

# Ticket Talk



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## QUICK DRAW ROUNDUP



### NEW CASTLE COUNTY RETAILER HAS THE FASTEST FINGERS IN THE STATE

Matt Muldoon of Books & Tobacco in New Castle, was named the 2017 Quick Draw Roundup XFingers Challenge winner. The annual Delaware Lottery competition took place on April 12 at the Modern Maturity Center in Dover.

Each year, Retailers from all over the state come out to compete for the XFingers title, by seeing who can enter a variety of ticket requests into a Lottery terminal the fastest. Eighteen Retailers entered, and each county had six preliminary winners. Matt came in fifth place in his county, but came back even faster in the finals—defeating three-time champion Brad Alwood by 6.8 seconds. Matt was awarded \$1,000 for his Quick Draw time of 1:26.3.

Formerly known as Fastest Fingers, the annual competition began in March 1994, to determine who among licensed Delaware Lottery terminal operators could most skillfully operate Lottery machines. To increase participation, the Lottery continually implements various incentives. At its inception, about 15 percent of our 450 Retailers participated in the competition for a top prize of \$500. Now, we're pleased to say that our network has grown to about 600 Retailers, averaging 40 to 50 percent participation, with a top prize of \$1,500.

We had a great turnout this year. Thank you to all the Retailers who participated. We look forward to seeing everyone at next year's competition.





# QUICK DRAW ROUNDUP

## XFINGERS CHALLENGE WINNERS



### FINALS



**1st place**  
**MATT MULDOON**



**2nd place**  
**BRAD ALWOOD**



**3rd place**  
**RAM VEGESNA**



**4th place**  
**CINDY BRADFORD**



**5th place**  
**JAKE SIRANIDES**

### KENT COUNTY



**1st place**  
**RICH DESAI**



**2nd place**  
**RACHEL CEASER**



**3rd place**  
**SWETA PATEL**



**4th place**  
**DIXIT PATEL**



**5th place**  
**DRU PATEL**

### NEW CASTLE COUNTY



**1st place**  
**CINDY BRADFORD**



**2nd place**  
**RAM VEGESNA**



**3rd place**  
**TRISTAN THACKER**



**4th place**  
**JARED THACKER**



**5th place**  
**MATT MULDOON**

### SUSSEX COUNTY



**1st place**  
**JOSH BETTS**



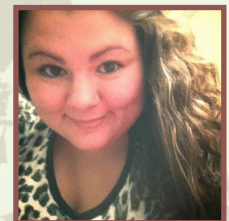
**2nd place**  
**BRAD ALWOOD**



**3rd place**  
**PAUL CUNNINGHAM**



**4th place**  
**JAKE SIRANIDES**



**5th place**  
**LEALA MYEL**



**Wild Card – Kent County**  
**DEBBIE ARABIA**





# Retailer Spotlight

## STOP & SHOP—DEWEY BEACH

Sam Patel has one “jewel” of a location in one of Delaware’s busiest beach-resort areas. “Dewey Beach, a Way of Life” is home to his independent Stop & Shop convenience store, located on the ocean side of DE 1/Coastal Highway. Sam’s been offering Valero gas to locals and tourists for 17 years. (A typical summer turns this town of 350 into a mob of 30,000.) Also a Lottery Retailer, Sam’s store has continued to grow with the promotion and sales of all Lottery games.

Sam has built a very welcoming in-store experience for his customers. Much of his recent success can be attributed to Rishi Patel, his nephew and general manager, who came to help his uncle about four years ago. Despite having little retail experience, Rishi has done a fantastic job merchandising all products at Stop & Shop—including Delaware Lottery games. He says he really enjoys selling all Lottery games to the shop’s regulars, as well as its many visitors coming to enjoy all that Dewey Beach has to offer.

