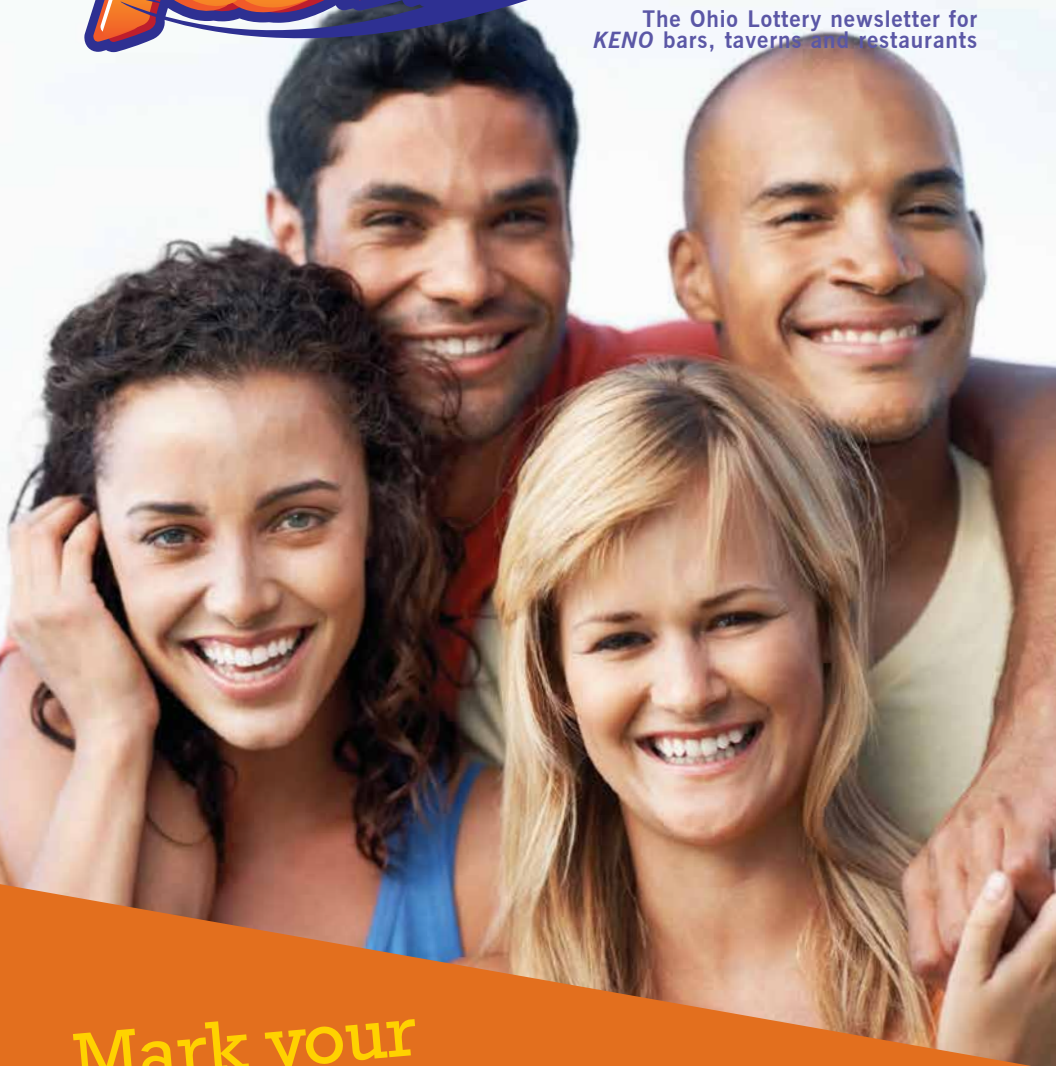


KENOTES

The Ohio Lottery newsletter for
KENO bars, taverns and restaurants



Mark your
calendar for a
Keno Happy Hour!





