

KENOTES

The Ohio Lottery newsletter for
KENO bars, taverns and restaurants



Front Row
Sports Bar,
Columbus
owner
Cassandra
Brockman

Be the next
member of the
KENO \$1 Million Club!





For Starters

Intralot terminal service issues
1-866-710-2462

Hotline
1-800-686-4208
General retailer services
Instant ticket ordering
Claims questions

Regional Sales Offices
Region 1: Cleveland regional office
216-774-5671

Region 2: Toledo regional office
1-800-589-6442

Region 3: Dayton regional office
1-800-589-6463

Region 4: Cincinnati regional office
1-800-589-9882

Region 5: Columbus regional office
1-800-589-6445

Region 6: Athens regional office
1-800-589-6466

Region 7: Akron-Canton regional office
1-800-589-6467

Region 8: Youngstown regional office
1-800-589-6468

Region 9: Lorain regional office
1-800-589-6469

Winning Numbers line
1-800-589-6446

Website
www.ohiolottery.com

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Blog
www.ohiolottery.wordpress.com

Twitter
@OHLottery

Compulsive gambling can be treated. If you or someone you know has a gambling problem, call the Problem Gambling Helpline at 1-800-589-9966.

Welcome to Kenotes

**a publication for bars, taverns and restaurants
selling the Ohio Lottery KENO game.**

Whether you're a fan of the Cleveland Browns, the Cincinnati Bengals or another major league team, you know it's football season! In celebration, KENO Game Days return every weekend this October. The football-themed promotion provides your patrons with a free EZPLAY® *Touchdown Dollars* ticket after a \$10, single-ticket purchase of *Keno*. It's a promotion exclusive to *Keno* bars, taverns and restaurants like yours.

This issue, you'll meet **Jim Quinlan**, the owner of The Lanai Lounge of Boardman. The hardworking bar owner has used the *Keno* advantage to build his business and works closely with his sales representative, **Duane Mancini**. Learn more about his best practices.

Keeping *Keno* top of mind, mark your calendar for the return of the Ohio Lottery's *Trick Out Your Cave* promotion this December. We'll reward *Keno* play with a chance to win gift certificates to a major retailer. The possibilities for prize winners are endless!

By promoting good service, good fun, and our *Keno* winners large and small, we'll make this another winning season!

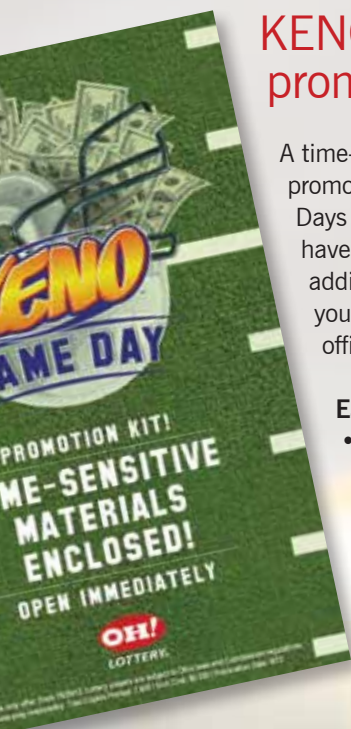


KENO Game Days promotional kit

A time-sensitive kit pack with promotional items for KENO Game Days has been delivered to you. If you have not received your kit, or need additional material, please contact your sales representative or regional office.

Each kit contains:

- 2 – 18" x 24" posters
- 10 – 4" x 6" plexi inserts
- 2 – pennant strings
- 1,000 – napkins





KENO Game Days are back!

Each Saturday, Sunday and Monday in October, the Ohio Lottery is offering your customers a free \$2 *Touchdown Dollars* ticket with a \$10, single-ticket purchase of Keno.

The free ticket will automatically print with a \$10 purchase and will repeat for every \$10 increment purchased (single ticket purchases only). The promotion is good for multi-draw and Play-it-Again tickets too.

Please note: There are no cancellations for Keno ticket purchases of \$10 or more on KENO Game Days.

Dates and Times*

- Saturday, Oct. 6-Monday, Oct. 8
- Saturday, Oct. 13-Monday, Oct. 15
- Saturday, Oct. 20-Monday, Oct. 22
- Saturday, Oct. 27-Monday, Oct. 29

Note: all promotions end each Tuesday at 2:28 a.m.*

Playing Keno through the Winstation and MP vending machines

Make a \$10 Keno purchase during the promotional time period and a free \$2 *Touchdown Dollars* EZPLAY® ticket will print directly from the vending machine.

Retailers receive a commission on every free EZPLAY® ticket issued.



The Lanai Lounge, Boardman

The economic downturn and an opportunity brought **Jim Quinlan** and his family into the bar and tavern business. A business owner and Ohio Lottery retailer since 2010, he's learned a lot in his first few years. It takes a lot of resources to make a go of the business. His skills in construction and home repair helped him get through issues he faced that first year, like a broken water heater at the lounge.