At Stop & Shop, you can’t help but notice how clean and inviting the store is. Even if you’re just stopping in for a newspaper or a snack, the Lottery display—featuring Traditional, Instant and Draw games, as well as Keno® and Sports Lottery—captures your attention. This location does exceptionally well with Keno® sales and stays very busy during the 24 weeks of the Sports Lottery season. Custom-built play counters, complete with comfortable stools, invite players to sit and make selections of their lucky numbers or favorite professional football teams.

Sam and Rishi frequently talk with their customers about Sports Lottery and other new Lottery products. Every time they’ve made an update to their Lottery setup—such as adding Instant Ticket bins or relocating the Keno® monitors—customers have taken notice. The Lottery reps have worked with Sam and Rishi to accommodate their requests and changes. These improvements have led to very impressive Lottery commissions and bonuses for this Delaware Lottery Retailer. Sam and Rishi continue to show that dedicating and maintaining an area for Lottery products, along with working with their Lottery reps, pays off.

The next time you find yourself in Dewey, be sure to visit Stop & Shop to say hi, fill up with gas and get a cold beverage—and perhaps purchase a Lottery ticket. You might get lucky with this “gem” of a Lottery location.



# 2017 Retailer Events

## Ticket and Prize Pack Winners

Fifteen lucky winners who entered our Blue Rocks baseball giveaway scored four tickets each, to be used at any of the team's home games this summer, plus a Blue Rocks/Delaware Lottery prize pack. Congratulations, and have fun!

Alice Carrigan .....Acme-Prices Corner  
Carolyn Rivera .....United Check Cashing Penn Mart  
Cindy Bradford.....Books & Tobacco  
Dawn Keyek.....Royal Farms-Georgetown  
Jessica Kulesza .....Airport News & Tobacco  
Darshia Modi .....First State Liquor  
June Turner .....Royal Farms-Seaford  
Karyn Wilson.....Keglers

Katherine Flynn .....Country Corners #8  
Kristen Kea .....Naamans Wine & Spirits  
Lakshmit Veerrareddy ....Georgetown Pharmacy  
Manojkumar Pater.....Uptown Liquor  
Sharon Haywood.....Acme-Fox Run Shopping Center  
Srinivas Tati .....Westgate Wine & Spirits  
Tricia Seward.....Dot-Smyrna





## Concert Ticket Winners

Twenty-seven lucky Retailers won tickets to the Jon Pardi and Chris Lane concert at the Delaware State Fair (and an extra-lucky pair was even selected to meet the musicians backstage!) by entering our concert contest registration form, included in our monthly mailer. You must enter to win, so be sure to look for our monthly mailers and promotional flyers for future events!

Kimberly Summers ..... 7-Eleven  
 Charlie ..... Delaware News Center  
 Morty ..... Delaware News Center  
 Tonya Watson ..... Dot #110  
 Chrystal Beaver ..... Newport Exxon  
 Daniel Matthew ..... Savannah Discount Liquor  
 Sherry Kemp ..... Shore Stop  
 Davette Wilson ..... Valero  
 Joshua Betts ..... Daily Market  
 Omeet Koener ..... Milford Mobil  
 Sue Dooling ..... Delaware Tobacco  
 Karen Sadler ..... Acme #7836  
 Bruce Shertnueb ..... Naamans Beverage Mart  
 Amber Savage ..... Shore Stop #257

Sara Hollen ..... Cheswold News & Tobacco  
 Sharon Haywood ..... Acme-Bear  
 Marlene Masi ..... Shore Stop #243  
 Kristy Muir ..... Selbyville Goose Creek  
 Toni Gibson Davis ..... Royal Farms  
 Austin Freysmyer ..... Shore Stop  
 Yvette Nydwick ..... Steve's Discount Liquors  
 Dona Wilson ..... Naamans Beverage Mart  
 George Gnat ..... Naamans Beverage Mart  
 Sarah Ford ..... Shore Stop #237  
 Raed Steve Mesilus ..... Valero  
 Nicole Collins ..... Shore Stop #255  
 Cheryl Poet ..... Acme #7822



## Philadelphia Union Soccer

Each year, the Delaware Lottery likes to offer an opportunity drawing and event to thank our hardworking Retailers—and to spend some quality time with them in a non-work environment. This year we sponsored an outing to a Philadelphia Union soccer game. Throughout April and May, we held drawings that Retailers could enter for a chance to attend the game with us. The eleven winners watched the game from a suite at Talen Energy Stadium, where they enjoyed an exciting match, good food and great company.