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

Check out:

✓ **Top Perfect Game 300 retailers**
Page 4

✓ **Getting attention**
Add Lottery to your social media posts and advertising plans.
Page 5

✓ **Retailer spotlight**
Columbus-area retailer has knack for spotting potential.
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✓ **Winner News**
Page 10

Blog
www.ohiolottery.wordpress.com

Twitter
[@OHLottery](https://twitter.com/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 patrons are enjoying the sunshine on your bar or restaurant patio, or coming inside for a break from the everyday hustle and bustle, we know the Lottery's *Keno* Fun specials can be a part of that. Our *Keno* happy hours run on select days through September. It's a special that can't be beat. See page 8 for an update.

Our friends at bars and taverns across the state have let us in on a secret – *Perfect Game 300* is hot. Find out who are our top sellers of the progressive jackpot game and get a few tips from **Trudy West-Weyburne**, the owner of 3rd Base Bar & Grill, both a top seller and jackpot winner!

Talking about progressive jackpot games -- take another look at *Rock'n 777's*. Include it on your menu of in-demand Lottery games when talking to your patrons. An Ohio Lottery Facebook promotion for the *Rock'n 777's* instant game runs through July 14. The promotion, which offers exclusive Live Nation prizes, is just another reason to "Like" us on Facebook.

Keno retailer **Eric Goodman** and his business partners have a knack for finding bars and taverns with untapped potential in and around Columbus, and helping them grow. Learn more about him and his thoughts on making the most of *Keno* and Lottery game potential.

Have a great summer!



John enjoys lunch and a little Keno at Yogi's Bar & Grill



Mike, a Yogi's Bar & Grill regular, tries his hand at Keno.

Perfect Game 300

*Winner and top performer:
3rd Base Bar & Grill, Avon Lake*

On a Saturday morning this past spring, Trudy West-Weyburne, the owner of 3rd Base Bar & Grill, was cleaning her bar with the help of her husband Rick. The *Perfect Game 300* jackpot was growing, and as a fan of the game, she asked him to make a few ticket purchases.

Then, their Lottery terminal reset, with 3rd Base Bar & Grill listed as the seller of a *Perfect Game 300* jackpot ticket.

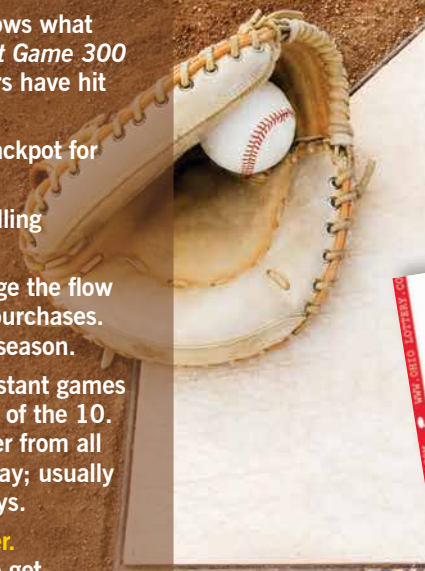
She won \$15,006.

Trudy enjoys the game, knows what the jackpot is and, what places have sold the *Perfect Game 300* jackpot around her Avon Lake-area bar.

She's also one of the top sellers of *Perfect Game 300* in the state.

KEYS TO SUCCESS

- **Has a high level of game awareness.** She knows what the jackpot is, what retailers have sold *Perfect Game 300* jackpot tickets around her, and even what bars have hit twice.
- **Sends a text to interested patrons** when the jackpot for *Perfect Game 300* gets especially high.
- **Ensures all her bartenders are comfortable** selling Lottery games.
- **Added an MP vending machine** to help manage the flow of customers wanting to make Lottery game purchases. Purchases are especially high during football season.
- **Encourages group play.** She'll take 10, \$5 instant games and ask patrons if they'd like to purchase one of the 10. Then, she'll gather them all and draw a winner from all participating. "I'll do it six or seven times a day; usually on Sundays because I'm here all day," she says.
- **Knows when to make a suggestive selling offer.** Before the drawing, she'll ask: "Did everyone get their *Powerball* ticket?"





