

Ticket Talk

10, 20 and 30 Year Retailers



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It's that time again to CELEBRATE our ANNIVERSARY Retailers! As we've showcased Anniversary Retailers in the past, this time around in *Ticket Talk* #50, another 35 Retailers have climbed through the competitive business jungle and survived to become 10, 20 & 30 year Retailers.*

The ANNIVERSARY RETAILERS were recognized in their retail location and presented with an appreciation gift and certificate for their tenured service to the Lottery. The Lottery has enjoyed a mutually beneficial relationship with these business partners over their many years of service. They have contributed toward the Lottery's contribution to the state's general fund, which benefits all Delawareans. None of the Lottery's achievements would have been possible without the long-standing commitment we have received from these Retailers.

We value our business partnership with all of our Retailers and hope all of you have the same success with your business as these 35 Retailers have had and are having. So without any further ado, please give a heartfelt "WOO HOO WAY TO GO" to this group of Anniversary Retailers. In the future, we are looking forward to celebrating more Anniversaries with our business partners.

**This information is through Dec. 31, 2016.*



The Laurel Oasis
Dawn Kosiorowski
Owner Charlie Glenn not pictured



Kimothy's Place
Mrs. Barbara Cook



Malin's Market
Kenny Malin



Claymont News & Gifts
Atul Patel



Dover Downs
Ashley Botteon

2016 Anniversaries



Charles Liquors
Chetan Patel



One Stop Market
Dinaz and Paresh Parikh



Tobacco Express
Farzad Rostami



Gumboro Liquors
Tom Naegele



S & R Market
Gagan Kumar



**Shop Rite—
Brandywine Commons**
Tom Oswald & Jill Baker



Acme 7806
Tom Creswell & Rita Schmeusser



Acme 7817
Rhonda Emory



Acme 7826
Craig Yost & Tara Eichholz



Acme 7828
Mark Klenk &
Sharon Prosceno-Dempsey



Acme 7871
Kevin Clark



Acme 7872
Maggie Zarzecka



Acme 7874
Edmonia Irons-King



Woodside Liquors
Saurabh Patel



Natalie Food Store
Jeff Turan



Milford Mobil Corp
Kulwant Kooner



Smoker's Corner
Pravin Patel accepting
for Manoj Patel



Time Out Liquors
Shailini Patel



American Discount Liquors
Subhi Patel & not pictured
Jay Patel



Christiana Dash In
Bruce Carlettini & Suraj Kumar



Cigar-Ette City #1
Terry Davis



Cigar-Ette City #2
Jessica Will



Cigarette City #3
Ron Simpson



Dot #101
Lisa Rodriguez



A-1 Dash In
Bruce Carlettini



Uncle Willie's—Woodside
Pranav & Laljibhai



Selbyville Goose Creek
Kristy Muir



Shore Stop #282
Prudence Shackelford
& Michelle Emory



Shore Stop #286
Annette Lang & Michelle Emory



Super G—Millville
Dawn Hurd, Michelle Atkinson
& Mark Kane

2016 Retailer Events

These lucky Retailers (picture 1) won tickets to the Little Big Town concert at the Delaware State Fair! One Retailer (picture 2) was even selected out of the group to go backstage and meet the band. The Retailers entered by sending in the registration form found at the bottom of the flyers they received in the monthly mailer. Make sure you look for our monthly mailers and upcoming promotional flyers for future events. You must enter for your chance to win.

LITTLE BIG TOWN EVENT/WINNERS



Little Big Town onstage

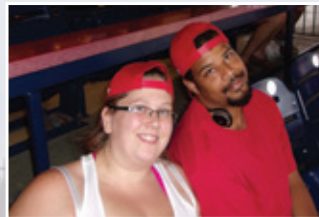
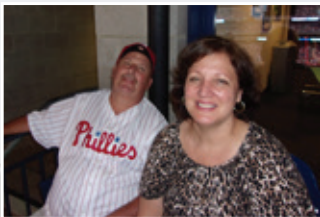


Backstage Retailer Winner and Delaware Lottery Host

2016 Retailer Events

The Delaware Lottery was excited to host the following Retailer events this past summer and is looking forward to next year already! Do you want to get in on the fun? Be on the lookout for flyers for these and other events in future monthly mailers.