Chrystal Beaver ..... Newport Exxon  
 Melinda Nunley ..... Shop Rite-4 Seasons  
 Doug Thacker ..... Hockessin Books & Tobacco  
 Bunny Fountain ..... Acme-Rehobeth  
 Nancy Hart ..... Shore Stop #255  
 David Lanzillotti ..... Royal Farms #117

Guillermo Ortega ..... Toll Gate Liquors  
 Hugh Thompson ..... Boscovs  
 Scot Parsons ..... United Check Cashing-Dover  
 Terry Ebling ..... Shore Stop #243  
 Jeanne Britton ..... United Check Cashing-Penn Mart





# Upcoming Events and Promotions

## Fall Events

The Delaware Lottery will be out and about this fall, and will have a booth at the following events. Stop by and say hello. You can't miss us—just look for the BIG RED LOTTERY TENT!



### APPLE SCRAPPLE FESTIVAL

Saturday, Oct. 14, Bridgeville, DE, 9 a.m.–10 p.m.

Stop by our booth and say hello.



### VISA HOLIDAY GIFT PROMOTION

Watch for more information in your upcoming monthly mailers.



### PROUD ATHLETICS SPONSOR OF HOME GAMES

See [delottery.com](http://delottery.com) or your Lottery Rep for details to win tickets.

## LOST OR STOLEN TICKETS

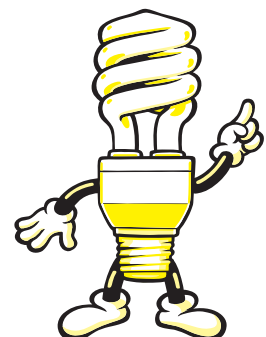
- Tickets are void if mutilated, altered in any way, illegible or incomplete. The Lottery is not responsible for torn, stolen or lost tickets.
- A physical ticket must be presented for all prize claims. (No photos will be accepted.)



## 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 our top choice and do a Bright Ideas feature story that expands your idea. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours!

Send your comments or suggestions to [msmwebmail.lottery@state.de.us](mailto:msmwebmail.lottery@state.de.us). You can send as many as you'd like.





# Top 10 Retailers, 13-Week Period

MARCH 27 THROUGH JUNE 25, 2017

## Drawing Games

### KENT

Uncle Willie's-Woodside  
Royal Farms #110-Dover  
Mike's Food Mart  
Royal Farms #119-Cheswold  
One Stop Market-Milford  
Smyrna News & Tobacco  
Royal Farms #119-Cheswold  
Shore Stop #255-Greentree  
Royal Farms #117-Hartly  
Hylton's Market

### NEW CASTLE

Sunoco A-Plus-Claymont  
Claymont News & Gifts  
Tobacco Time  
Delaware News Center  
Books & Tobacco  
Airport News & Tobacco  
Boxwood Books, News & Tobacco  
Fairfax News  
Chelsea BP  
Books & News

### SUSSEX

Uncle Willie's-Lewes  
Pep-Up Gas Station  
Daily Market  
General Store  
Stop & Shop-Dewey Beach  
Bodie's Dairy Market-Millsboro  
Shore Stop #254-Angola  
Super Soda Center II-Seafood  
De-Lux Dairy Market  
Super G #389-Millville

## Instant Games

### KENT

Mike's Food Mart  
Cigar Cigarette & More  
One Stop Market-Milford  
Smyrna News & Tobacco  
Milford Plaza Cigarette Outlet  
Shore Stop #255-Greentree  
Uncle Willie's-Woodside  
Dover Downs, Inc.  
Stop & Shop-White Oak  
One Stop-Dover

