

KENOTES

The Ohio Lottery newsletter for
KENO bars, taverns and restaurants

Play games,
earn points,
be rewarded!

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

Check out:

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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.**

Batter up! It's time for the *Keno* Indians-Reds Spring Training Getaway promotion. In September, everyone who makes a \$10, single-ticket *Keno* purchase has a chance to enter. Top prize is a trip to spring training in Goodyear, Arizona. Get the details here!

Now, your customers' loyal Lottery play goes even further with an online player loyalty club, set to launch at the end of August. MyLotto Rewards will be accessible through the Ohio Lottery's web site. It's a great new benefit. Come check it out.

This issue, we're featuring another go-getter retailer, Pub 51 of Northwood, outside of Toledo. The bar finds a lot of ways to keep its patrons happy and engaged. The staff finds a way to give their *Keno* and Lottery enjoying customers a lot of TLC too. You might find a useful tip or two.

Many bar, restaurant and tavern owners use MP vending to support their Lottery business. We want you to know that the Lottery is adding voucher capabilities to the machine. We've shared some information here and encourage you to discuss it with your sales representative. We'll have more details to share shortly.

Keep your customers in the know, and enjoy the latest from the Ohio Lottery!

Nancy played and won \$5,500 at the Moose Lodge in Marietta. She played Black Cherry Bingo!



Check out the prizes

Two grand prizes

Take a trip to Goodyear, Arizona for spring training!

Each prize includes round-trip transportation for two and two tickets to at least two spring training games at the Goodyear complex or other nearby location. Trip includes a tour of the Cincinnati Reds or Cleveland Indians facility, hotel accommodations for three nights and four days and more! (Note: Activities are at the discretion of the teams, subject to game dates and availability).

10 first place prizes

Joint Indians-Reds branded merchandise packages.

Receive a prize package with a Jay Bruce bobblehead, a Cincinnati Reds hat, a Reds logoed baseball, Cleveland Indians team jersey, Indians hat and Indians logoed baseball.



HERE'S THE PITCH!

For every \$10 KENO purchase, you can enter to win a vacation package for two that includes airfare, hotel, \$1,000 spending cash and tickets to cheer on the  and  in Goodyear, Arizona. For details, enter through MyLotto Rewards at ohiolottery.com. Promotion runs 9/1 - 9/30.



one ticket for every \$10 KENO purchase through the promotional period.





Spring Training Getaway coming Sept. 1

We've got a winner of a promotion for your *Keno*-loving customers! Starting Sept. 1, every single-ticket *Keno* purchase of \$10 or more provides customers with an opportunity to enter the *Keno* Indians-Reds Spring Training Getaway.

Each qualifying purchase includes a *Keno* ticket and a trailing ticket with entry details.

The promotion ends Sept. 30.

**Entry is through MyLotto Rewards.
Check out www.ohiolottery.com to learn more.**

A player who has an Ohio Lottery account for *Cash Explosion* or another online Ohio Lottery promotion can simply use their established login and password to enter.

Need an account? Click on "MyLotto Rewards" on the Ohio Lottery website to get started today.

For illustrative purposes only.



Pub 51, Northwood

Business snapshot

Kay Crouse, the full-time manager of Pub 51 in Northwood, is hands-on, overseeing the bar, booking entertainment and managing Lottery. She knows a lot about Lottery after managing a convenience store in Florida for many years. She's been at Pub 51 for a little more than five months.

Pub 51 employs 20, mostly part-time employees. Patrons include families and adults of all ages.

This is the first venture into the bar and tavern business for owners **Ron Bihn** and **Melissa** and **Tim Gullett**.

A focus on Lottery games, group play

Keno is the undisputable leader among Lottery game products. Pub 51 also does well with instants and EZPLAY® Games, especially *Perfect Game 300*.

Pub 51 has an active group of morning and afternoon *Keno* regulars. Kay says that the Lottery's Friends Night Out promotions in June and July kept some afternoon regulars in the bar a little bit longer to take advantage of the promotion.

Lottery promotions

The staff at Pub 51 holds their own *Keno* promotions too. On Mondays, you'll find a special "reverse raffle" for *Keno*-playing groups. To play, each person puts in \$1 and picks a number on a group ticket purchase. Each checks their numbers, and as long as their number comes up, they keep playing. The last person standing wins the pot.

One to two times a week, Pub 51 shows its support for players by holding a second-chance *Keno* drawing. Over a period of about two hours, *Keno* customers are encouraged to enter their non-winning tickets. Typically, the winner receives \$5 worth of *Keno* play and other bonus offerings.

As far as Lottery is concerned, customers like whatever's new — and the more winners the better. She says that winner awareness and advertising is so important.

"Especially in this atmosphere - they tell everybody," she says.



Countdown Games

Pub 51 is part of Countdown Game group 20 in northwest Ohio. It's had 11 top prize winners as of Aug. 14, and players love it when Pub 51 gets recognized for its top prize Countdown Game wins on MP screens across the community. *Classic Spins* is the favorite among Pub 51 players.

Kay says "come one, come all," to Pub 51's Lottery playing customers.

Ron (left) shakes the hand of Mike, one of Pub 51's loyal Keno customers!



(Left to right) Pub 51 owner Melissa, Kay and owner Ron have a lot of fun along with their customers.

Pay voucher planned as new customer convenience

Customers who use the MP vending machine for Lottery game play will soon be able to cash out their winnings and any play credit using a new voucher system developed by the Ohio Lottery.

