

KENOTES

The Ohio Lottery newsletter for KENO
bars, taverns, restaurants and clubs



Celebrating Keno's
10-year anniversary





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:

- August KENO promotion: It's All about the 10's.**
Play *Keno* for free play.
Retailers win too.
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Learn more here. Includes opportunity for online, interactive game play.
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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, restaurants and clubs
selling the Ohio Lottery KENO game.**

This issue, it's all things *Keno* as we approach the game's 10-year anniversary. We celebrate all you've done to help us reach this milestone. Thank you for making *Keno* a success for Ohio. You rock!

Starting August 1, our *Keno* anniversary month, it's *All about the 10's*, a special promotion around the theme of "10" for customers and retailers alike. During the month, a \$10, 10-spot *Keno* ticket purchase automatically provides customers with a free \$1 ticket with a 10-spot *Keno* play.

You too have a stake in this. Pump up *Keno* sales in August for a chance at extra cash in the *All about the 10's* retailer drawing. See page 5 for details.

Bars, taverns, restaurants and clubs – your business – make up the front lines of *Keno*. Since *Keno* started in 2008, more than 340 original *Keno* retailers are still with us. We thank them for stepping up and growing along with us and thank you for being part of our team. *Keno* has grown every year since 2008 and today is Ohio's top-selling draw game.

Check out our fun facts on *Keno* and tips to help you make the most of your Lottery business.

Enjoy this issue. Have a great summer!

Happy Birthday, Keno!
Aug. 4, 2008





August 1-31, 2018

This is one anniversary you won't want to miss

KENO
CELEBRATING 10 YEARS

Free \$1 10-spot tickets
WITH EVERY \$10 10-SPOT PURCHASE

10 second-chance prizes
ENTER ANY \$10 OR GREATER NON-WINNING TICKET
AT MYLOTTO REWARDS FOR YOUR CHANCE

Celebrating Keno's 10-year anniversary

Aug 1-31, 2018

This August it's *All about the 10's*. Check out these opportunities for both players and retailers.



Play Keno for free play

Spend \$10 or more on a single 10-spot *Keno* ticket and receive a \$1, 10-spot ticket (auto pick) free. This is a repeat promotion (i.e. a \$20, 10-spot ticket provides two free tickets etc.) **Note:** Booster® is not included with the free *Keno* ticket.

Play Keno and enter special second-chance drawing

Enter non-winning, single *Keno* tickets worth \$10 or more into the *All about the 10's* second-chance drawing via MyLotto Rewards®. Ten MyLotto Rewards members will each win \$10,000.

Post a picture playing Keno for a chance to win swag

Post a picture of yourself playing *Keno* to Instagram with the hashtag #OhioKeno10 for a chance to win cool items from the Ohio Lottery.

A special incentive

Retailers win too in *All about the 10's*. Boost your *Keno* sales 5% or more from July to August 2018 and meet promotion qualifications for a chance to win cash prizes.

Qualifications:

- Minimum of \$250 in *Keno* sales for the month of July
- Increase *Keno* by 5% or more
- Must have sales for the months of July and August
- Must be in active selling status during the promotion period
- No NTFs during the promotional period

Sell more Keno, earn more entries:

- 5% to 9% increase provides one entry
- 10% to 19% increase provides 2 entries
- 20% to 30% increase provides 3 entries
- 31% to 49% increase provides 4 entries
- 50% increase or more provides 5 entries

Reward:

Top prize: \$10,000
50 prizes of \$500

Retailer Spotlight:

Winchesters, Delta, Ohio

It took an opportunity, some guts and hard work when **Ed Walters** and his wife opened Winchesters Restaurant & Saloon in 2004. Located right off the Ohio Turnpike's Delta exit, the Western-themed, family-style restaurant and bar offers comfortable, familiar fare and Lottery, bringing in regulars from northwest Ohio and others passing by to relax and enjoy some entertainment.

Winchesters is also one of Ohio's original *Keno* retailers, adding *Keno* in August 2008.

How did the business get started?

Ed's father-in-law owns the building complex and in the early 2000s was searching for someone to purchase the restaurant on his property. However, he couldn't find anyone interested in the local community. At that time, Ed was a lineman for Toledo Edison; his wife, a secretary at a local school. After some thought, the couple decided to make a go of it.

"Why do we want someone else to do it?" said Ed. He secured the financing, set a business plan and got to work.

