

Ticket Talk



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The Delaware Lottery's 40th Anniversary Bash

What better way to celebrate your birthday than with a party? Well, that's exactly what we did for our 40th Anniversary on October 27 at Dover Downs Hotel and Casino with 250 of our tenured retailers, friends and players.

The night included a cocktail hour with a photo station, caricature drawings and a Lottery quiz that tested attendees' Delaware Lottery knowledge. Following the cocktail hour, the program started with remarks from Vernon Kirk, Director of the Delaware Lottery, and a tribute from Thomas Cook, Secretary of Finance.

The evening's festivities continued with a special recognition of retailers who have been with the Lottery since its start in 1975.

In addition to the 40-year retailers, we also recognized Vernon Kirk for his 40 years of devoted service to the Lottery.

Next on the program, we heard from a trio of Lottery retailers—Jack Constantini of Jack's Country Maid, Harry Shah of Delaware News and Brad Alwood of Daily Market—who recounted their personal experiences of how the Lottery has changed

Delawareans' lives and the excitement that comes with winning. To end the night, we held the 40th Anniversary Second Chance \$10,000 Drawing. Four lucky winners each went home with \$10,000.



Thank you to everyone who came out to our celebration and for the work you do to make

the Delaware Lottery so successful. The Lottery wouldn't be possible without all of the amazing employees, retailers and players. Here's to the next 40 years!



A message from Lottery Director Vernon Kirk



As we look ahead to 2016, I'd like to take a moment to reflect on the people and events that made the past year such a success for the Delaware Lottery.

First, a heartfelt thanks to our retailers, without whom we could not have had a truly special year. So far in 2015, we've seen an 8.7% increase in Lottery ticket sales over 2014, and you were a vital part of that. Your enthusiasm for the games and rapport with your players are incredible. We also thank you for attending our 40th Anniversary Bash in October. A great time was had by all, and I encourage you to read the story about it in this issue.

Other Lottery-sponsored events were exciting as well. Attendance at this summer's Lottery booths was high at the Delaware State Fair in Harrington, the June Jam in Houston and the Italian Festival in Wilmington, with many people stopping by to spin our prize wheels, buy Lottery tickets, play Keno and snap up fun freebies—from T-shirts, koozies and tumbler cups to scratch-off key chains and more.

As always, our partnership with you—our retailers—and our primary vendor, Scientific Games, continues to grow stronger year after year. **So here's to you and to an even more successful 2016 filled with new games, technology innovations and more winners!**


—Vernon A. Kirk

The Delaware Lottery is pleased to announce the following new hires:



Joe Nofsinger accepted the position of **Lottery Field Services Supervisor** on October 12, 2015.

He brings with him a wealth of knowledge and experience in the sales industry. Joe will be personally overseeing the sales and marketing duties of the Lottery Field Reps. He will also work at helping you,

“our retailer base,” increase your sales by getting out into the field and meeting with you to get to know your needs and concerns. You might have already seen Joe around, and if you haven't, you will over the next few months. Please join us in welcoming Joe to the Delaware Lottery Staff.

Joe's contact information is:

Office phone: (302) 744-1621

Mobile phone: (302) 242-4205

Email: Joseph.Nofsinger@state.de.us

Fax: (302) 739-7586

Please welcome our two new **Delaware Lottery Field Representatives**, **Robert Neugebauer** and **Kyle Stewart**.

Robert and Kyle both bring a wealth of knowledge and experience from working in the Gaming Industry. Robert was previously with IGT, while Kyle previously worked with our vendor partner Scientific Games. Robert started on November 2, 2015, and has Sussex County as his territory. Kyle started on October 19, 2015, and has Kent County as his territory. They have been training over the past several weeks, visiting retailers and getting to know their territories. Robert and Kyle will be working very closely with our whole Delaware Lottery Sales & Marketing team to address your needs and help you increase sales. Please join us in welcoming Robert and Kyle to our staff.