He hoped to break even the first year, turn around the business and offer it as a potential opportunity for his children. "It's a lot of hard work and determination," he says. "It's a new adventure every day."

Business stats

- The Lanai Lounge has a strong regular customer base. Age range: 21 to 82.
- Has about 10 staff partners.
- About 50 percent of Lottery sales come through his two vending machines. He has an MP and WinStation.
- Promotes his business using newspaper, radio and TV advertising, and coupon promotions.

Jim's advice

- **Offer periodic promotions.** On Wednesdays, the Lanai Lounge offers customers a choice of an Ohio Lottery tee shirt or can cooler with a \$5 *Keno* purchase.
- **Use Lottery merchandise around other on-site promotions.** Check with your sales representative to find out what Ohio Lottery merchandise is available in your area.
- **Be customer and product focused.** "You have to be willing to give up something to get something. Don't expect them (your customers) to come in. Thank them for coming in."



Lanai Lounge
owner, Jim
Quinlan, and
bartender
Lisa Sabek.

* Read more about Jim Quinlan and the Lanai Lounge in an upcoming Ticket Seller.



Jim and sales rep Duane Mancini outside the Lanai Lounge patio.



Lisa and Bill enjoy their time at the Lanai Lounge.



Congratulations to our new KENO \$1 Million Club members

In Fiscal Year 2012, 62 bars, taverns and restaurants joined the elite group of Ohio Lottery retailers that have sold at least \$1 million in *Keno* since 2008. That list of new \$1 Million Club members is below.

306 Lounge, Mentor
 Aces Grille, North Ridgeville
 Ale Haus Tavern, Mentor
 Anchor Inn, Toledo
 Average Joe's Pub And Grill, Columbus
 Back Stage Bar, Cleveland
 Barbie's Place, Toledo
 Blue Wolf Tavern, Boardman
 C Mulligans Pub, North Ridgeville
 Cedar Street Inn, Coshocton
 Cobblestone Tavern, Fairfield
 Cornerstone Pub, Gahanna
 Daffy's Thirsty Duck, Toledo
 Dennys Blue Angel, Bellaire
 Dorr St. Café, Toledo
 Double E Café, Williamsburg
 DPG Lounge, Cleveland
 Eli's Sports Bar & Grill, Mainville
 Firehouse Grille & Pub, Akron
 Four Horsemen, Toledo
 Fricker's #103, Perrysburg
 Fricker's #106, Bowling Green
 Fricker's #113, Middletown
 Fricker's #124, Dayton
 Friendly Korner Tavern, Canton

Front Row Sports Bar, Columbus
 Grove City Inn, Grove City
 Jeds Perrysburg
 Johnny Malloys, Medina
 Kuzman's Tavern, Girard
 Loyal Order Of Moose Lodge #1383, Ashland
 Main Event, Lancaster
 Max's Carry Out, Madison
 Mitchell's Tavern, Westlake
 Nash Golf Enterprises, New Lexington
 Northfield Park, Northfield
 Pair-A-Dice Sports Pub, Loveland
 Pub 51, Northwood
 Ralphies #1, Oregon
 Ralphies #2, Holland
 Razzles/Rockers Café, Olmsted Township
 Roosters 161, Columbus
 Roosters Grove City
 Roosters Newark
 Roosters Olentangy, Columbus
 Roosters Springboro
 Roosters W Broad, Columbus
 Stubby's Pub & Grub, Elyria
 Swinging Door, Rocky River



*Eli Sports Bar & Grill, Mainville
 Store owners David, Steve and
 Michael Westerbeck*

The Pub Café, Cincinnati
 The Upper Deck Tavern, Moraine
 Thirst & Ten, Middleburg Hts
 Tony K's Bar & Grill, Berea
 Toth's Place, Mentor
 Tribes Tavern, Toledo
 Valley View Lounge, Willaimsburg
 Walther's Café, Canton
 Weekend Tavern, Cleveland
 Wellington Eagle #2051, Wellington
 Wings Sports Bar & Grille, Dayton
 Zeno's, Columbus
 Ziggy' S, Amherst



Coming soon...

Trick Out Your Cave

Dec. 2-30, 2012



A \$10 single-ticket *Keno* purchase gives customers a chance to enter the Ohio Lottery's *Trick Out Your Cave* promotion.

What can they get?

Lots of choices with gift cards to a major retailer that can be used for anything in the store. Think HD TVs to stereo systems and more. Players can win gift cards for \$500, \$1,000, \$2,000 or \$10,000 – the top prize.

What will retailers see?

With a \$10 *Keno* purchase, your Ohio Lottery terminal will automatically print a trailing ticket with a *Trick Out Your Cave* online entry code and second-chance entry instructions. Have fun and wish your players luck!

Customers can enter via the web at www.ohiolottery.com or via text or QR code on their mobile phone.

