

KENOTES

The Ohio Lottery Newsletter
for KENO Retailers



Keno winner
Chad Lorcher of
Sandusky and his
"lucky bartender,"
Dawn-Marie Bailey.

Keno is
for Winners!

OH!
LOTTERY



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 Ohio Lottery
KENO game retailers.

We've got spring fever and lots to share on *KENO*, with sales pacing more than 30 percent ahead of last year. That's great for your business. *Keno's* gathering steam, and retailers like you in the tavern, restaurant and bar industry are increasing sales of other Lottery games as well.

There's a basketball-themed promotion in the works for college basketball tournament season again this year. Get a jump start on what's planned on page 4. Step up to the free throw line and share the news with patrons!

We recognize hardworking *Keno* retailers like **Doreen Laas**, who's passed on her knowledge of Lottery to other establishments in her community. We've included a few of her tips on page 6. Her bar, the Anchor Inn, really does serve as an anchor, bringing people together in her Toledo neighborhood.

What are your plans to generate business this year? Make a point to review your Ohio Lottery game sales and compare that to sales in your district and market segment. While you're doing that, consider an Ohio Lottery supported promotion among your business plans this year. Get out and have fun with *Keno* and all Ohio Lottery games.

Happy Birthday
BOOSTER®!

BOOSTER® celebrated its second anniversary Feb. 28 and sales continue to grow, making up about 17 percent of overall Keno/Booster sales.

Ask your Keno customers if they want to include Booster with their Keno play!

**BOOSTER® is a registered trademark of GTECH Rhode Island Corporation and is used under license.*





\$10 KENO promotion begins Saturday, March 31

Jump shot ready! Your patrons will automatically receive a free *Keno* 2-spot play with **BOOSTER®** with each \$10 purchase* of *Keno* during the final days of college basketball tournament play, compliments of the Ohio Lottery.

The promotion runs all day the following tournament play days:
Saturday, March 31
Sunday, April 1
Monday, April 2

Special Delivery: Look for a delivery of two 11" x 17" posters by your Ohio Lottery sales representative to support the promotion in your location.

*Promotion begins March 31 at 6:04 a.m. and ends April 3, 2012 at 2:28 a.m. Promotion available for single ticket purchases only.



Special Delivery

KICKER's Back, joining Classic Lotto Sunday, April 29, 2012

Retailer delivery starts mid March.

- Special Point-of-Sale
- Posters
- Table Tents
- Coasters
- Bet Cards
- How-to-Plays

Throughout its history, *KICKER's* been the add-on game to various lotto games offered by the Ohio Lottery. It's coming back April 29, joining *Classic Lotto*.

Cost is \$1 per ticket.

Players who say "yes" to the *KICKER* win a prize by matching three, four, five or all six *KICKER* numbers drawn in exact order, starting with the first number on the left, from left to right. Prizes start at \$10 for matching two numbers and go up to \$100,000 for matching all six *KICKER* numbers drawn.

Look for more information in the March *Ticket Seller*.



The Anchor Inn, Toledo

Owner **Doreen Laas** shares some of her best *KENO* retailer practices. She and her husband **Tom** purchased the Anchor Inn in 1994, a business that had been in the extended family for a few generations.

Best Practices:

- **Holds customer appreciation days**

Anchor Inn hosts a Monday women's pool league; a Wednesday men's pool league and holds special events around popular sporting activities like the Ohio State and University of Michigan games. The leagues pool their money together to purchase and play Lottery during their weekly visit to the Anchor Inn.

- **Closely accounts for sales using the Sales Today and Cash Today reports.**

Doreen keeps separate cash drawers for Lottery game money and money from the rest of her business. Each bartender puts Lottery money made during their shift in a special Lottery bag with a copy of the Sales Today report and Cash Today report that show Lottery sales and cashes at the end of their shift. (The staff member who opens the next day pulls the Today and Cash reports at the start of her shift to get sales and cashes from the final shift the previous day, midnight to 2:30 a.m.)

Each morning, Doreen pulls the previous day's sales and cash reports and checks the Lottery bags collected for each of the three shifts. Usually, it takes her about a half an hour to review. Each bartender is responsible for the money earned on her shift.

- **On a weekly basis, rotates instant games in the Winstation vending machine.**

That keeps Ohio Lottery instant game products looking fresh.



↗
Doreen and
her son Josh



Joshua tries an instant
out of the Winston.

Mel, a longtime
patron, and
bartender, Tamra



A Bonding Alternative: The Keno Liability Deposit Program

Save money, time and paperwork with a refundable cash deposit in place of your bond. What's not to like?

The Lottery's *Keno* Liability Deposit program offers a payment option that could potentially save your business hundreds of dollars.

So far, more than 300 *Keno* retailers have taken advantage of the program.

If you're approaching the end of your bond term, talk with your sales representative or regional office to see how you might benefit.

KEY PROGRAM POINTS

- Make a refundable cash deposit.
- Minimum deposit is \$500 and increases based on your weekly sales. (\$500 provides for a liability limit of \$2,500.)
- The deposit increases in \$250 increments based on your current weekly liability limit.
- Contact Mark Paras, Office of Sales Management, at 216-774-5631 for more information.