Robert's contact information is:

Office phone: (302) 744-1663

Mobile phone: (302) 519-0005

Email: Robert.Neugebauer@state.de.us

Fax: (302) 739-7586



Kyle's contact information is:

Office phone: (302) 744-1620

Mobile phone: (302) 242-4186

Email: Kyle.Stewart@state.de.us

Fax: (302) 739-7586

Winner Wonderland

WINNERS



Congratulations to all of the Winner Wonderland of cash gift card winners.



\$50—Allison Reyes
Fenwick Goose Creek



\$50—Andrea Smith
Shore Stop #243—Camden



\$50—Brad Atwood
Lewes Daily Market



\$50—Doug Fell
Bodies #2—Milton



\$50—Piyush Patel
Willow Grove Food Mart



\$50—Sharon Hughes
Royal Farms #125—Blades



\$50—Peggy Ryan
Delaware Park Casino



\$50—Feroz Acam
Kirkwood Shell



\$50—Joanne Kilvington
Shop Rite—First State Plaza



\$50—Bobby John
Ace Petroleum—Wilmington



\$50—Cynthia Douglas
Shoprite #589—Christiana



\$100—Linda Lyons
Harrington Raceway & Casino



\$100—Adel Ismail
Hylton Market—Camden



\$100—Bindesh Shah
Milford Plaza Cigarette Outlet



\$100—Candi Roberts
Bodies #1—Millsboro



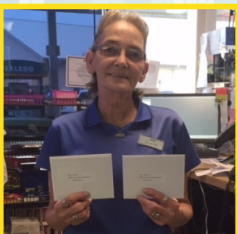
\$100—Cherokee Price
Gumboro Liquors



\$100—Jodi Swain
Selbyville Arby's Goose Creek



\$100—Jorge Caicedo
Harrington Raceway & Casino



\$100—Nina Carmean
Shore Stop #250—Seaford



\$100—Rajesh Patel
Midway Discount Liquors



\$100—Maria Rosario
United Check Cashing



\$100—Brian Muldoon
Books & Tobacco—Wilmington



\$100—Darshan Patel
Market Street Shell—Wilmington



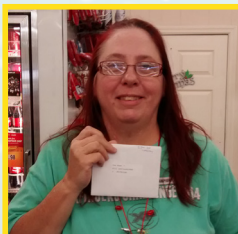
\$250—Sahil Sharma
Boxwood Cigarette & Tobacco



\$250—Scott Bulkeley
Bayville Package Store



\$250—Dru Fawcett
Jack's Country Maid
Wilmington



\$250—Elsie Reyes
Jack's Country Maid
Wilmington



\$250—Katreesh Smith
Odessa Sunoco



\$500—Ashley Walters
Acme—Suburban Plaza



\$500—Matt Smith
Acme—Suburban Plaza

Winner Wonderland

RADIO REMOTES

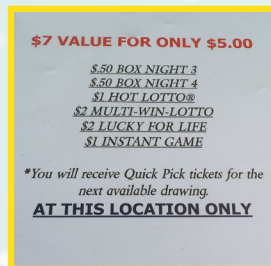


Winner Wonderland in Delaware

We turned Delaware into a Winner Wonderland this December by giving people the chance to win Lottery Prize Packs and other goodies at select Lottery retailers. Participants answered Lottery trivia, spun the Lottery Prize Wheel and enjoyed live music from radio stations throughout Delaware.

Locations included:

- Acme #7822 in Dover with WDSD on Friday, December 4, from 11 a.m. to 1 p.m.
- Uncle Willie's in Lewes with Q105 on Wednesday, December 9, from 11 a.m. to 1 p.m.
- Acme #7826 in Wilmington with WSTW on Friday, December 11, from 11 a.m. to 1 p.m.



Retailer Spotlight



Market Place—Milford Mohammad Ikram—Owner

Why is it that some retailers are very successful with Lottery sales and some are not? That is a question that Mohammad Ikram, owner of the Market Place in Milford, can answer.