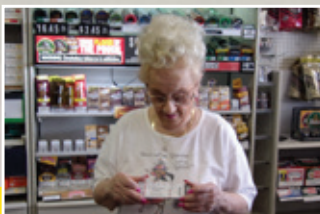
PHILLIES EVENT/WINNERS



BLUE ROCKS EVENT/WINNERS



CHICAGO SKY EVENT/WINNERS



Fall Events

The Delaware Lottery was very visible this fall.
We were thrilled to be back at this year's Punkin Chunkin.

EVENT	DATE	LOCATION	TIME
Punkin Chunkin	November 4–6	Bridgeville	8 a.m.–10 p.m.

Retailer Events—Entry Forms Only

Look in your monthly mailer for these upcoming events.

EVENT	DATE	LOCATION	TIME
University of Delaware Blue Hens Basketball	Various Home Games	Newark	Per Game Start Time
Delaware State Hornets Basketball	Various Home Games	Dover	Per Game Start Time
Delaware 87ers	Various Home Games	Newark	Per Game Start Time

Selling Tips



Don Williams
Field Representative

Here are three objectives that the successful business owner never loses sight of, because achieving them ensures prosperity:

1. Keeping the customer coming back for more.
2. Finding new customers.
3. Making each customer visit a flawless and satisfying experience.

Get these three jobs right and the rest seems easy by comparison. What are some of the keys to attaining these objectives for your Lottery business?

MAKE IT PERSONAL

As a shopper, I love it when salespeople smile, make eye contact with me, say hello, and make it known with voice tone and body language that they really want to help. I can train almost any retail employee to operate our Lottery terminal effectively, but I cannot supply that special ability to dazzle the customer. Find workers with an upbeat, outgoing, easy-to-like personality. Our draw game schedule puts the Lottery customer at your front counter several times per week. Often the player will visit your store every day. Life is stressful. Putting your customers at ease is your best guarantee of repeat Lottery business. The old saying, "It takes two to tango," applies here. The personal touch is missing in far too many retail environments today. Its importance to Lottery players and to your Lottery bottom line cannot be overstated.

MAKE IT CLEAR

Nobody likes the feeling of being trapped in a maze, not knowing which way to turn. Lead that customer out of the darkness. Eliminate clutter and confusion at the point of sale. Put valuable information at the customer's fingertips. Placing target products where they are easy to find makes the sale happen smoothly and creates time for your sales staff to connect with and engage the customer. A smartly organized, clean and strategic placement of your Lottery materials lessens the confusion, instills confidence, and helps both you and the customer relax and focus on the sale.

Our Lottery sales team has a variety of shelf and counter display pieces that can help grab and focus the customer's attention. We have in-store advertising pieces big and small, and can customize them to fit your space. Our colorful play stations put most everything

the players need to have and to know in one spot. These clear and eye-catching displays capture the attention of customers who may be thinking about trying Lottery games, but have not yet bought them. Want to attract new customers? Our indoor and outdoor advertising is designed to fulfill that objective.

How many times a week in Delaware do Lottery players at our more than 500 Retail locations ask the questions, "How much is the POWERBALL® jackpot?" and "What is MEGA MILLIONS® up to tonight?"

One of our top Retailers, Fairfax News in North Wilmington, has consistently managed to sell more POWERBALL® and MEGA MILLIONS® tickets than any other Retailer by a wide margin. How do they do it? No one ever has to ask the jackpot value at Fairfax News. It is displayed everywhere, and it is always accurate and up to date. The store prints this impulse-inducing information in bold numbers on bright letter-size paper. The signs are placed to confront the customer throughout the store, from the entrance door to the very far corners of the selling floor. Fairfax News puts this tantalizing message in plain view, a direct and clear suggestion that most customers appreciate and find hard to resist.

