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Behind the Scenes



Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Get a 1 symbol, win DOUBLE the PRIZE shown for that symbol. Get a 1000 symbol, win \$100 automatically!

WINNING NUMBERS

YOUR NUMBERS

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ATTENTION RETAILERS: PLEASE BE AWARE

We've received some calls over the last couple of months regarding winning tickets for \$600 or more. When you check a ticket and receive a printout that indicates "Ticket Wins \$600 (or more)," and you realize you can't pay that amount because you can only pay up to \$599, please do the following:

- **Do not cash the ticket**
- **Make sure to return the ticket(s) and the claim information (printout) to the player.**
- **Do not keep the player's ticket(s).**
- **The player will need the ticket(s) to claim his or her prize at one of the redemption centers or at the Lottery office.**

Always remember that if you have a question and/or are not sure what to do, call your Lottery Field Representative or the Lottery office.

Reminders

Ticket Stock

1. Ticket stock should only be used in the store where it was delivered. It CANNOT be shared—even if you own other locations.
2. Do not use any paper in the Lottery printer other than the Scientific Games ticket stock.

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.

Spring & Summer Events

The Delaware Lottery will be very visible this summer with a booth presence at each of the following events. Come out and say hello. You won't be able to miss us. Just look for the "BIG RED LOTTERY TENT"!

EVENT	DATE	LOCATION	TIME
Bug & Bud Festival	Saturday, April 23	Milford	9 a.m.–4 p.m.
Old Dover Days	Friday, May 6 through Sunday, May 8	Dover	Saturday, May 7, 9 a.m.–5 p.m.
Wilmington Farmers' Market	One Wednesday per month, June through September	Rodney Square Wilmington	June 8, July 6, August 3 & September 7
June Jam	Saturday, June 11*	Houston	8:30 a.m.–6 p.m.
St. Anthony's Italian Festival	Thursday, June 16 through Saturday, June 18	Wilmington	Thursday, 5 p.m.–10 p.m. Friday, 5 p.m.–10 p.m. Saturday, 2 p.m.–10 p.m.
Delaware State Fair	Thursday, July 21 through Saturday, July 30	Harrington	All-day event (10 days)
Wyoming Peach Festival	Saturday, August 6	Wyoming	9 a.m.–3 p.m.
Middletown Peach Festival	Saturday, August 20	Middletown	9 a.m.–4 p.m.
Apple Scrapple Festival	Friday & Saturday, October 14 & 15	Bridgeville	Friday, 4 p.m.–10 p.m. Saturday, 9 a.m.–10 p.m.
Delaware Wine & Beer Festival	Saturday, October 15*	Dover	Noon–5 p.m.
*Subject to change			

Retailer Events - Entry form only

Here are three events you may be chosen to attend if you submit an entry form and we draw your winning entry. More information is coming soon.

EVENT	DATE	LOCATION	TIME
Chicago Sky Preseason Game	Sunday, May 1	Bob Carpenter Center	2 p.m.
Phillies Game Retailer Event	Saturday, July 16	Philadelphia	7 p.m.
Blue Rocks Retailer Event	Saturday, August 27	Wilmington	7 p.m.
Delaware Wine & Beer Festival	Saturday, October 15*	Dover	Noon–5 p.m.
*Subject to change			

Retailer Spotlight

There is a long-standing phrase that comes to mind when looking at the operations of some of Delaware's Lottery Retailers. That phrase is this: "A little effort goes a long way." All Delaware Retailers start out in the same way. The Lottery provides the basic tools to get a Lottery Retailer up and running. Retailers are given a terminal, literature displays, instant ticket dispensers, POS material and training. However, some retailers move beyond this.

One of those Retailers is **Mills Brothers Market in Milford**. They have made it very clear to all who pass by that they are a Lottery Retailer. They recognize and understand that outdoor signage goes a long way in letting customers know that they can fulfill their Lottery needs at this location. The size and placement of the signage makes it hard to miss.

Another Retailer is **Uncle Willie's in Woodside**. They have created an area in their store that is very Lottery friendly. They have great visibility of the Lottery products as soon as you walk in the door. Not only does Uncle Willie's keep all of the instant bins full with the colorful and eye-catching tickets, but they have also posted their winners to create more buzz and excitement.