Mohammad has more than 20 years of convenience store operational experience from his years living in New Jersey. While on vacation, he and his wife found a place in Delaware that he could bring his knowledge and experience to and create a successful business. It took a lot of effort to turn this store around, and it started with cleaning up years of neglect. To walk into this store today, you'd never know just how much of a mess it once was. When the cleanup was complete, it was time to focus on the bottom line.

With this business, like many others, Mohammad draws sales from many different retail components. There are, of course, his grocery sales, gasoline, cigarettes and many other convenience items. One additional component of his bottom line is that Mohammad is acutely aware of is his lottery revenue. This is, however, a component that took no financial investment on his part. The lottery supplied everything he needed. What Mohammad did supply was his experience in creating a lottery-friendly atmosphere in his store that keeps his lottery customers coming back.

In addition to his lottery signage outside the store to initially draw his customers' attention to the fact that he sells lottery products, Mohammad also created an area inside his store that is dedicated to lottery sales. This area captures a person's attention as soon as they enter the store. It is well lit, colorful and draws the eyes in. He has the winners from his store posted to help create buzz among his customers. He also makes sure that his instant ticket bins are always full. Many times a day, instant tickets are an impulse purchase, and their artwork is designed to draw customers' attention.

Mohammad always wishes his customers good luck with their play. It is a very small token that helps to create a lottery-friendly atmosphere for his customers. It's not uncommon for Mohammad to have a customer spend over \$100 dollars on the lottery in one visit. When his customers do that, Mohammad offers them a coffee or a soda on the house. These small bits of extra effort, combined with Mohammad's warm greeting and smile to all of his customers, should continue to provide growth in lottery revenue and to his store's bottom line.

Selling Tips

For the New Year

There has been so much said about this topic through the years; is there anything else that can be said? I think, yes! As an example, “People could say that with all the music that has been written, why bother to try and write more?” But people do write more, and new music is produced all the time. The same thing can be said about giving **Selling Tips for the New Year**: Hasn’t everything already been said? A lot has been said, but each person’s perspective is different, so here is mine to try to assist you with increasing your sales.

My viewpoint isn’t necessarily any better or any worse than anyone else’s, but I do have an outlook from a lifetime of selling, which started when I was 15. I started selling hot dogs at a local little league baseball field outside of Hershey, PA. From there my first real job was at Hershey Park, selling—guess what? You guessed it—hot dogs. From there I sold CDs at a retail music store, sold artists at an artist management firm in New York City and currently, I’m in sales with the DE State Lottery. **I’ve sold all my life.**

What I have learned are some very simple common-sense points that have always helped me increase my sales, no matter what I was selling:

Enjoy what you sell. This will keep a smile on your face, and that goes a long way when a customer sees you.

Listen to everyone. Be a sponge and take guidance from your superiors, colleagues, field reps, customers and yourself—trust your gut.

Keep your surroundings pleasant. If customers like their surroundings, they’re more likely to be repeat foot traffic in your location.