In the Spotlight

Chad Lorcher of Sandusky is a happy *KENO* winner who enjoys playing the game as a regular at Cheers, an Ohio Lottery retailer located in the Sandusky Mall. Last fall, he asked Ohio Lottery sales representative **Addie Hawn** to take a picture of him and **Dawn-Marie Bailey**, his "lucky bartender."

He had an especially good run playing *Keno* last year, winning on a five-spot play three times in one month. Chad, a former restaurant owner who's semi-retired, calls the regulars at Cheers part of "a big second family."

He first started playing *Keno* when the Ohio Lottery brought the game to Ohio in 2008.

More \$1 Million Plus Club Retailers



Brew Stirs,
Westerville
Employees
Jacquie Denman
and Boli
Rodriguez



Gabby's, Columbus
Owner Peggy Shield and
employee Kyle Klein



Larry B's Sports
Lounge, Westerville
owner Ron Burkey and
employee Jamie Webber



Fricker's #116,
Huber Heights
Manager Natalie
Moore (left) and
head bartender,
Jessica Jennings



Patsy's Bar &
Grill, Boardman
owner Alex
Palombo Jr.



Dapper Dan's, Strongsville
owner Daniel Druso



Big Winners!

October 2011-January 2012

Winners of \$5,000 and up

10/2/11	\$5,000	Jeffrey Sibert Addyston	Ann's Tavern Clevess
10/4/11	\$5,000	Jared Hubbard Ashland	Loyal Order Of Moose Lodge #1383, Ashland
10/5/11	\$5,002	Matthew Phillips New Albany	Roosters New Albany
10/8/11	\$5,500	Michael Smith Danville	Mikes Beer Bucket Danville
10/11/11	\$5,002	Donald Woods Convoy	Brookside Convenience Store Van Wert
10/16/11	\$8,000	Jennifer Stamford Mentor On The Lake	Branding Iron Cookhouse Mentor
10/22/11	\$30,000	Martin McCrackin Cincinnati	Fricker's #107 Cincinnati
10/31/11	\$5,000	Terri Ellis Pickerington	American Legion Post 283 Pickerington
11/8/11	\$15,000	Joshua Daulton Dayton	McGillicutty's Dayton
11/11/11	\$6,600	John Reymann Columbus	Donericks Columbus
11/12/11	\$5,505	John Hock Lancaster	Fairview Inn Lancaster
12/7/11	\$5,000	Robert Rohr North Lawrence	Tuckers Tavern Massillon
12/9/11	\$10,080	Paul Ondecker Akron	Kevin O'Brien's Akron
12/11/11	\$7,200	David Bator Brunswick	Slim & Chubby's Strongsville
12/16/11	\$8,200	Gebran Esber Columbus	Arlington Entertainment Complex Columbus
12/19/11	\$10,002	Peter Grau Dayton	Oscars Sports Bar & Grill Vandalia
12/19/11	\$5,002	Larry Cerana Temperance	Sidelines Toledo
12/19/11	\$10,055	Barbara Jackson Concord	Spats Cafe Mentor
12/31/11	\$8,200	Martin Milliron Medina	Rico's Bar & Grille Brunswick Hills
1/6/12	\$20,500	Michael Murray Kings Mills	Eli's Sports Bar & Grill Maineville
1/6/12	\$15,020	Stephen Kovatch Cuyahoga Falls	Stonehedge Family Fun Center Akron
1/17/12	\$20,050	Todd Rahman Westlake	Mitchells Tavern Westlake





Trick Out Your Cave

Players have fun, retailers capture sales in new promotional offering

KENO players loved it -- a chance to splurge around the house courtesy of the Ohio Lottery's *Trick Out Your Cave* promotion. Customers redeemed more than 548,000 coupons for the chance to win gift cards from hhgregg, the home and appliance store.

Retailers benefitted too. The promotion added about six percent to overall Keno sales growth during the promotional period, Dec. 4 to Jan. 15, exceeding Ohio Lottery expectations.

The promotion increased traffic to the Ohio Lottery website and mobile site, showing promise for future promotions across these platforms. The coupon had an overall redemption rate of 37 percent.

Keno promotions like *Trick Out Your Cave* provide another reason for customers to come and stay awhile!

WINNERS OF THE TRICK OUT YOUR CAVE PROMOTION

Grand Prize Winner (\$10,000 gift card from hhgregg):

Jon McCarthy, Delaware

\$2,000 gift card winners

Tom Yost, Gahanna

Vicki Paden, Brunswick

Corey Rischman, Temperance, MI

Tom Reed, Valley City

Patti Byers, Fremont

For the complete list of winners, please visit:

<http://www.ohiolottery.com/Promotions/Online-Contests.aspx>





THE OHIO LOTTERY
615 West Superior Ave. Cleveland, Ohio 44113-1879

Are you taking advantage of all opportunities to sell Ohio Lottery games?

Consider adding an MP, the Ohio Lottery's online game vending machine, to your operation. Its compact size and ease of use, provides another opportunity to free up your wait staff and have your patrons enjoy Ohio Lottery games. See you sales representative for more information.

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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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