

# TICKET TALK

Supporting Delaware Lottery Retailers Issue 70 delottery.com

## FAREWELL TO OUR LOTTERY DIRECTOR VERNON KIRK

Page 2

## LOTTO AMERICA® GETS A THIRD WEEKLY DRAWING

Page 5

## 2022 SUMMER EVENTS

Page 7

## INSTANT GAME CLOSEOUT SCHEDULE

Page 3

## THE EVENT RETURNS

Page 4



# FAREWELL TO OUR LOTTERY DIRECTOR VERNON KIRK

After a career with the Delaware Lottery that has spanned almost 47 Years, including the last 11 as the Lottery's Director, Vernon Kirk will be retiring at the end of July 2022. He is only the 6th director in the Delaware Lottery's 47-year history. Vernon joined the start-up staff of the Delaware State Lottery in 1975 and subsequently served in a variety of administrative, marketing, and financial management positions prior to being appointed Director in October 2011. He is one of 18 current State of Delaware employees overall with 47 years of consecutive service and is presently among the longest serving state lottery directors in the nation.

Vernon said that he has always considered the Lottery as a family and what he will miss the most are the employees and his relationships with them. He would tell everyone he had the best job in State Government. When asked what advice he would pass on to the new Director coming in to take his place, Vernon replied, "treat everybody with respect, do a lot of listening and don't be afraid of differing opinions." Vernon also hopes his replacement will keep the legacy of the agency moving forward. Vernon states, "I have usually taken a somewhat conservative approach to management and tried to keep the agency balanced." He went on to say he has always found his earliest mentor's (industry icon Ralph Batch) philosophy of business, "I don't mind being a pioneer, as long as I don't have to go first", had suited him very well. Nonetheless, during Vernon's tenure we have been first any number of times, including being the first lottery in the country to launch casino style iGaming, the first to offer full-scale Sports betting and being very early in KENO®. In fact, the Lottery has become such a diverse agency that it now has administrative and regulatory

oversight of more public gaming products than any other lottery in the country, including traditional lottery instant and draw games; video lottery at the racinos; sports betting statewide; table games at the racinos; KENO® statewide; casino style iGaming; and limited video lottery at fraternal organizations.

Vernon also could not emphasize enough that, regardless of the agency's diversification, we remain first and foremost a lottery, and at the core of our business is the retailers. Our retailers are forward facing to the public, our front-line troops. They are the first and maybe the only personal interaction between the public and the Delaware Lottery, and the importance of their impact cannot be overstated.

#### Some of Vernon's career highlights include:

- Vernon has received the Delaware Governor's Award for Excellence in State Service and has been cited by both chambers of the Delaware General Assembly for his leadership during the development and successful implementations of the State's enterprises in sports betting and table games at Delaware's three racinos.
- He was also instrumental in the formation of the Multi-State Internet Gaming Agreement whose current member states include DE, NV, NJ and MI.
- In 2016, Vernon received the Major Peter J. O'Connell Lottery Industry Lifetime Achievement Award. Selected by their peers, recipients are industry executives from North America and overseas who have made distinguished and important contributions to the lottery industry.
- Vernon has served as Chair of the Video Lottery Game Group, a multi-state, progressive video lottery network administered under the

auspices of the Multi-State Lottery Association (MUSL).

- He was also the Chair of Delaware's Advisory Council on Charitable Gaming Planning and a Governor's appointee to the Delaware Advisory Council on Video Lottery Planning.

"There comes a time when you have to turn the page and start a new chapter," said Vernon, He is really looking forward to what lies ahead. Vernon and his wife Jan plan to do a lot of traveling; head to the beaches of the Gulf Coast for an extended stay, visit family in California, and then, perhaps, a bucket list trip to Italy. Their travels will enable them to indulge in one of their favorite pastimes, visiting vineyards and wine tasting. Of course, you'll also be sure to find him out on the links enjoying his all-time favorite activity, golf!



Thank you, Vernon Kirk, for 47 years of dedicated service to the Delaware Lottery, Players and Retailers! We wish you happiness in your retirement and you will surely be missed!

More than \$37 million in Instant Game prizes awarded from April - June 2022

## INSTANT GAMES COMING SOON



## INSTANT GAMES EXPIRING SOON

#### Expiring August 1, 2022

- CA\$H Pile (230)
- Cash Bonus (229)
- Celebrating 45 Years (220)
- Celebrating 45 Years (217)
- Bingo Night (214)
- Cool Cat (213)
- Limited Edition (211)

#### Expiring August 29, 2022

- Unlock It! (235)
- \$50K Mayhem (232)
- Double Money Match (227)
- 7-11-21 (215)
- Stinkin' Rich (212)
- Jewel Quest (204)

#### Expiring October 3, 2022

- Big Money (238)
- \$40,000 Richer (231)
- Win Win It All (216)
- Cash Cow (202)

#### Expiring October 31, 2022

- Ultimate 7's (264)
- Dreamin' XXL (242)
- The Money Game (239)
- Cash Dash (233)

For more information about the closeout schedule, please visit: <https://www.delottery.com/Instant-Games/Close-Out-Schedule>



GET READY FOR

# THE EVENT

September 22, 2022 • 9AM - 7PM

This year's Retailer Appreciation event will be held at the Del Tech Conference Center at 100 Campus Drive in Dover.