Take another look...

Promote Keno and Ohio Lottery games via social media.

Rose Kirschnick, the owner of Red Rose Café, used her Facebook page to promote a recent growing *Powerball* jackpot, along with other specials of the day. She helps keep Lottery games, including *Keno*, top of mind as part of her ongoing communication with her loyal patrons.

As of June, the café had 440 likes on Facebook.



The Red Rose Café

May 16

Do you need \$475 MILLION Dollars? Get your Powerball ticket today by 7 pm & get a free drink koozie!

BURGER DAY! \$4.75 ½ Pounder w/Fries 5-8:30
\$1.75 PBR Night with Melanie! 40 Cent Wings Noon til 1am!
Come up and bowl for the 39" LED TV It's only a QUARTER!

[Like](#) · [Comment](#) · [Share](#)



Rock'n 777's

Purchase a *Rock'n 777's* ticket and "Like" the Ohio Lottery on Facebook for a chance at some great Live Nation prizes. Check it out at the Ohio Lottery's Facebook page.

Spotlight on Eric Goodman

Owner of Yogi's Bar & Grill, The Filling Station and Novak's Tavern & Patio, Columbus

It was 2006 and University of Kansas grad, **Eric Goodman**, and his college buddy, **Greg Tishkoff**, decided to purchase The Filling Station Bar & Grill, a neighborhood bar in Powell, a northwestern suburb of Columbus. Both saw Columbus as a good market.

That was the start of Eric's and Greg's career in the bar and tavern industry. They brought in business partner **Katie Frankl** in 2009.

Eric Goodman
at The Filling
Station Bar
& Grill



Licensed Lottery Keno establishments:

- The Filling Station, Powell – licensed 2008
- Yogi's Bar & Grill, Karric Square, Dublin – licensed 2010
- Yogi's Bar & Grill, Hard Road, Dublin – licensed 2012

The Filling Station has seen a 21 percent increase in Lottery sales since 2010.

Why Lottery?

"You don't know how you'll do until you try it," says Eric. "In today's economy it's about capitalizing on as many streams of revenue as possible, beyond selling food and alcohol."

"The Lottery has provided our customers with additional entertainment options beyond a game of pool or darts. They have the chance to risk a small amount of money with the opportunity for a great return."

"Lottery is user-friendly and the staff was able to pick it up quickly."

On managing your Lottery business

Take advantage of the Ohio Lottery's Keno Liability Deposit program, a bonding alternative for bars and taverns, like **Eric Goodman** did. The program fit well into his business model and most importantly, he saved money.



Katie Frankl
at Yogi's Pub
& Grill, Dublin



Top suggestions

- **Invite a Lottery representative to speak to your employees.** Eric encourages giving a Lottery representative 10 minutes to address your bar, tavern or restaurant's staff meeting twice a year. He says that many staff members don't realize how many Lottery games are out there. "It's a good way to increase revenue," he says.
- **Expand the ways to play and win on Keno.** In Nebraska, you can win at Keno by matching the top row, bottom row and side numbers, as well as by spot. That's something Ohio might consider, he says.

Current projects

The trio purchased a well-known bar in the Short North of Columbus to support the downtown entertainment scene. Novak's Tavern & Patio re-opened under the trio's management in early June and is expected to add Lottery games later this year.

Spotlight on Kathleen Kizer, an Ohio Lottery sales representative

Kathleen has recruited 34 bars, taverns and restaurants around greater Columbus to give Keno and other Ohio Lottery games a try. In 2012, her Keno bars and taverns grossed more than \$4.5 million in sales. She's the state's top Keno bar and tavern recruiter.