### NEW CASTLE

Tobacco Time  
New Castle Shell  
Fairfax News  
Airport News & Tobacco  
Books & Tobacco  
Boxwood Books, News & Tobacco  
Claymont News and Gifts  
Books & News  
Sunoco A-Plus-Claymont  
Country Farm-Wilmington

### SUSSEX

Daily Market  
General Store  
Uncle Willie's-Lewes  
Super G #389-Millville  
Super Soda Center II-Seafood  
Bodie's Dairy Market-Millsboro  
Super G #387-Rehoboth  
Lewes Rehoboth Lodge #646  
Back Bay Tobacco  
AcmeE #2679-Rehoboth

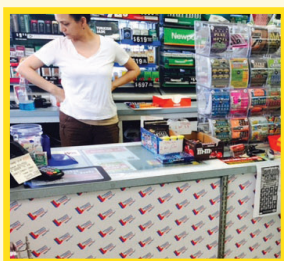


# Selling Tips

## THERE IS AN OLD EXPRESSION: “Out of sight, out of mind.”

International Game Technology's (IGT) Global Study of Player Motivations found that 40 percent of Lottery purchases are made on impulse. So let's examine how, as a Lottery Retailer, you can tap into that 40 percent and increase your Lottery sales.

There are three key areas that influence impulse purchases that we can control: increased visibility, strategic positioning and psychological triggers. With just a little thought and effort, you and your Lottery field reps can enhance these key areas to increase your sales.



### INCREASED VISIBILITY

Do your customers know that you sell Lottery tickets? Eliminate any uncertainty by making the Lottery signage as visible as you can for your customers. You can show them, before they even enter the store, that you sell Lottery games. As they walk or drive your store, they should know that they can make their Lottery purchase at your location. There are many areas around your location that you can make useful for advertising—your store windows, the sidewalk, light poles and other objects around your store that can be branded with the Lottery logo and signage. Look around and think about all of the opportunities.



### STRATEGIC POSITIONING

Making Lottery product purchases quick and easy for customers is behind the design of the Instant Ticket bins. Placement and visibility of those bins is critical to the impulse purchase.

Proper design and location of the bin in your store can greatly impact your Lottery sales. Instant Ticket bins even trigger Draw Game Sales, so these displays play a dual role. Following the right Instant Ticket planogram can also increase your sales by highlighting the higher price points in the bins. Your Lottery field rep will work with you to design a configuration that works best with your store. Keep in mind that the Lottery sales revenue per square foot is one of the highest among the products that you carry.



### PSYCHOLOGICAL TRIGGERS

Two different visual aids that help attract Lottery customers in your store: The first is a jackpot board, which shows the current available jackpots for the Draw Games that you sell. Keeping these dollar amounts posted creates excitement for your customers.

The second is what we call “winner awareness.” Let your customers know that people who have bought tickets in your store have won. Post the winning tickets and the amounts won in a visible area. This helps to stir more excitement in your customers, encouraging them to make Lottery purchases—so that they, too, can be a winner.



Your Lottery field reps are more than happy to help you design and implement these helpful sales tactics. They will help you keep your Lottery displays bright and colorful.

**Take a moment and look around your store. Be creative and ask for help.** Your field reps do this every day. Ask them for their ideas. Let them help you tap into that 40 percent so that you can see the effect on your Lottery sales.

# Adjustment Request

It is the responsibility of the retailer seeking the adjustment to complete the adjustment form and to forward it to the Delaware State Lottery for consideration. Completing the adjustment form in no way guarantees that the adjustment will be approved in favor of the retailer.