Note for retailers:

The promotion begins at 6:04 a.m. on Sunday, Dec. 2, and closes at 11:59 p.m. Dec. 30, 2012.

No cancellations will be available for wagers of \$10 or more during the promotion.

Special Delivery: Look for a kit pack to support the promotion. That package, which will include promotional material for both *Trick Out Your Cave* and the *New Year's Raffle*, should reach your location by the first week of November.

For illustrative purposes only.

KENO
Congratulations, this purchase entitles you to an entry into the Ohio Lottery Trick Out Your Cave promotion.

To enter:

Take this ticket and log on to ohiolottery.com/cave or text "ENTER" to 95159 to enter for your chance to win. Complete all of the fields on the entry screen. The entry code is the 35 digit number above the barcode.

This promotion runs from December 2, 2012 to December 30, 2012. All entries must be submitted by 11:59pm on December 30, 2012 for entry into the drawing. The drawing will take place on or around January 7, 2013.

You must be 18 years of age or older to participate. Please see official rules for details. Participation is subject to all Ohio Lottery rules and regulations.

Mon. Dec 3, 2012 14:54:45

025786-025786-02 TR-0000005876

32212 50304 00314 57280 00419 81657 10966



Big Winners!

May-August 2012 *Winners of \$5,000 and up*

5/8/12	\$10,000	Jody Meade Fort Loramie	Bruckens Of Ft Loramie Fort Loramie
5/8/12	\$10,000	Mitchell McElroy Pickerington	Happy Endings Pub Pickerington
5/9/12	\$5,000	Cynthia Leers Pickerington	Cardos Pizza & Spirits Pickerington
5/13/12	\$5,120	Brandie Taylor Marion	Ralphies #6 Marion
5/15/12	\$5,505	Michael Hoffeditz Shreveport	Iron Pony Saloon Lakeville
5/17/12	\$20,000	William Evans Jr Columbus	Rude Dog Bar & Grill Columbus
5/23/12	\$11,000	James Bolinger Dayton	Wings Sports Bar & Grille Dayton
5/28/12	\$5,000	Stephanie Rowley Maineville	Eli's Sports Bar & Grill Maineville
6/3/12	\$8,200	Jeffery Van Ness Chardon	Cleats Chardon
6/5/12	\$10,000	Edward Tulanko Vienna	Erin' S Pub Hubbard
6/9/12	\$5,000	Michelle Dye Lynchburg	Mud Puppies Bar & Grill Lynchburg
6/12/12	\$6,000	Catherine Swiger Jefferson	Glenda's Pizza Depot/Park Rd Grille, Painesville
6/18/12	\$5,519	Frank Stout Toledo	Hillstreet Pub Toledo
6/21/12	\$8,200	Jon Folden Barberton	David B's Grille & Pub Barberton
7/1/12	\$11,000	Emmajean Rogers Perrysburg	Fricker's #103 Perrysburg
7/2/12	\$5,000	Frank Pakish Cleveland	Geppetto's/Johnny Malloy's North Ridgeville
7/8/12	\$5,000	Charles Myers Bowling Green	Fricker's #106 Bowling Green
7/12/12	\$10,250	Elizabeth Brown Columbus	Donericks Columbus
7/12/12	\$5,000	Aaron Schraibman Cleveland	Aces Cafe Fairview Park
7/13/12	\$5,530	Danyel Wells Cincinnati	Fricker's #107 Cincinnati

Tradesman Tavern of Parma
Knows a thing or two about
winners.



7/13/12	\$6,606	Scott Mcmillin Cuyahoga Falls	Brubakers Pub #6 Stow
7/21/12	\$10,000	Terrance Mulica Independence	Terrys Pour House Seven Hills
7/30/12	\$5,002	Martin Twyford Toledo	Still Delaney's Lounge Toledo
8/3/12	\$15,000	Eric Hawkins Russiaville	Wild Wings Oak Harbor
8/9/12	\$5,505	Iesha Taylor West Carrollton	Bargos Grill & Tap Dayton



Pictured with
her friend
Wendy (left),
Jody had an
8-spot win.

Nancy placed a
5-spot wager with
Booster and won
\$8,200.





Happy Hour success*

Customers enjoyed approximately 79,692 free Keno wagers (A \$1, 4-spot play with Booster, a \$2 value) during **Happy Hour Fridays** in June. Average Keno transactions, sales and sales per transactions were higher during June's promotional Fridays, compared to any other Friday during the months of May through August.

Customers enjoyed 61,733 free Keno wagers (A \$1, 3-spot play with Booster, a \$2 value) during Happy Hour Thursdays in August. Approximately 4.5 percent of total Keno sales in August were purchased from 4-7 p.m. on **Happy Hour Thursdays**.

* monitor retailers only

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The Ohio Lottery is an Equal Opportunity Employer and Service Provider

1-800-686-4208 | www.ohiolottery.com

Please Play Responsibly

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