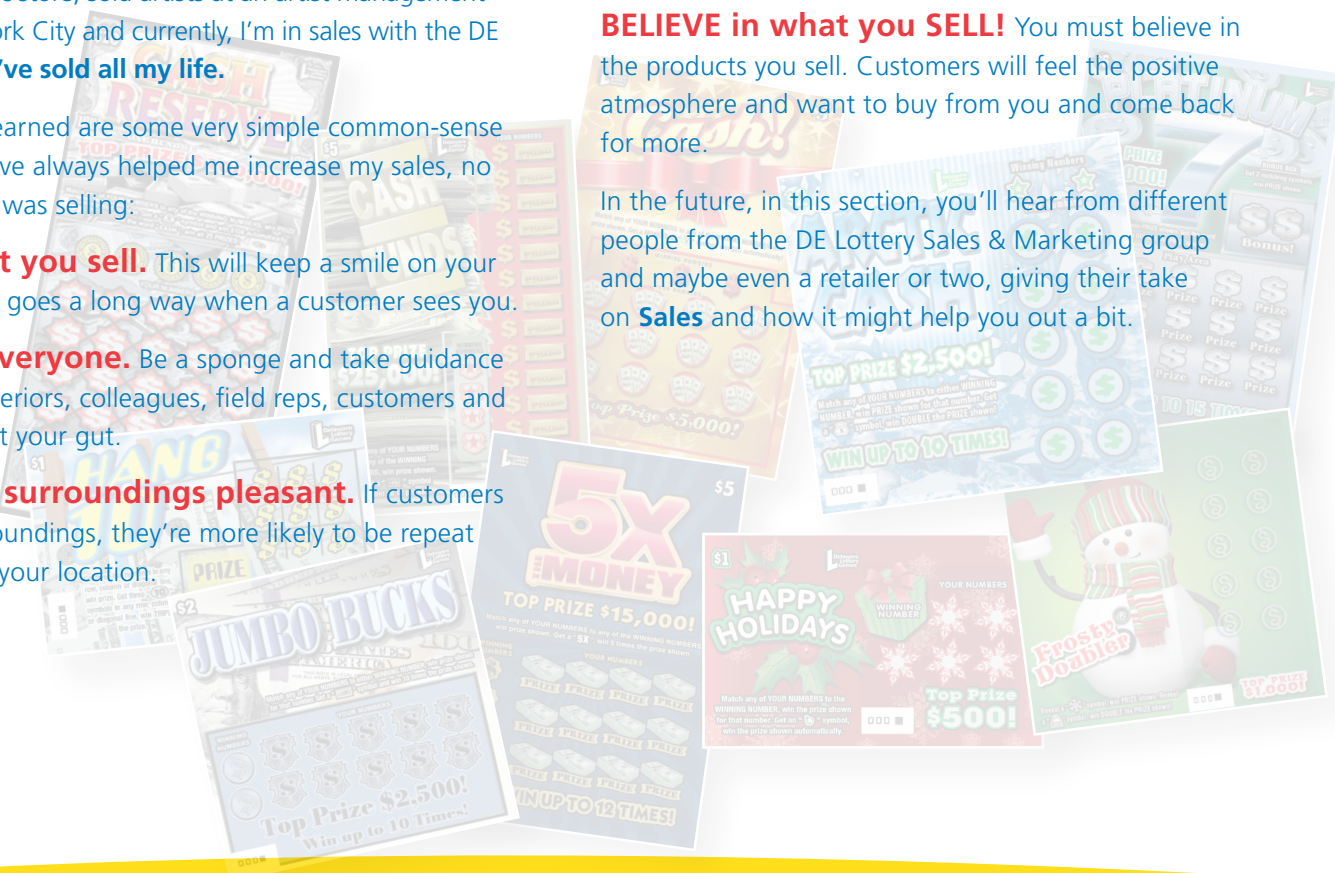
Dale Hoffman -
Manager, Sales & Retail Development

Know your customer. Get to know them by name; you’ll be amazed at what this can do for your business. I’m not saying you have to drive deep into personal issues. Just get to know what they like and maybe start carrying that item.

Whether you’re selling hot dogs, chips, milk, bread, magazines or your favorite Instant Scratch ticket or Powerball ticket:

BELIEVE in what you SELL! You must believe in the products you sell. Customers will feel the positive atmosphere and want to buy from you and come back for more.

In the future, in this section, you’ll hear from different people from the DE Lottery Sales & Marketing group and maybe even a retailer or two, giving their take on **Sales** and how it might help you out a bit.



★ 2016 XFINGERS CHALLENGE ★

THE STATEWIDE SHOWDOWN

★★★★★

★ **SAVE THE DATE** ★

PRELIMINARY ROUNDS

TUESDAY

APRIL 5, 2016

Kent County

Del Tech, Dover

9 AM to 7 PM

WEDNESDAY

APRIL 6, 2016

New Castle County

Del Tech, Stanton

9 AM to 7 PM

THURSDAY

APRIL 7, 2016

Sussex County

Atlantic Inn, Millsboro

9 AM to 7 PM

FINALS

THURSDAY

APRIL 21, 2016

Kent County

Modern Maturity
Center, Dover

Tentative Time:
5:30 PM to 8:30 PM



40-Year Retailers



Bayville Package



Steve's Tavern



James & Jesse's Barber



Naaman's Beverage Mart, Inc.