The final Retailer we are spotlighting—one that is putting forth that extra effort—is **Mike's Food Mart in Dover**. They have taken their instant ticket display to the next level. By building a dedicated LED-lit cabinet for their instant tickets, they have made them not only very secure but also completely impossible for a customer to miss. The display draws the customer right up to it—almost like a fish tank does in a restaurant.

These are just three examples of what some of you are doing out there. There are some very creative ideas being put to use. Some take more investment than others. But what are the returns of those investments? Obviously these Retailers have found a reason for doing this. They have taken their time and money, and put it back into generating more Lottery revenue.



Mills Brothers Market in Milford



Uncle Willie's in Woodside



Mike's Food Mart in Dover

Take a moment and look at your store. Look at it from the customer's point of view.

- What can you do to make it more visually appealing?
- Is there something you can do to draw customers in?
- Do your customers want to come to your store?
- Have you discussed ideas with your Lottery Representative?



Joe Nofsinger
*Lottery Field
Services Supervisor*

SUCCESS

Successful people have many things in common, but the one trait that stands out the most for me is that successful people are always open to improvement. They know that no matter how well something is working right

now, it can always be improved upon. They also know that change is not something to be feared or avoided, but is considered to be part of their ongoing professional evolution. These components of success are something that your partners at the Delaware State Lottery are quite aware of.

Here at the Lottery, we not only continually strive to improve ourselves, but we are also determined to make sure that our retail partners are successful with their Lottery sales as well. It is with your continued growth and success that we achieve our continued growth and success. It is a relationship that we value greatly and work hard to develop and maintain for our mutual benefits.

We are committed to building customer awareness of Lottery products and driving that foot traffic to your locations. This is accomplished in many different ways. We are constantly providing many forms of advertising out in the public domain, keeping in mind the positive financial impact this will have on our retailer partners. We provide Lottery advertising in print, billboards, radio, transit and many scheduled events throughout the state. We also host many on-site radio events as well as multiple in-store retailer promotions. We want you to succeed, so we will work with you to help ensure your success.

However, to build upon that advertising and those events, there are things that you can do at your individual retail locations to help achieve success with the foot traffic that comes through your doors. Not only are those people coming to your store to purchase Lottery products, but they are also there to purchase other products from you. Don't let yourself get into the mindset that you also sell Lottery products. Rather, have the mindset that your store is a Lottery destination. Improving your Lottery sales is one of the easiest things you can do to improve your bottom line.

How can you do this?

- Make sure that everyone is aware that you sell Lottery products.
 - Create a Lottery-friendly environment in your store.
 - Keep all Lottery POS material posted and visible.
 - Keep all of your Instant Ticket bins full and organized.
 - Post the daily winning numbers in a visible location.
 - Post winners in your store to create buzz and excitement.
 - Suggestive-sell Lottery products with all purchases.
 - Cash all winning tickets under \$600, no matter where they were purchased.
 - Keep all literature and play slips organized and stocked on a daily basis.
 - Utilize the knowledge and services of your Delaware Lottery Field Reps and the entire Delaware Lottery Sales Team.
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10-, 20-, 25- and 30-Year Retailers

In Ticket Talk #47, we showcased our 40-Year Retailers. This time around, Ticket Talk #48 is going to introduce and celebrate our 10-, 20-, 25- and 30-Year Retailers.* On this page are the 18 Retailers who have persisted through thick and thin to find themselves with the distinction of being called an **"ANNIVERSARY RETAILER."**

Each picture lists:

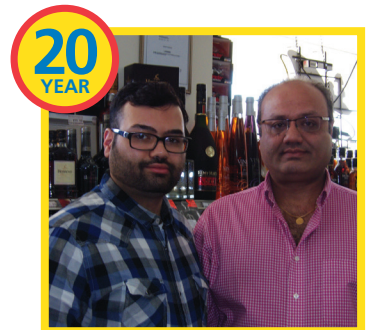
- The Retailer's name
- The number of anniversary years
- The name of the person who was at the store when the picture was taken

We value our business partnership with all of our Retailers and hope all of you have the same success with your business as these 18 Retailers have had—and are having. So without any further ado, please give a heartfelt **"WAY TO GO"** to this group of Anniversary Retailers.

