

KENOTES

The Ohio Lottery newsletter for
KENO bars, taverns and restaurants



Let the Countdown
Games begin!





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:

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Everyone's like family for this Dayton-area retailer.
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Here are the retailers from northern Ohio who've made this year's list.
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Blog
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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.

Time for Countdown Games

Five, four, three, two, one...Happy New Year!
That's the excitement we'd like everyone to feel
as we move through the holiday season.

That's the anticipation we're looking to generate
with the Jan. 12 debut of EZPLAY® *Countdown
Series Games*. What's that? It's an Ohio Lottery
exclusive: a brand-new style of game we think
your patrons will love. We see the appeal of
Countdown Games in its neighborhood group
play, its quick game turnaround and improving
top prize odds as the number of tickets left in
each group goes down.

Share the news with staff and use this *Kenotes*
issue to refresh your own understanding of the
games. The campaign is grass roots. You and
your staff are our best ambassadors!

Turn to page 6 to learn more about the three
Countdown Games coming your way.

A salute to the new Keno Million Dollar Club retailers

In this issue, we salute retailers from northern
Ohio who've worked hard to earn the distinction
of selling \$1 million in *Keno* by the end of Fiscal
Year 2013. In our last issue, we recognized bars,
taverns and restaurants from central and southern
Ohio. Now, the spotlight has turned to our friends
in northern Ohio. Congratulations!

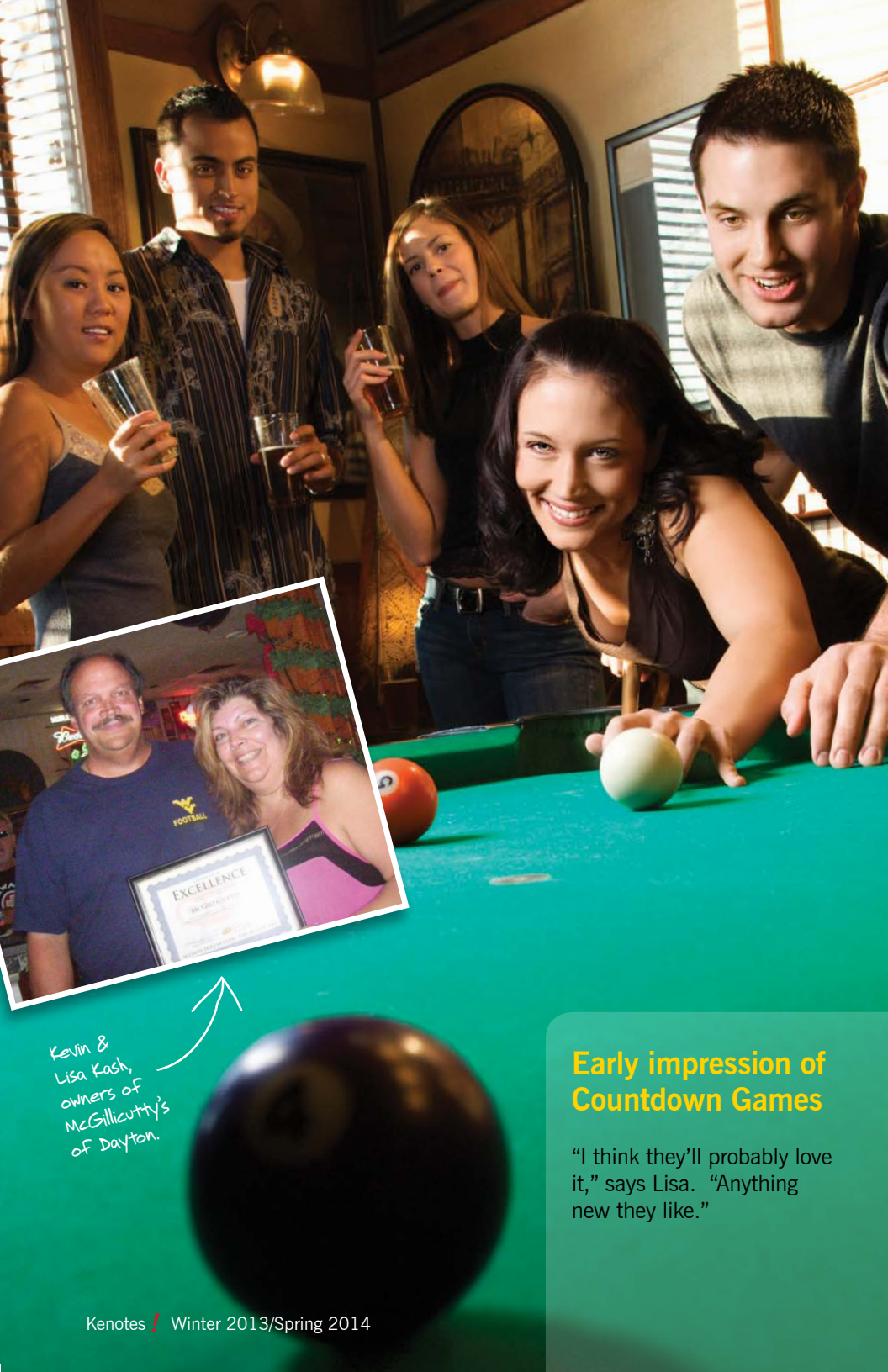
Best wishes for a memorable, fun and
prosperous New Year!