MAKE IT NEW

What's new? This greeting is so common we sometimes tire of hearing it, don't we? But in the retail marketplace, we should never lack for an informative and entertaining answer. Your customers are always on the lookout for new experiences and new products. You are the expert on the products you sell. Don't hold back. Share your knowledge freely and convincingly. Curiosity is something all consumers have in abundance. Reward their curiosity. Have something new and stimulating to show and talk about. *(Continued onto next page)*

Selling Tips (continued)

You have many talking points at your disposal to quench the customer's thirst for news. Our sales team sends news updates to the lottery terminal several times per week. One excellent example is the terminal Report 11. It is a report everyone can access. The Report 11 reveals news of where and when the latest high-dollar winning tickets were sold, and lists which games—instant games and draw games—produced the most recent lucky results. Awareness of the good fortune and winning experience of others makes a great conversation starter. It produces a buzz inside your store and around the neighborhood—the very type of free, word-of-mouth advertising that is a proven sales generator.

New instant games are always in play. Anywhere from two to six new instant scratch games go on sale the first Monday of each month. Our sales team can suggest several ways to feature the fresh and colorful faces of these tickets at your point of sale. We provide attractive

menu boards that feature graphic facsimiles of the instant games, new and old. We supply sample tickets of the new games that make attractive displays. Our field team has the know-how to design and place new game displays that will complement and attract fresh attention to your permanent lottery footprint and help answer the often-asked question, "What's new?"

Want a makeover? Want to give a fresh look to your lottery displays and fine-tune their appeal? Want to make it look new again? Call us to schedule a makeover and we will work hand in hand. It can be a gentle tweaking or a full-blown redesign of the way you feature our lottery games, whatever is necessary to reawaken the senses and refocus the attention of your players.

So make it personal, make it clear, make it new—and you can make success look easy.

Behind the Scenes

Previously in our segment "Behind The Scenes" we've brought to your attention some of the staff from the Delaware State Lottery and staff from one of our vendors, Scientific Games, that you might not have known. In Ticket Talk #50 we are continuing this process and will introduce you to yet another group that works extremely hard assisting the Delaware State Lottery stay right in the forefront of everyone's mind.

Let me introduce you to our ad agency—ab+c Creative Intelligence. This agency, which has an office in Wilmington is a group of people that is well respected in the industry and has the resources and creative juices to meet our needs in a highly competitive, demanding market. They work hand-in-hand with us developing everything from holiday and seasonal campaigns, print ads, point-of-sale, signage, and radio spots to TV and cable TV spots, webpage, everything internet, and too many other tasks to mention here.

So let's see who these people are:



Alexandra Parkowski
Account Supervisor



Andrew Raftovich
Account Executive

These two work diligently to keep things focused, organized and moving forward. "Can't be done" and "No, I'm sorry, we can't do that" aren't in their vocabulary.

Below you'll see some faces that you probably know, but also quite a few people you don't know—or know only by name.



MEDIA



DESIGN



WEB DESIGN

Holiday Schedule

DELAWARE LOTTERY AND SGI TEL-SELL HOLIDAY SCHEDULE



DELAWARE LOTTERY VETERANS DAY

FRIDAY, NOVEMBER 11th

DE Lottery Office will be **CLOSED**

However, ALL game drawings will take place

THANKSGIVING SCHEDULE

THURS, NOV 24th & FRI, NOV 25th

DE Lottery Office will be **CLOSED** for the holiday.

