PM

**ELSMERE LIQUORS**  
September 25 • 4PM – 6PM

## Know Your Important Hotline/Contact Info

**HOTLINE NUMBER: 1-800-233-7014**

### MARKETING STAFF CONTACT INFO

**SHAMIKA VENEY**  
Delaware State  
Lottery,  
Keno Representative  
302-632-9002

**ED COX**  
Sussex County,  
SGI Keno  
Representative  
646-574-8515

**CHRIS KUNZWEILER**  
New Castle County,  
SGI Keno  
Representative  
646-574-8549

**DON CAHALL**  
Keno Supervisor  
302-270-9343



## Get KENOTES Delivered To Your Inbox!

If you'd like to receive future Kenotes electronically, please email Keno Supervisor, Don Cahall, at [Don.Cahall@state.de.us](mailto:Don.Cahall@state.de.us).

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### THE DELAWARE LOTTERY

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