Keep the
Countdown Game
promotional
package in a safe
place prior to the
Jan. 12 game
launch. If you
haven't yet received
your package,
please contact your
sales representative
or regional office.



Leslie, manager,
Gasoline Alley, Niles



Kevin &
Lisa Kash,
owners of
McGillicutty's
of Dayton.

Early impression of Countdown Games

"I think they'll probably love it," says Lisa. "Anything new they like."



Kenotes retailer spotlight

McGillicutty's, Kettering

"Everyone's like family in this neighborhood," says **Lisa Kash** who, along with her husband **Kevin Kash**, owns McGillicutty's, a sports bar in Kettering, outside of Dayton. Lisa grew up in the area, and she and Kevin have raised their children there.

Business snapshot

Kevin always wanted to get into the bar business. So, they and a business partner, who had experience in the business, purchased McGillicutty's in 1994.

McGillicutty's has about 12 employees, many of whom are long-term employees. Her "short timers" have been with them for at least four years. Four employees have been with the bar more than 10 years; another two, more than 20 years.

Her oldest son helps out in the kitchen, in the bar and with general accounting. Another son pitches in to bartend when needed.

The clientele

McGillicutty's benefits from the variety of their patrons – moms at lunch, seniors during the day, business people after work and young adults later at night.

Sales highlights

McGillicutty's is a new *Keno* Million Dollar Club retailer, having earned the distinction of selling \$1 million in *Keno* in a little more than two years. Overall Lottery sales have steadily increased too. The sports bar has been a licensed Ohio Lottery retailer since September 2010.

Lottery sales strategy

Customers typically use the Lottery's MP vending machine or go to the bar to make their *Keno* ticket purchases. Servers cash winning tickets.

Countdown to Fun!

Ohio Lottery debuts Countdown Games

The EZPLAY® *Countdown Series Games* are a brand-new style of Ohio Lottery game play you're going to love! They can only be played through MP vending and are perfect for bars, taverns, restaurants and clubs. They'll be played in small groups all over the state, so all play is local. As the ticket "count" for each game goes down in your group, the chance for the top prize being won goes up!

Countdown Games: Starting Jan. 12, 2014

\$1 Gems

Pool size: 500 tickets

Top prize: \$100

\$2 Three of a Kind

Pool size: 1,500 tickets

Top prize: \$500

\$1 Classic Spin

Pool size: 1,000 tickets

Top prize: \$250

What makes Countdown Games unique?

The Ohio Lottery has placed retailers in groups, based on neighborhoods and geographic proximity. We've started with about 100 unique groups of retailers. With an estimated 100 groups and three *Countdown Games*, there will be about 300 games going on at the same time all around the state.

With each game's small pool size and neighborhood group play, we expect the top prize on each *Countdown Game* to be won quite often. Customers play exclusively with players in their group and win there too!

When the top prize is hit, the game is over and a new game begins!



Special Delivery

Point-of-sale items to support *Countdown Games* should have reached your business in mid-December. Review your package. Look for a poster, window cling, inserts and header for your MP vending machine and player advertising display. Other items tailored to your location may be included.



Spread the word!

We'd like to get the word out on *Countdown Games*, sold exclusively through MP vending.

A look at the MP screens

The *Countdown Games* button can be found right from the main MP screen. *Countdown Games* can also be found under the EZPLAY® Game screen.



Here you'll find everything you need -- \$1 Gems, \$1 Classic Spin and \$2 Three of a Kind -- as well as a button for information on who's in your group, and the latest winners too!



Who's in my group?

Retailers and customers alike can find out what group they're in by checking the MP vending machine screen. It's also on the Ohio Lottery's web site and mobile app!

When a customer with an Ohio Lottery mobile app goes past a MP vending retailer selling *Countdown Games*, they'll know! Customers will be sent a push notification with the games, tickets remaining and prizes available.

Players can search for retailers and save their favorites too.

How many tickets are left?

Each ticket provides information on the number of tickets in each game, the number of tickets remaining and top prize note.

Touch this button to reach the **Countdown Games** screen.



MP vending screens will show the number of tickets remaining for each game in your group. Once the top prize has been hit, the game resets, with the new game showing the number of tickets currently available.



The number of tickets available in your group will also be available via the Ohio Lottery's mobile app and website.



Big Winners!