Ed and his wife eventually quit their day jobs to remodel and grow the restaurant, which is part of a shopping plaza that included a truck stop, convenience store and gas station. They've been in business for 14 years. **Jenn Villarreal**, Winchester's day manager, started the next year. Ed calls Jenn "a life saver." Enthusiastic about the Lottery and her customers, Ed relies on her to take care of Lottery products at the business.

How are Lottery sales?

Sales have steadily increased at Winchesters since 2016 and the bar/restaurant is on pace for another strong year.

Customers
Bill & Jay



Vince



What encouraged Winchesters to bring Keno on board in 2008?

Ed had a friend in the restaurant business in Michigan who encourage him to get *Keno* when it came to Ohio.

“Many who come in to eat will play a few games,” says Ed. “A handful come in specifically to drink and play.”

What games generate the most excitement?

Keno, Touch & Win and EZPLAY® Games. *Keno Stars* is the most popular Touch & Win game, with *Going Pro* and *Twenty 20's* among Winchesters' top EZPLAY® Games.

What are customers saying?

“They want to win, of course,” says Jenn. In general, she says that customers are content and business is going well.

What about promotions?

Regulars enjoy the *Keno* promotions set during the sport season. Winchesters' also ran two *Keno* promotions planned by sales representative **Margot Prymas** during the year.

Any notable big winners?

One of Jenn's regular customers hit the jackpot on two of the Ohio Lottery's progressive EZPLAY® jackpot games in the last year.

What changes have you made?

Winchesters remodeled in 2016 and opened the space between the bar and dining room. Lottery vending, which was hidden from view, is now within the line of sight of people entering the restaurant. That's positively impacted sales.



Shelia

Photon Project update

For bars, taverns, restaurants and clubs

Many retailers in the bar/tavern segment use the Ohio Lottery's Microlot terminal. If you haven't reviewed space needs for the new Photon terminal, now is the time to do so. Your sales representative can help.

If you determine that your Lottery equipment needs to be moved to another area, schedule a tech visit now, *before equipment installation begins*. Please work with your sales representative to get this done.

Look for important information on Photon installation and other details in the August/September edition of *Ticket Seller*.

Space needs for Photon and peripherals: 25" width, 15" depth, 22" height.

Installations scheduled to begin Sept. 10 and run through November.

- Get familiar with the Photon before installation.
- ID your desired training session.
- Reservation details coming soon.

Training: What to expect

- Retailers will have the opportunity for training approximately **2 weeks** before expected installation.
- **Look for a post card with your area's training schedule.** Expect a follow-up call as needed.
- **Training is expected to take about an hour and will be conducted in convenient locations around the state.** The session includes a 20-30-minute presentation and time for hands-on experience.
- Please send employees who work with lottery -- in-store staff, managers and those handling lottery finances for your store.



Most popular Keno spot play FY18



That's about 62% of Keno sales.

Average amount spent per Keno transaction:
\$7.63 (before Booster®)

How popular is Booster®?
About 34% of Keno wagers include Booster®.

Keno/Booster sales and prizes

First year sales (FY2009): \$99.8 million
Fifth year sales (FY2013): \$251.5 million
10th year sales (FY2018): \$421.1 million

First year prizes (FY2009): \$64.4 million
Fifth year prizes (FY2013): \$161.9 million
10th year prizes (FY2018): \$273.7 million

Ohio's history of 10-spot matches

Winner city	Win date	Prize won	Business, city
Akron	8/26/12	\$100,000	Spee D Foods, Akron
Niles	10/15/13	\$100,000	Nicki' Z, Niles
Peebles	11/17/16	\$100,000	Crossroads, Waverly

10-spot wagers account for 3% of Keno play.

Big Winners!

JAN. - JUNE 2018 *KENO* winners of \$10,000 and up at Ohio's bars, restaurants, taverns and clubs. *KENO* play made the day for more than 14.9 million winners from January through June 2018. Here are just a few.