In the future, we look forward to celebrating more anniversaries with our business partners.



896 Liquors
Mukesh Patel



Beaver Brook Liquors
John & Jay



Faber Newsstand
Janeen Brown



Avenue Wines & Spirits
Debbie Gray & Paul Woodward



**Bedford Pleasantville
Country Maid**
Rick Bedford



BJ's #178-Newark
Alicia and Carmelita



BP-Pep Up Long Neck
Nayana Vyas



Dot #2 Smyrna
Helen Best



HMS Host
Ms. Petra and Michelle



Country Cupboard
Stephen and Short



Hockessin Shell
Tara Donnelly



Jack's Country Maid
Jack Constantini, Pauline and Dru



Penn Mart Discount Liquors
Dilesh Patel



Sunoco A-Plus DuPont
Gurparkash Singh



Super G #386
Sonia and Abby



Time Wine & Spirits
Jayesh and Gaurang Shah



University Liquors
Jamini Patel



Airport News & Tobacco
Randy Dawson, owner, and
Bev Anderson, employee



Behind the Scenes

I'm sure all of you are familiar with the Delaware Lottery and the Scientific Games Field Representatives who visit your stores. Did you know that "Behind the Scenes" there are a number of people from various departments, who assist in making the Lottery happen each and every day? This page is being devoted to those people, who rarely get a thank-you and to give them a little time to shine. We're very honored to be able to work with these people, whose dedication and work ethic are second to none.

MARKETING DEPARTMENT

—These are three extraordinary women who really do have their hands on the pulse of the Lottery. Pictured left to right are Anne Lewis, our Instant Product Specialist; Cheryl Couvillion, our Drawing/KENO® and SPORTS Specialist; and Heather Shank, our Retailer Licensing Specialist. Without them, we would have no Lottery games to sell—or places to sell them. Anne's and Cheryl's expertise over the years has had a major impact on our product line and its success, while Heather has taken care of licensing initiatives and many other projects.



that our drawings adhere to the industry's highest standards through audits and an ever-evolving world of new regulations. In addition, they continually answer numerous daily calls from customers and Retailers, troubleshooting and finding answers to important and urgent questions.

FINANCE DEPARTMENT

—Pictured left to right are Department Head Tina Leager, Janet Clendaniel, Jackie George and Rebecca Jacob. This group keeps "everything" regarding Lottery finances straight. Whether it's dealing with Retailer sweeps, taxes, audits, financial background checks, adjustments, budgeting and contributions to the general fund, these women step up to the plate each and every day. The weight of making sure the i's are dotted and the t's are crossed falls directly on their shoulders—and they never falter.



All these people have their hands full one way or another, and they always come prepared to meet and address the tasks in front of them with professionalism and care. "Behind the Scenes," these people play a vital role in making the Delaware Lottery tick. You may have never seen or known about them, but now you can put a face with a name.

I wonder who will be "Behind the Scenes" in Ticket Talk #49. You'll just have to wait and see!

IT DEPARTMENT—pictured left to right are Brenda Sizemore, Thomas Peracchio and Manager Sheng Yang. This crew works tirelessly with many different vendors and state agencies to keep our back-office system and website up and running. Without this group, we wouldn't have access to the modern equipment we need in this high-tech world.