Join us for a day of fun, food, giveaways and games. Enjoy some music, visit our photo booth, then put your skills to the test with the X-Fingers Challenge for a chance to win cash prizes. We look forward to seeing you there.

Registration details coming soon!

## Second chances are heating up



COLLECT 'N Win!

Draw Game payouts exceeded \$24.1 million from April - June 2022

## NEW MONDAY NIGHT LOTTO AMERICA® DRAWINGS

Starting Monday, July 18

Starting this month, LOTTO AMERICA® drawings will be held on Monday, Wednesday, and Saturday at 11:00 PM. Display the POS signage sent to your store, and tell your customers about this new chance to win every week.



## 2023 POWERBALL® NEW YEAR'S EVE PROMOTION

The 2023 POWERBALL® New Year's Eve Promotion will run from August 15 to September 24. Review the promotion rules, display your POS signage, and let POWERBALL® players know about all the extra prizes up for grabs.



## REFRESHED POS MATERIALS

Reminder that new POS materials are coming very soon. Be on the lookout this summer and please remember to display them once they arrive.





Retailers awarded more than **\$3.1 million** in KENO® payouts from April – June 2022

KENO®



Ashley Jones, Ralph Figueroa, Rachel Biddle at Touchdown Lounge

## RETAILER SPOTLIGHT

### Touchdown Lounge – Dover

Ashley Jones, owner; Ralph Figueroa, owner and Rachel Biddle, manager of the Touchdown Lounge in Dover have been a KENO® retailer for almost two years, in which time sales have grown impressively. The interaction from the management and bartenders to the customers makes for real fun at this KENO® location! Nice Job!

## WELCOME NEW KENO® RETAILERS

Biden Welcome Center	Newark	Middletown Liquors	Middletown
Five Star Vape & Tobacco	Newark	Coastal Wine & Spirits	Milton
Anon Stop #1	Millsboro	RB Convenience	Rehoboth Beach
Anon Stop #2	Dagsboro	Delmarva Billiards and Sports Bar	Dagsboro
F&N Wine and Spirits	Wilmington		
Harmony Exxon	Newark		



## TOP TEN KENO® RETAILERS

Kent	Dover	New Castle	Bear	Sussex	Millsboro
Mike's Food Mart		Tobacco Time		Crab Barn Restaurant	
Cigar Cigarette & More	Smyrna	Boyd's Corner Liquors	Middletown	Stockley Tavern	Georgetown
Smyrna News & Tobacco	Smyrna	Pockets Discount Liquors	New Castle	Fenwick Island	
Milford Plaza		Airport News & Tobacco	New Castle	Goose Creek	Selbyville
Cigarette Outlet	Milford	Sunoco A Plus	Elsmere	Fox's Pizza Den	Millville
Market Place	Milford	McGlynns People Plaza	Newark	Fox's Pizza Restaurant and Bar	Selbyville
Touchdown Lounge	Dover	Stanley's Tavern	Wilmington	Daily Market	Lewes
Harrington Raceway and Casino		Books & Tobacco	Wilmington	R&R Grill and Bar	Laurel
The Greene Turtle	Dover	Malin's Market	Newark	The Greene Turtle	Lewes
Nicks Corner Store	Dover	Books & News	Newark	Scotty's Bayside Tavern	Selbyville
Wawa #855 Rt. 8	Dover			Jeff's Tap Room	Bridgeville



### Delaware Lottery Summer Concert Series

July 21st – 30th

We're proud to be a presenting sponsor of the Delaware State Fair's 2022 Summer Concert Series. This year's lineup features Sam Hunt, Nelly, Halestorm, Hank Williams Jr. and Frank Reyes. Watch for more details on how you can win tickets.

### Delaware International Speedway VIP Night

We are once again sponsoring the 2022 Delaware International Speedway for another racing season. Keep an eye out for your chance to win tickets to our VIP night on Friday, August 5.

### Wyoming/Middletown Peach Festivals

Stop by our booth at the 2022 Wyoming Peach Festival on August 6 or the Middletown Peach Festival on August 20, and spend the day sampling some of Delaware's finest local delicacies.

### Delaware Beer, Wine and Spirits Festival

Visit us at the 12th annual Delaware Beer, Wine and Spirits Festival on August 27 from 5:00pm to 7:30pm. Held in the Delaware Agricultural Museum & Village in Dover, the event will have food trucks, live music, and plenty of refreshments to enjoy.

## WELCOME NEW RETAILERS

Biden Welcome Center	Newark
Five Star Vape & Tobacco	Newark
Anon Stop #1	Millsboro
Anon Stop #2	Dagsboro
F&N Wine and Spirits	Wilmington
Harmony Exxon	Newark
Middletown Liquors	Middletown
Coastal Wine & Spirits	Milton
RB Convenience	Rehoboth Beach



Visit us at the Wyoming and Middletown Peach Festivals!

## SELLING TIPS

Keep your Instant Game ticket dispensers full and activate new games as soon as they are available. Your players will appreciate it. Keeping them informed about your store's recent big winners and displaying the most current jackpot amounts are two other great ways to keep players excited about Delaware Lottery games.



Full Instant Game dispenser



Partially full Instant Game dispenser



# 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 on the idea. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours!

Send all your comments or suggestions to  
**[msmwebmail.lottery@delaware.gov](mailto:msmwebmail.lottery@delaware.gov)**  
You can send as many as you'd like.

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DOC#25-01/22/07/6 Printed 7/22



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