However, ALL game drawings will take place

CHRISTMAS SCHEDULE

SUNDAY, DECEMBER 25th

There will be **NO** Delaware Drawn games, **EXCEPT KENO**

MONDAY, DECEMBER 26th

DE Lottery Office will be **CLOSED** for the holiday

However, ALL game drawings will take place

NEW YEARS SCHEDULE

MONDAY, JANUARY 2nd

DE Lottery Office will be **CLOSED** for the holiday

However, ALL game drawings will take place

SGI TEL-SELL

THANKSGIVING SCHEDULE

MONDAY, NOVEMBER 21st

Will call both Mon & Tues Retailers—UPS deliver on Tuesday

TUESDAY, NOVEMBER 22nd

Will call both Wed & Thurs Retailers—UPS deliver on Wednesday

WEDNESDAY, NOVEMBER 23rd

Will process returns and any clean up calls

THURS, NOV 24th & FRI, NOV 25th

SGI office is **CLOSED** for the holiday

CHRISTMAS SCHEDULE

MON, DEC 19th thru THURS, DEC 22

Normal call cycle week

FRI, DEC 23rd & MON, DEC 26th

SGI office is **CLOSED** for the holiday

TUESDAY, DECEMBER 27th

Will call both Mon & Tues Retailers—UPS deliver on Wednesday

WED, DEC 28th & THURS, DEC 29th

Normal Wednesday call cycle—UPS deliver on Thursday

Normal Thursday call cycle—UPS deliver on Friday

NEW YEARS SCHEDULE

FRI, DEC 30th & MON, JAN 2nd

SGI office is **CLOSED** for the holiday

TUESDAY, JANUARY 3rd

Will call both Mon & Tues Retailers—UPS deliver on Wednesday

WED, JAN 4th & THURS, JAN 5th

Normal Wednesday call cycle—UPS deliver on Thursday

Normal Thursday call cycle—UPS deliver on Friday

FRIDAY, JANUARY 6th

Normal work Friday

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

6/29/16	\$40,000	7	USA Gas—Elsmere
6/29/16	\$15,000	Platinum 7	Bunting's Package Store—Frankford
7/5/16	\$20,000	20X	Prices Corner Acme—Wilmington
7/11/16	\$50,000	POWERBALL	Royal Farms—Bridgeville
7/13/16	\$100,000	Cash Reserve	Bodie's Dairy Market—Selbyville
8/1/16	\$15,000	Cash Bonus	Acme—Smyrna
8/2/16	\$10,000	Quarter Million Large	General Store—Lewes
8/2/16	\$50,000	POWERBALL	ShopRite Chestnut Hill—Newark
8/4/16	\$150,000	\$150,000 Payout	Stop & Shop—Dover
8/8/16	\$20,000	More Money	Super Spirits—Camden
8/22/16	\$100,000	In the Money	Riverfront Shell—Wilmington
8/25/16	\$50,000	POWERBALL	Food Lion—Smyrna
8/30/16	\$50,000	POWERBALL	Royal Farms—Bear
9/1/16	\$250,000	Quarter Million Large	Dash In—Wilmington
9/1/16	\$50,000	Mega Bucks	Royal Farms—Cheswold
9/8/16	\$10,000	Quarter Million Large	Concord Liquor—Seaford
9/12/16	\$25,000	Super Cash	Dot 108 Discount Store—Georgetown
9/13/16	\$15,000	Cash Bonus	Super G—Wilmington
9/15/16	\$15,000	MEGA MILLIONS	Shore Stop—Dagsboro
9/19/16	\$10,000	Quarter Million Large	Delaware News Center—Wilmington
9/26/16	\$10,000	Quarter Million Large	BP—Seaford
9/26/16	\$50,000	Money Madness	Airport Discount Liquors—Dover
10/4/16	\$15,000	Bronze 7	Royal Farms—Smyrna
10/11/16	\$10,000	Quarter Million Large	Stop & Shop—Dover

LOOK FOR THESE NEW INSTANT GAMES

Coming soon!



(788) DIAMONDS
& DOLLARS



(792) 7-11-21



(797) CASH
ON THE SPOT



(799) UGLY SWEATER



(800) HOLIDAY
GIFT BAG



(801) SNOWFLAKE
SURPRISE



(793) CASH MATCH®



(795) DELAWARE
DOLLARS



(802) CASH
EXPLOSION®



(804) 777



(805) JUMBO BUCKS

The trademark "CASH MATCH®" is a registered trademark of the Georgia Lottery Corporation used here under license.

Cash Explosion® is a registered trademark of the Ohio Lottery Commission.

IMPORTANT REMINDER:

NO CASHING OVER \$599.

All Retailers should refer any **TRADITIONAL** Lottery game claims of \$600 to \$5,000 to the claim centers or the Delaware Lottery office in Dover.

Welcome, New Retailers!