ADMIN DEPARTMENT

—This is our Security, Draw and Support staff. Pictured left to right are Administrator Judy Everett, Donna McIvor, Tuesday Wallace, Brian LeBlanc, Mary Hanson, Terri Thomas and Lee Mulhern. These brave souls monitor and expedite the tedious tasks of keeping the Lottery product secure and ensuring





7-Eleven—Rehoboth



V. Patel—Boyd's Corner Liquors

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

- 3/24/2016 \$10,000 QUARTER MILLION LARGE—Minquadale Liquors—New Castle
- 3/16/2016 \$100,000 POWERBALL® POWER PLAY—7-Eleven—Rehoboth
- 3/16/2016 \$250,000 QUARTER MILLION LARGE—De-Lux Dairy Market—Seaford
- 3/14/2016 \$10,000 QUARTER MILLION LARGE—Airport News & Tobacco—New Castle
- 2/26/2016 \$10,000 POWERBALL®—301 Plaza—Middletown
- 2/24/2016 \$15,000 5X the MONEY—Mr. B's Wine and Spirits—Dover
- 2/24/2016 \$15,000 5X the MONEY—Market Place—Milford
- 2/22/2016 \$10,000 QUARTER MILLION LARGE—Minquadale Liquors—New Castle
- 2/22/2016 \$100,000 CASH RESERVE—Boyd's Corner Liquors—Middletown
- 2/18/2016 \$100,000 POWERBALL®—Penn Mart Discount Liquors—New Castle
- 2/16/2016 \$10,000 QUARTER MILLION LARGE—Airport News & Tobacco—New Castle
- 2/4/2016 \$20,000 MORE MONEY—Tobacco Zone—Newark
- 2/1/2016 \$50,000 POWERBALL®—Acme—Newark
- 1/20/2016 \$25,000 CASH FUNDS—Chelsea BP—New Castle
- 1/16/2016 \$50,000 POWERBALL®—Valley Liquors—Wilmington
- 1/15/2016 \$50,104 POWERBALL®—Shore Stop—Lewes
- 1/15/2016 \$50,000 POWERBALL®—Valero Gas Station—Newark
- 1/13/2016 \$50,000 POWERBALL®—Chestnut Run Liquors—Wilmington
- 1/11/2016 \$50,000 POWERBALL®—Penn & Union Dash In—Wilmington
- 1/8/2016 \$40,000 LUCKY NO. 7—Acme—Newark
- 1/8/2016 \$15,000 PLATINUM 7—Royal Farms—Hartly
- 1/5/2016 \$50,000 POWERBALL®—Food Lion—Millsboro
- 1/4/2016 \$15,000 5X THE CASH—Uncle Willie's—Blades
- 12/14/2015 \$20,000 MAKE MY MONTH—Suburban Tobacco—Newark
- 12/11/2015 \$15,000 GOLD 7—Rodney Village Shore Stop—Dover

LOOK FOR THESE NEW INSTANT GAMES

Coming soon!