"From making sure that we have all of the correct supplies, to educating us on new or upcoming promotions, she has been a great asset to us," says Eric Goodman, Columbus-area bar and tavern owner.



This month's Keno Play Special is...

Buy \$10 worth of *Keno* and get a free, 3-spot *Keno* wager from 4 p.m. to 7 p.m. every Wednesday in July.

Buy \$10 worth of *Keno* and get a free, 4-spot *Keno* wager from 4 p.m. to 7 p.m. every Thursday in August.

Buy \$10 worth of *Keno* and get a free, 4-spot *Keno* wager from 4 p.m. to 7 p.m. every Thursday in September.



Top Retailers, Perfect Game 300

**Among bars, taverns, bowling alleys and restaurants
selling Ohio Lottery games**

Jan. 2, 2013 to June 5, 2013

Peg's Pub, Cincinnati

3rd Base Bar & Grill, Avon Lake

Dan & Sandy's Settle Inn, Elyria

Chris' Place, Elyria

Cedar Downs, Sandusky

Cobblestone Tavern, Fairfield

The Parkland, Cincinnati

The Main Entrance, Cincinnati

Rebman's Recreation, Lorain

Stubby's Pub & Grub, Elyria

Top Perfect Game 300 jackpots

Among Lottery bars, taverns and restaurants

Through June 18, 2013

PERFECT GAME 300 JACKPOT PRIZE	RETAILER	DATE WON
\$38,038	Delaware Market & Café, Delaware	April 20, 2013
\$36,765	Hitching Post, Norwalk	May 18, 2013
\$34,998	Franklin Tavern, Franklin	March 1, 2013
\$33,313	Chris' Place, Elyria	Jan. 8, 2013
\$32,736	Diamond Royale, Canton	Jan. 14, 2013
\$31,858	Knuckleheads Bar & Grille, Cleveland	May 10, 2013
\$31,856	Fiebirch Post #397 American Legion, Vermilion	Feb. 2, 2013
\$26,031	Lucky's Grille & Billiards, Hilliard	March 24, 2012
\$23,879	Village Inn	May 26, 2013
\$22,154	Kenny's Sports Bar, Cincinnati	Jan. 30, 2013



Big Winners!

January 2013-May 2013 *Winners of \$5,000 and up*

1/13/13	\$5,000	Cecil Fetty, Valley City	Johnny J's Pub & Grille, Medina
1/16/13	\$11,002	Kerine Brintlinger, New Albany	Roosters, New Albany
1/16/13	\$5,500	Carl Hawk, Sandusky	J L Manny's Restaurant, Sandusky
1/17/13	\$8,000	Annette Miller & Robert Ingram Sr, Mentor On The Lake	306 Lounge, Mentor
1/18/13	\$5,500	Dale Puening, Brooklyn	Brooklyn Pub & Grill, Brooklyn
1/19/13	\$10,000	Donald Shelton, Huber Heights	Fricker's #116, Huber Heights
1/20/13	\$8,200	Beth Morscher, Hilliard	VIP Lounge, Hilliard
1/21/13	\$5,002	Corey Geer, Urbana	Brackens Pub, Urbana
1/25/13	\$5,100	Slawomir Machnik, Macomb Township	The Seafood Restaurant, Sylvania
1/25/13	\$13,206	Deborah Tudor, Cincinnati	McCauly's, Sharonville
1/28/13	\$5,000	Eric Imperata, Hamilton	Eli's Sports Bar and Grill, Hamilton
1/31/13	\$10,000	Cecil Fetty, Valley City	Johnny J's Pub & Grille, Medina
2/11/13	\$5,005	Lois Double, Hinckley	Sidelines Sports Bar & Grill, Brunswick
2/17/13	\$8,000	William Bednar, Garfield Hts & Jeremy Konzel, Cleveland	Rush Inn Bar & Grille, Lakewood
2/17/13	\$8,200	Shelly Skul, Middleburg Hts	Wagon Wheel Pub, Parma Heights
2/22/13	\$20,009	Beverly Simonson, Dayton	Century Lanes, New Carlisle
2/24/13	\$8,200	Ronald Balis, Parma	Shadows, Parma Heights



Wing's Sports Bar & Grille is a \$1-Million Club member. That's Brittany, the head bartender.