## Instructions for Retailer completing Adjustment forms.

Request for Adjustment	
 (For On-Line Tickets) See instructions on reverse side.	
<b>Retailer Identification</b>	<b>Staple Tickets Here</b>  <div style="border: 1px solid black; padding: 2px; display: inline-block;">Caution</div>  <small>DO NOT STAPLE THROUGH ANY NUMBERS ON TICKETS</small>
Retailer Number: _____	
Name: _____	
Address: _____	
Business Phone: _____	
Prepared By: _____	
<b>Adjustment Requested</b>	<b>No. Of Tickets</b>
Dollars: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	
<b>Time of Error</b>	
Date: (MO/DAY/YR) <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Time: <input type="text"/> <input type="text"/> <input type="text"/> AM <input type="checkbox"/> PM <input type="checkbox"/>
<b>Ticket Type</b>	
Powerball, Mega Millions, Hot Lotto <input type="checkbox"/>	Play 3 <input type="checkbox"/> Day <input type="checkbox"/> Night <input type="checkbox"/> Play 4 <input type="checkbox"/> Day <input type="checkbox"/> Night <input type="checkbox"/> Other <input type="checkbox"/>
<b>Retailer Statement / Explanation</b>	
<b>For Lottery Use Only</b>	
<b>Disposition of Request</b>	
Adjustment amount of \$ _____ (less 5% commission) has been:	
<input type="checkbox"/> Denied <input type="checkbox"/> Approved	
<b>Comments:</b>	
Processed By: _____	Date: _____
Approved By: _____	Date: _____
Processed By: _____	Date: _____
White: Lottery      Yellow: Retailer	

**Retailer Number:** Your store's primary terminal number.

**Name:** The name of your store.

**Address:** The address of your store.

**Business Phone:** The phone number the Lottery can call if there are any questions about adjustment.

**Prepared By:** The name of the person preparing this adjustment form.

**Adjustment Requested:** The dollar amount the retailer is asking to be credited for.

**No. Of Tickets:** Number of tickets associated with this adjustment form.

**Time of Error:** If multiple tickets, time of first error.

**Ticket Type:** Check all that apply.

**Retailer Statement/Explanation:** In your own words, describe what happened and what the error was.

Print a corresponding "Transaction History" for the error ticket and attach to this form in the top right

\*Multiple ticket adjustments for the same day can be entered on the same adjustment form.

\*Multiple ticket adjustments for different days need to be entered on different forms.

Do Not Write Below the "For Lottery Use Only" line.

You MUST attach a "transaction history" for the adjustment to be considered.

Adjustment shouldn't be more than 90 days old.

**If a ticket can be sold or canceled, please do so.**

Adjustment forms can be mailed in to the Lottery office or given to your Lottery Sales Rep on their next visit.

Please retain the yellow copy for your records.

You can obtain blank adjustment forms from you Lottery Sales Rep.

Delaware Lottery Office  
1575 McKee Road, Suite 102  
Dover, DE 19904



# PUBLIC ANNOUNCEMENT

End of game sales.



The Delaware Lottery is retiring the game,  
HOT LOTTO, on Oct. 28, 2017

Winning HOT LOTTO tickets may be  
claimed within one year from the  
date of the drawing.



## Welcome, New Retailers!

The Delaware Lottery  
welcomes the following  
Retailers to its ever-growing  
Retailer network.

Kirkwood Exxon

Sunrise Market  
& Smoke Shop

Cochran Liquors

Nik's Corner Store

Hickman's Package Store

Camden Cigars

## Changes coming to MEGA MILLIONS®

Bigger jackpots and faster jackpot rolls are the goals of a  
planned update to the MEGA MILLIONS® game matrix. See below  
for new game highlights, a few more details and important dates.  
MEGA MILLIONS® (5/70 & 1/25) is scheduled to go on sale Oct. 28, 2017.