Mills Brothers Market #1
Mills Brothers Market #2
James & Jesse's Barber
Milton Liquors, Inc.
Bayville Package Store
Steve's Tavern
Manor Pharmacy
Naaman's Beverage Mart, Inc.

What can we say about people who have done something for 40 years other than:

WOW
CONGRATULATIONS
AWESOME
UNBELIEVABLE
etc.



Milton Liquors, Inc.



Mills Brothers Market 1 & 2

The above group deserves those words and much more. In today's highly competitive consumer market, the ability to continue to meet the needs of your customers and have repeated foot traffic is EXCEPTIONAL. It takes forward thinking, acceptance of changing demographics, a positive attitude, positive thinking and a never-say-CAN'T attitude to keep your doors open.

The Delaware Lottery says, **JOB WELL DONE!** Here's to many more years of the successful business partnership we've had in the past, now in the present and looking forward to the future.



Manor Pharmacy with Tom Cook & Vernon Kirk

HERE ARE THE LOTTERY'S LATEST *Big Winners locations!*

11/27/15 \$5,000 MEGA MILLIONS—Dash-In—Georgetown
11/26/15 \$5,003 LUCKY FOR LIFE—Claymont Exxon—Claymont
11/12/15 \$5,000 LUCKY FOR LIFE—Tobacco Time—Bear
11/9/15 \$5,000 LUCKY FOR LIFE—Brandywine Liquors—Claymont
11/2/15 \$50,000 MAXIMUM MONEY—Windsor Market—Wilmington
11/4/15 \$50,004 POWERBALL—3rd Base Liquors—Frederica
10/31/15 \$9,000 HOT LOTTO SIZZLER—Pleasant Hill Lanes, Inc.—Wilmington
10/30/15 \$25,010 MEGA MILLIONS MEGAPLIER—Royal Farms #121—Harrington
10/22/15 \$50,000 "MAKE MY YEAR"—Royal Farms—Laurel
10/20/15 \$20,000 "MORE MONEY"—Goose Creek—Selbyville
10/19/15 \$5,000 LUCKY FOR LIFE—Cutrona's Liquors—Wilmington
10/14/15 \$150,000 "CLASSIC CASH"—Boyd's Corner Liquors—Middletown
10/6/15 \$25,000 "\$25,000 PAYOUT"—Royal Farms—Dagsboro



LOOK FOR THESE NEW INSTANT GAMES COMING SOON!



Welcome, New Retailers!

The Delaware Lottery would like to welcome the following retailers to its ever-growing retailer network.

Dom's Deli, New Castle
 Minquadale Liquors, New Castle
 Market Street Shell, Wilmington
 Food Lion #2224, Seaford
 Chestnut Liquors, Wilmington
 Super 9 Liquors, Dover
 Royal Farms #171, Laurel
 Acme #2679, Rehoboth Beach
 Acme #2680, Newark
 Acme #2682, Wilmington
 Speedy Mart, Wilmington

(742) Hang 10
 (759) Money on the Spot
 (761) Cash Time
 (761) Silver & Gold
 (769) Quarter Million Large

Top Ten Retailers, 10 Weeks, October 5 through December 13, 2015

Congratulations to all of our top ten retailers for Instant Game and Drawing Games sales in each county!