2/27/13	\$8,000	Daveny McGee, Dublin	Cheers Too, Columbus
2/27/13	\$5,000	Jean Smith, Brook Park	Quikky's Bar & Grille, Cleveland
2/27/13	\$10,004	Thomas Hutchinson, Cincinnati	Bucketheads, Cincinnati
3/1/13	\$6,000	Charles Percy, Copley	Cleats, Wadsworth
3/2/13	\$11,005	Charles Ott, South Webster	Dakota's Roadhouse Of Jackson, Jackson
3/5/13	\$5,500	Jimmy Pastol, Malta	Sunrise Strikes, Zanesville
3/11/13	\$20,030	Tamara Parsons, Riverside	The Filling Station Sports Bar & Grill, Dayton
3/13/13	\$5,025	Dennis Kelly, Delaware	Moose Lodge #1167, Delaware
3/14/13	\$11,000	Jeanetta Thomas, Sandusky	Fireside Lounge, Sandusky
3/19/13	\$5,000	Robert Rohr, Massillon	Tuckers Tavern, Massillon
3/21/13	\$5,000	Debra Tatsch, Alliance	Karens Castle, Alliance
3/22/13	\$5,505	Keith Kayser, Cincinnati	J Taps Sports Bar, Cincinnati
3/23/13	\$5,011	Joseph Cosari, Strongsville	The Upper Deck, Berea
3/23/13	\$5,500	Ryan Tacosik, Columbus	Average Joe's Pub & Grill, Columbus
3/29/13	\$5,000	Sarah Pope, Canal Fulton	Shamrock Nite Club, Barberton
3/29/13	\$6,024	Robbin Barnhart, Elida	Fraternal Order Of Eagles #370, Lima
4/4/13	\$6,150	Brandon Geiser, Cincinnati	Holy Grail Tavern & Grille, Cincinnati
4/4/13	\$10,015	Thomas Mayzum, Blacklick	Donerick's Pub House, Columbus
4/17/13	\$5,000	Ricky Neuhaus Jr, Cincinnati	Eli's Sports Bar And Grill, Fairfield
4/26/13	\$10,002	Thomas Mayzum, Blacklick	Donerick's Pub House, Columbus
4/26/13	\$5,000	Kevin Park, North Canton	The Basement Of North Canton, North Canton
4/30/13	\$5,507	John West, Columbus	Candle Stick Lounge, Grove City
5/1/13	\$8,800	Ronald Tudor, Cincinnati	Eli's Sports Bar & Grill, Maineville
5/4/13	\$8,200	John Getchell, Cleveland	Bonnie's, Fairview Park
5/4/13	\$8,230	John Loudermilk, Springboro	Froggy Blues, Monroe
5/5/13	\$10,002	Elana Mettler, Kingston	Village Inn, Kingston
5/19/13	\$6,007	Rosalie Young, Fairfield	Cobblestone Tavern, Fairfield



The Roosters on West Broad Street in Columbus is a \$1-Million Club member. Left to right: Megan, Alexis, Meagan, Bobbi, Courtney and Lindsey.



Two thumbs up

Catch the Fricker's vibe and all the restaurant has to offer – including Lottery and *Keno*. Fricker's has about 22 locations that sell Ohio Lottery games, including this one spotted at Fricker's Mason #128 on Governor's Hill Drive in Cincinnati.

*Photo courtesy of
Mike Grause, sales
representative, Region 4*



The Ohio Lottery is an Equal Opportunity Employer and Service Provider

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Please Play Responsibly

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