Sept. 30, 2013-Nov. 25, 2013 *KENO winners of \$5,000 and up*

09/30/13	\$7,200	Julie Omeara, West Chester	Bargos Grill & Tap, Dayton
09/30/13	\$5,000	Cecil Fetty, Valley City	County Line Bar & Grille, Rittman
10/04/13	\$10,000	Taylor Ambrose, Springboro	Roosters Springboro, Springboro
10/04/13	\$10,000	Karen Ambrose, Springboro	Roosters Springboro, Springboro
10/04/13	\$10,000	Michael Ambrose, Springboro	Roosters Springboro, Springboro
10/06/13	\$10,000	Mark Monroe, Circleville	Roosters, Circleville
10/08/13	\$5,000	John Getchell, Cleveland	Bonnie's, Fairview Park
10/08/13	\$8,002	Jennifer Robison, Groveport	Shade On The Canal, Canal Winchester
10/11/13	\$5,500	Charles Price, Dublin	Spuds Bar & Grill, Columbus
10/12/13	\$5,000	Shirley Payne, Circleville	Roosters, Circleville
10/15/13	\$100,000	Stephen Papalas, Niles	Niki'z, Niles
10/20/13	\$6,150	Rogério Campos, Columbus	Zuey's Roundback Bar, Columbus
10/20/13	\$5,054	Jesse Hawkins, Ravenna	Mantua Corners Bar & Grille, Mantua
10/22/13	\$5,000	Linda Bee, West Chester	Bargos Grill & Tap, Cincinnati
10/30/13	\$5,000	Alan Garner III, Dover	Sunnyside Store, Dover
10/30/13	\$5,500	Stephen Colbert, Columbus	Average Joe's Pub & Grill, Columbus
11/09/13	\$6,000	Tina Conti, Wickliffe	Stingers Bar & Grill, Euclid
11/14/13	\$20,500	Carl Hawk, Sandusky	J. L. Manny's Restaurant, Sandusky
11/16/13	\$5,505	Jay Yoder, Massillon	Herbie's, Massillon
11/25/13	\$5,052	Joseph Rhodes, Cleveland	House of Blues, Euclid



Servers Angela and Cassandra, Up a Creek Tavern, Warren



Tom, Danielle and Herbert of Norwalk Eagles 711, Norwalk

The FY13 Class of the Keno Million Dollar Club

This year, more than 90 bars, taverns, restaurants and clubs reached the \$1-million mark in *Keno* sales since joining the Ohio Lottery. Congratulations to all!

This issue, we recognize our *Keno* sellers in northern Ohio.*

Akron/Canton Region

Cicccone's Café, Kent
Cleats, Chardon
David B's Grille & Pub, Barberton
Jerzee's Sports Grille, Akron
Legends Sports Pub & Grille, Uniontown
Lynn's Bar & Grill, Akron
Ozzy's Pub, Akron
Pucker's Sports Pub & Grille, North Canton
The Pub in Kent, Kent
Tim's Tavern, Canton
Tuckers Tavern, Canton

Cleveland Region, Cuyahoga County

American Legion Parma Hts Post #703, Parma
Anthony's Sports Bar, Restaurant & Catering, Parma
Babe's Sports Grille, Middleburg Hts
Bleachers Sports Grill, Parma
Brooklyn Pub & Grill, Brooklyn
Cleats, North Royalton
Cork-n-Bottle, Mayfield Hts
Gunselman's Tavern, Fairview Park
Icehouse Tavern & Grill, Brooklyn
Inn Cahoots, Seven Hills
Knuckleheads Bar & Grille, Cleveland
Merry Arts Pub & Grille, Lakewood
Molly McGhee's Sports Pub, Strongsville
Rivals Sports Grille, Middleburg Hts
Rookies, Parma Heights
The Public House, Cleveland
The Third Place, Cleveland

Lorain Region

American Slovak Club, Lorain
Bailey's Bar & Grill, Elyria
Bullshooters, Ashland
Buzzard's Roost, Hickley
Caddyshack Inn, Hinckley
Cleats, Wadsworth
Frank's & Ellie's Place, Avon
Norwalk Eagles 711, Norwalk
Rush Inn Bar & Grille, Avon
Sidelines Sports Bar & Grill, Brunswick

Toledo Region, Northwest Ohio

Fricker's #105, Findlay
Fricker's, Fremont
Frogtown Johnnie's, Toledo
Knotty Pine Café, Toledo
Loyal Order of Moose #1579, Sylvania
Mayfly Tavern, Toledo
Pat & Dandy's Sports Bar & Grill, Toledo
Ralphies #7, Findlay
The Distillery, Toledo

Youngstown Region

BB Rooners, Salem
Gasoline Alley, Niles
The Lanai, Boardman
Up a Creek Tavern, Warren

Dan Engle,
owner of BB
Rooners, Salem



*Find the list of our new class of Keno Million Dollar Club members from central and southern Ohio in the 2013 fall issue of Kenotes.

Week to Beat

***Keno* sales topped \$5.5 million the week ending March 30, 2013, during the Ohio Lottery's March Mania promotion.** Sales came close in October, surpassed \$5.4 million the week ending Oct. 19, the second-best *Keno* sales week on record.

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The Ohio Lottery is an Equal Opportunity
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John Kasich, Governor
Dennis Berg, Director
Patrick McDonald, Commission Chair

Contributors
Marie Kilbane Seckers, Editor
Molly Fanta
Sandra Neal

24/7 Problem Gamblers Helpline
1-800-589-9966

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