Starting Saturday, Oct. 28: The new MEGA MILLIONS® game	
The matrix	5-of-70; 1-of-25
Cost	\$2 per wager
Starting jackpot	\$40 million ( <i>higher starting jackpot!</i> )
Minimum roll	\$5 million roll guaranteed
Jackpot payment options	30-year graduated annuity; cash option
Jackpot odds	1 in 302.6 million
Second-tier prize	\$1 million
Second-tier prize odds	1 in 12.6 million ( <i>improved odds!</i> )
Prize tier 3-8	Higher prizes in 5 of 6 tiers
Overall odds	1 in 24
Drawing schedule	Sales begin: Saturday, Oct. 28 First drawing: Tuesday, Oct. 31

### OTHER MEGA MILLIONS® GAME CHANGE IMPACTS

**Playslip change:** The new MEGA MILLIONS® playslip will allow for advance draws.

**Ticket:** Transition to 10 plays on a ticket.

**Terminal main screen:** New \$20 Quick Pick key.

### MEGA MILLIONS® ROLL DOWN CALENDAR

For the 5-of-75; 1-of-15 game matrix

Have players who want to place multidraw MEGA MILLIONS®  
wagers? Keep these dates in mind, as the old  
MEGA MILLIONS® game with the 5-of-75; 1-of-15  
game matrix, draws to a close on Friday, Oct. 27.

Number of requested drawings	Last date to purchase advance draws (DEADLINE: 9:45 P.M.)
10 drawings	Sept. 26, 2017
9 drawings	Sept. 29, 2017
8 drawing	Oct. 3, 2017
7 drawings	Oct. 6, 2017
6 drawings	Oct. 10, 2017
5 drawings	Oct. 13, 2017
4 drawings	Oct. 17, 2017
3 drawings	Oct. 20, 2017
2 drawings	Oct. 24, 2017
1 drawing	Oct. 27, 2017 Purchasing ends at 9:45 p.m.

**Note:** When the new MEGA MILLIONS® with Megaplier game  
goes live Saturday morning, Oct. 28, the 10 advance draw  
feature will be available once again.

# DELAWARE LOTTERY

## Dollars/Coupons

- The Delaware Lottery continues to offer discounted play to customers through its Lottery Dollar Coupons, which are pictured below.
- Delaware Lottery Dollars are printed on hard card stock.
- Each Delaware Lottery Dollar has a 2-D barcode that should be scanned for validation just like any Instant Scratch game ticket.
  - If you receive Delaware Lottery Dollar(s) from a customer, scan it through your Lottery terminal for validation, and the customer may pick any Lottery ticket (except Sports) for the value of the Lottery Dollar(s). Delaware Lottery Dollars cannot be redeemed for cash.
- The \$1 and \$5 Delaware Lottery Dollars each have an expiration date clearly printed on the front
  - Valid through December 31, 2017.
- Customers mainly receive, but not exclusively, Delaware Lottery Dollars from various individual Retailer promotion(s), public event(s) and appreciation award(s).



You must be 18 years old to play. Delaware Gambling Helpline: 1-888-850-8888.

## LOOK FOR THESE NEW INSTANT GAMES

*Coming soon!*



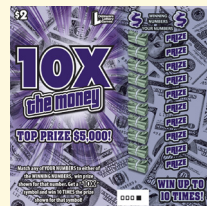
839  
PUMPKIN PATCH



840  
JUMBO BUCKS



841  
5X THE MONEY



842  
10X THE MONEY



843  
20X THE MONEY



844  
50X THE MONEY





# Instant Games

## Expiring Soon

GAME NAME	GAME #	EXPIRATION DATE
Joker's Wild	722	Aug. 28, 2017
Cash Money	747	Aug. 28, 2017
More Money	749	Aug. 28, 2017
Maximum Money	750	Aug. 28, 2017
5X the Money	752	Aug. 28, 2017
Platinum 7	758	Aug. 28, 2017
Cash Reserve	741	Oct. 2, 2017
Bingo Plus	765	Oct. 2, 2017
Hang 10	742	Oct. 30, 2017
High 5	764	Oct. 30, 2017
Mega Bucks	768	Oct. 30, 2017

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Doc#25-07-001 Printed 01/17



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Dover, DE 19904-1903  
Billing Code (25-07-001)