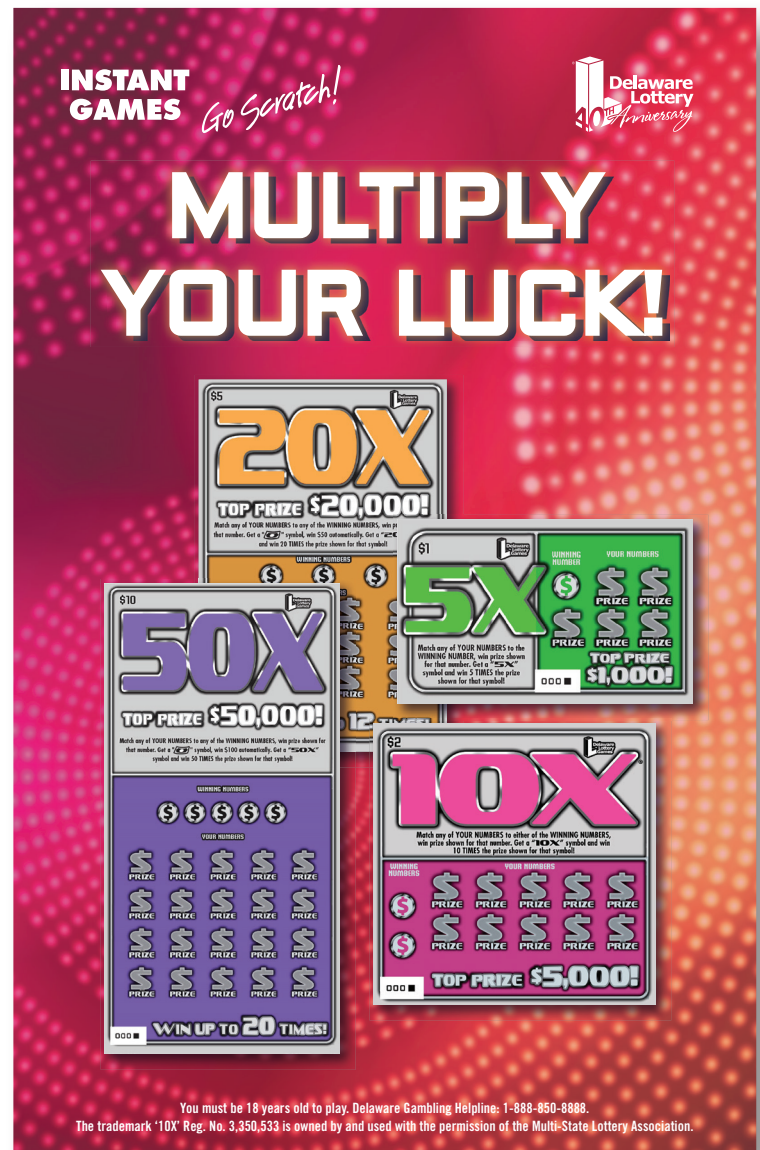
(774) Jumbo Bucks

(778) 5X

(779) 10X

(780) 20X

(781) 50X



Welcome New Retailers!

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

Miller Smoke Shop
Basin Road Gulf
New Castle Gulf
Dover Express

Bridgeville BP
Big Liquor Shop
Johnny's Market

Top 10 Retailers, 15 Weeks, December 14, 2015 through March 27, 2016

Congratulations to all of our top 10 Retailers for Instant Game and Drawing Games sales in each county!

DRAWING GAMES

NEW CASTLE

Tobacco Time	Bear
Books & Tobacco, Inc	Wilmington
Fairfax News	Wilmington
Delaware News Center	Wilmington
New Castle Shell	New Castle
Books & News	Newark
Airport News & Tobacco	New Castle
Claymont News & Gifts	Claymont
Convenient Store	Wilmington
Boxwood Books, News & Tobacco	Wilmington

KENT

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

SUSSEX

General Store	Angola
Daily Market	Lewes
Bodie's Market #1	Millsboro
Super G #387—Rehoboth	Rehoboth
Super G #389—Millville	Millville
Bodie's Market #4	Selbyville
Five Points Deli	Laurel
Delmar Liquors	Delmar
Uncle Willie's—Lewes	Lewes
Joe's Tobacco Superstore	Delmar

INSTANT GAMES

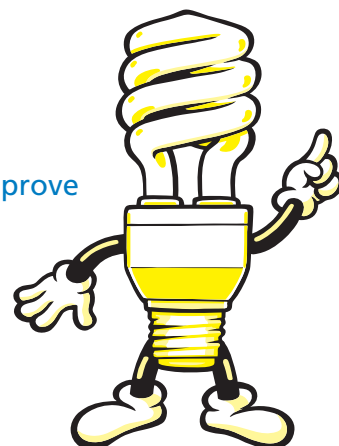
Tobacco Time	Bear
Sunoco A-Plus	Claymont
Claymont News & Gifts	Claymont
Books & Tobacco, Inc	Wilmington
Delaware News Center	Wilmington
Fairfax News	Wilmington
Airport News & Tobacco	New Castle
Boxwood Books, News & Tobacco	Wilmington
Rt. 202 Exxon	Wilmington
Books & News	Newark

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

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

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
7-11-21	684	May 3, 2016
5X the Money	692	May 3, 2016
Win It All!	698	May 3, 2016
Cash Blizzard	706	May 3, 2016
Snowball Bucks	707	May 3, 2016
Pay Me! \$100,000	689	May 31, 2016
Triple Cash	693	May 31, 2016
Words for Money	697	May 31, 2016
Silver 7	704	May 31, 2016
Twisted	703	June 28, 2016
Bingo	696	June 28, 2016
Pay Me! \$50,000	688	June 28, 2016

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Billing Code (25-07-001)