DRAWING GAMES

KENT

Mike's Food Mart	Dover
Uncle Willie's—Woodside	Woodside
Smyrna News & Tobacco	Smyrna
One Stop—Milford	Milford
Milford Plaza Cigarette Outlet	Milford
Pearson's Supermarket	Dover
Stop & Shop—White Oak	Dover
Stop & Shop—Walker Road	Dover
Cigar Cigarette & More	Smyrna
Harrington Raceway & Casino	Harrington

SUSSEX

Joe's Tobacco Superstore	Delmar
General Store	Angola
Bodie's Market #1	Millsboro
Daily Market	Lewes
Bodie's Market #4	Selbyville
Bodie's Market #6	Dagsboro
De-Lux Dairy Market	Seaford
Delmar Liquors	Delmar
Stateline Cigarette Outlet—Delmar	Delmar
Bodie's Market #2—Milton	Milton

NEW CASTLE

Delaware News Center	Wilmington
Fairfax News	Wilmington
Tobacco Time	Bear
Naaman's Beverage Mart, Inc.	Claymont
Claymont News & Gifts	Claymont
New Castle Shell	New Castle
Books & News	Newark
Books & Tobacco, Inc.	Wilmington
Airport News & Tobacco	New Castle
Tobacco Express, Inc.	Claymont

INSTANT GAMES

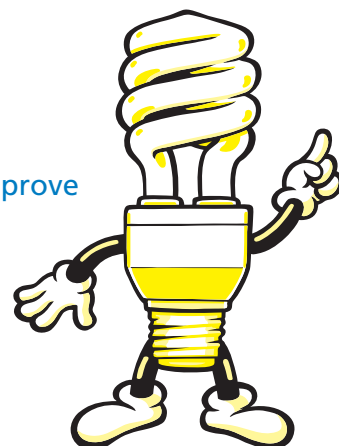
Uncle Willie's—Woodside	Woodside
Mike's Food Mart	Dover
Smyrna News & Tobacco	Smyrna
Royal Farms #139—Dover	Dover
Stop & Shop—Walker Road	Dover
Royal Farms #110—Dover	Dover
Royal Farms #117—Hartly	Hartly
Market Place	Milford
Royal Farms #119—Cheswold	Cheswold
Milford Plaza Cigarette Outlet	Milford

General Store	Angola
Uncle Willie's—Lewes	Lewes
Daily Market	Lewes
Bodie's Market #1	Millsboro
BP-Pep-Up Gas Station	Millsboro
Stop & Shop	Dewey Beach
Shore Star	Millsboro
Shore Stop #254—Angola	Angola
One Stop Food Market	Georgetown
Royal Farms #158—Georgetown	Georgetown

Tobacco Time	Bear
Sunoco A-Plus	Claymont
Claymont News & Gifts	Claymont
Books & Tobacco, Inc.	Wilmington
Delaware News Center	Wilmington
Fairfax News	Wilmington
Airport News & Tobacco	New Castle
New Castle Shell	New Castle
Books & News	Newark
Convenient Store	Wilmington

Email Us Your Bright Ideas

Our retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them—our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with it and do a Bright Ideas feature story that expands on it. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours! Send us your comments or suggestions, as many and as often as you'd like, to: MSMwebmail.lottery@state.de.us





Instant Games Expiring Soon

Game Name	Game Number	Expiration Date
Ice Cold Cash	709	March 1, 2016
Cash Club	691	March 1, 2016
Pay Me! \$25,000	687	March 1, 2016
Jumbo Bucks	681	March 1, 2016
Money Multiplier	652	March 29, 2016
Cash Blowout	677	March 29, 2016
Double Dip	679	March 29, 2016
All the Clams	683	March 29, 2016
Pay Me! \$5,000	686	March 29, 2016
Black/White	695	March 29, 2016

Reminders

Ticket Stock

Ticket stock should only be used in the store where it was delivered. It CANNOT be shared—even if you own other locations.

Cancelling Tickets

1. Multi-Win Lotto, Play 3/Play 4 and Keno tickets may be cancelled prior to the draw cutoff time.
2. Powerball, Mega Millions, Hot Lotto, and Lucky for Life tickets cannot be cancelled.

Bet Limit Warning

Powerball, Mega Millions, Hot Lotto, Lucky for Life and Keno will display a BET LIMIT WARNING. The default for the BET LIMIT WARNING is a \$25 sell.

Ticket Talk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery retailers and others interested in the Lottery's operations. *Ticket Talk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

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