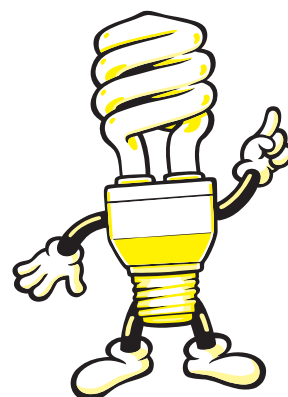
The Delaware Lottery would like to welcome the following Retailers to its ever-growing Retailer network.

Westgate Wine & Spirits
Refresh & Refuel at Duck Creek
J & K Liquor Warehouse
Newport Gap Shell
Country Farm—Dover
One Stop
Fairwind Outlet
M&N Food Super Soda Center
One Stop Liquor Mart

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 your comments or suggestions, as many and as often as you'd like, to MSMwebmail.lottery@state.de.us.



Top 10 Retailers, 12-Week Period March 28 thru June 19, 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
Delaware News Center	Wilmington
Fairfax News	Wilmington
Books & Tobacco, Inc.	Wilmington
New Castle Shell	New Castle
Airport News & Tobacco	New Castle
Claymont News & Gifts	Claymont
Books & News	Newark
Old Skool Liquors	Wilmington
Convenient Store	Wilmington

KENT

Mike's Food Mart	Dover
Smyrna News & Tobacco	Smyrna
Uncle Willie's—Woodside	Woodside
One Stop—Milford	Milford
Milford Plaza Cigarette Outlet	Milford
Cigar Cigarette & More	Smyrna
Stop & Shop—White Oak	Dover
Dover Downs	Dover
Shore Stop #255—Greentree	Dover
Harrington Raceway & Casino	Harrington

SUSSEX

Daily Market	Lewes
General Store	Angola
Super G #389—Millville	Millville
Bodie's Market #1	Millsboro
Super G #387—Rehoboth	Rehoboth
Stop & Shop	Dewey Beach
Bodie's Market #2	Milton
Super Soda Center—Stein Hwy	Seaford
Bodie's Market #4	Selbyville
Back Bay Tobacco	Millsboro

INSTANT GAMES

Tobacco Time	Bear
Sunoco A-Plus	Claymont
Books & Tobacco, Inc.	Wilmington
Claymont News & Gifts	Claymont
Delaware News Center	Wilmington
Hank's House of Liquors	New Castle
Books & News	Newark
Fairfax News	Wilmington
Avenue Wines & Spirits	Wilmington
Boxwood Books, News & Tobacco	Wilmington

Uncle Willie's—Woodside	Woodside
Royal Farms #110—Dover	Dover
Mike's Food Mart	Dover
Royal Farms #139—Dover	Dover
Market Place	Milford
Royal Farms #117—Hartly	Hartly
Smyrna News & Tobacco	Smyrna
Shore Stop #255—Greentree	Dover
One Stop—Milford	Milford
Royal Farms #142—Milford Hwy	Milford

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



Instant Games Expiring Soon

Game Name	Game Number	Expiration Date
Classic Cash	705	November 29, 2016
777	714	November 29, 2016
Make My Week!	717	November 29, 2016
\$25,000 Payout	726	November 29, 2016
Jumbo Bucks	708	January 3, 2017
Moola	712	January 3, 2017
I (heart) Cash	713	January 3, 2017
Make My Year!	719	January 3, 2017
Cash Line	731	January 31, 2017
Gold 7	732	January 31, 2017

Reminders

Ticket Wins \$600 (or more)

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 keep the following in mind:

- 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, or you're not sure what to do, call your Lottery Field Representative or the Lottery office.

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.

Canceling Tickets

1. Multi-Win Lotto, PLAY 3/PLAY 4 and KENO® tickets may be cancelled before the draw cutoff time.
2. POWERBALL®, MEGA MILLIONS®, Hot Lotto, and Lucky for Life tickets cannot be canceled.

Ticket Stock

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

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Doc#25/07/15/9/6 Printed 08/16



The Delaware Lottery
McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
Billing Code (25-07-001)