Date won	Prize won	Winner	Retailer
1/6/18	\$10,000	James Cononico II, Youngstown	Blue Wolf Tavern, Boardman
1/10/18	\$10,010	Wilmer Hosket, Columbus	Roosters Olentangy, Columbus
1/12/18	\$10,000	Samuel Miller, Toledo	Sidelines III, Toledo
1/15/18	\$11,000	Rikki Whitaker, Cincinnati	Johnny Whisky's, Cincinnati
1/18/18	\$10,000	Paul Shingleton, Stow	The Pub in Kent, Kent
1/18/18	\$10,002	Ronald Frankforther, Toledo	North Toledo Arrow Club
1/18/18	\$40,004	Christene Rice, Pickerington	American Legion Post 283, Pickerington
1/18/18	\$10,002	Tara Myers, Chippewa Lake	Romeo's O.T. Sports Grille, Medina
1/18/18	\$10,000	Theodore Elfaye, Canton	Harmon's Pub, Canton
1/18/18	\$10,000	Deborah Gates, Cincinnati	Happy Hollow Inn LLC, Cincinnati
1/31/18	\$10,002	Jerry Long, Mount Orab	Double E Café, Williamsburg
2/5/18	\$10,010	Teri Roshon, Westerville	Brew-Stirs, Westerville
2/5/18	\$10,004	Patty Moehring, Cincinnati	Glenway Pony Keg, Cincinnati
2/9/18	\$10,000	David Assenmacher, Madison	Sammy K's Steak House, Perry
2/11/18	\$10,000	Janell Schmidt, Toledo	Fricker's, Toledo
2/11/18	\$11,002	Thomas Mangold, Mogadore	Lakemore Army Navy 273
2/23/18	\$10,004	Frank Stout, Toledo	Triple Crown Lounge, Toledo
2/23/18	\$10,000	Leonard Phillips, Maumee	Swanton Sports Center
3/7/18	\$11,000	Mark Krocker, Dover	Krocker's Bar & Grill, Dover
3/17/18	\$10,010	Benita Morrow, Marysville	Rooster's Marysville
3/20/18	\$10,000	William Ray, Toledo	Barbie's Place, Kent
3/25/18	\$10,250	Sherry Thomas, Akron	Windsor Pub, Akron
5/7/18	\$10,000	Virgil Edmonds, Moraine	The Upper Deck Tavern, Moraine
5/7/18	\$20,002	Charles Wethington, Maineville	Diggs Bar and Grill, Mason
5/7/18	\$10,000	Donald E Shan, N Royalton	Rookies Sports Bar & Grill, Parma Hts
5/7/18	\$10,000	Louella Harris, Delta	Wings Station, Swanton
5/7/18	\$10,002	Steven Breunig, Cincinnati	Lichty's Tavern, Cincinnati
6/8/18	\$10,004	Brett C Pachniuk, Middleburg Hts	Thirst & Ten, Middleburg Hts
6/13/18	\$11,005	Justin Steel, Kettering	Airway Billiards Bar & Grill, Dayton
6/18/18	\$11,000	Gary Singleton, Akron	Andy's in the Park, Akron



Tom hit the Feb. 21 Rolling Cash 5 jackpot at United Polish Club in Lorain.



Chris won playing Touch & Win games at Sports Fanatics Bar & Grill in Eastlake.



Chad won \$ playing Keno at Fricker's in Finlay.



NEW Skee-Ball[®] to join EZPLAY[®] Game lineup

On sale Sept. 9, 2018

\$3 Skee-Ball[®]

Top Prize: \$2,000

Odds: 1 in 4.25

Payout: 67.7%

Play style: Match "your throws" to the "Skee-Ball[®] numbers" to win on each ticket. Reveal the skee-ball figure shown on the ticket and enter the ticket through MyLotto Rewards[®] for a chance to win other prizes.

Want to play more? Scan the ticket's QR code or go to www.ohiolottery.com to play the interactive game.

Other EZPLAY[®] Games returning Sept. 9 include \$2 *Touchdown Dollars* and \$2 *Spooky Sevens*.

Ending Sept. 9, 2018

\$1 Piggy Bank Bucks

\$2 Home Plate Doubler

\$2 OH My Stars



A Celebration of our original KENO retailers



Congratulations to the more than 340 Keno retailers whose loyalty, perseverance and support have kept them as part of the Ohio Lottery retailer family since 2008. During the next few months, we'll be highlighting our first year Keno retailers throughout our Kenotes publication.

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The Ohio Lottery is an Equal Opportunity Employer and Service Provider

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Total copies printed: 4,100 Unit Cost: \$0.503 Publication Date: 7/18

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

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FIRST-CLASS MAIL
U S POSTAGE PAID
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