The voucher is planned as part of a software release scheduled for late September. Players who want to cash out of the MP vending machine will be able to print a voucher from the machine and take it directly to you to cash.

What retailers need to do

Simply place the voucher bar code under your scanner to record the transaction, and pay your customer. Get details on the new voucher system in an upcoming issue of *Ticket Seller*.



On the MP vending machine *Want to clear a pending ticket?*

Here's how:

- Put your report key in the slot on the side of the machine and turn (1/8 of a full turn).
- Press the Retail Manager key.
- Enter the passcode: 456.
- Press "History."
- Press "Ticket History." This screen will show the last 10 transactions.
- The "Pending Ticket" line should be in red. Press the line to highlight.
- Hit reprint and give your customer her ticket.

Still having problems? Call the service line at 1-866-710-2462.

This advice sent courtesy of Matt Borgner, Akron-Canton regional office.



MyLotto Rewards

Play games, earn points, be rewarded!

Retailers: Share the news of MyLotto Rewards, the Ohio Lottery's new player loyalty club. It's our way of saying thank you to our loyal customers, providing them with opportunities to earn points based on Lottery purchases made at your store.

What do I get?

Members of MyLotto Rewards can redeem points they earn for merchandise and digital items like music downloads, gift cards, outdoor gear, event tickets and electronics. Points can be used to enter special second-chance drawings too.

How do I earn points?

Customers earn points by making Lottery purchases in your store. They can also earn points by being an active member of MyLotto Rewards — answering polls, trying new games and other MyLotto rewards activities.

How do I sign up?

Customers with an online account for *Cash Explosion* or any of the Ohio Lottery's online promotions (i.e. *Monopoly Jackpot*) can simply use their login and password to sign in to MyLotto Rewards.

Customers who do not have a registered account with the Ohio Lottery can easily set up a MyLotto Rewards account at www.ohiolottery.com.

MyLotto Rewards is scheduled to launch at the end of August.

Big Winners!

April-June 30, 2014 *KENO winners of \$5,000 and up*



4/1/14	\$10,034	Charles Reese, Cincinnati	Skins Place, Cincinnati
4/3/14	\$5,000	Jerome Walcott, Cleveland	Lopresti Union Club Tavern, Cleveland
4/5/14	\$10,003	Andrew Connell, Columbus Grove	Smoke-E's Bar & Grill, Leipsic
4/7/14	\$8,200	Dennis Nichols, Cincinnati	Blue Goose Sports Cafe, Sharonville
4/8/14	\$10,000	Lillie Gentry, Akron	Bill White's Akron Bowl, Akron
4/8/14	\$5,000	Michael Watson, New Philadelphia	New Phil American Vet Post 1338, New Philadelphia
4/8/14	\$11,000	James Bolinger, Dayton	Stubbies Bar & Grill, Vandalia
4/10/14	\$5,005	Michael Loscocco, Columbus	Paddy Mac's Pub, Columbus
4/11/14	\$6,003	Dave Pardi, Columbus	Coaches Bar & Grill, Columbus
4/11/14	\$5,400	Thomas Boley, Akron	Mickey's In The Valley, Akron
4/12/14	\$5,000	Charles Machamer, Canton	Tim's Tavern, Canton
4/15/14	\$15,000	Brett Angney, Shaker Hts	Dave's Supermarket #11, Cleveland
4/16/14	\$5,500	Brenda Songer, Lorain	Time Out Tavern, Lorain
4/17/14	\$5,000	Gregory Erwin, Orient	Whitehorse Saloon, Grove City
4/23/14	\$6,004	Harry Smittle, Sinking Springs	Dakota's Roadhouse of Hillsboro, Hillsboro
4/25/14	\$5,502	Mark Veronica, Toledo	Triple Crown Lounge, Toledo
4/26/14	\$5,510	Robin Meredith, Cincinnati	Vince's Other Place, Cincinnati
4/26/14	\$5,000	Vincent Goots, Vienna	Prime Steak and Seafood, Marietta
4/29/14	\$5,000	Timothy Florak, Columbus	Keystone Pub & Patio, Columbus
5/10/14	\$8,200	Rebecca Glista, Beloit	Dusty Armadillo, Rootstown
5/12/14	\$11,015	Vicki DiGregorio, Austintown	Chipper's Sport Bar, Austintown
5/12/14	\$5,502	Richard Tomola, Middleburg Hts	Islander, Middleburg Hts
5/14/14	\$5,560	Diane Lasecki, Berea	Last Stop Inn, Parma
5/23/14	\$5,002	Rebecca Daring, Dayton	Clancy's Tavern, Dayton
5/24/14	\$11,006	Rachel Gerlica, Chardon	Little Eagle Drive-Thru Beverage, Chardon
5/27/14	\$11,000	James Bolinger, Dayton	Wings Bar & Grille, Dayton
6/9/14	\$5,000	Charles Humphries Jr, Cleveland	Freeway Lanes Of Parma, Parma
6/13/14	\$5,007	Mary Dixon, Englewood	Trish's Cafe & Catering, Union
6/17/14	\$6,001	Benjamin Boerger, Troy	Fricker's #123, Troy
6/17/14	\$8,200	William McDonald, Ravenna	VFW Post #9716, Streetsboro
6/21/14	\$5,002	Moreno Miller II, Cleveland Hts	Thistledown, North Randall
6/27/14	\$11,000	Shane Mauger, Columbus	Heritage Lounge, Reynoldsburg
6/28/14	\$8,000	Wade Murray, Sidney	Dawg Pound Lounge, Sidney





Derek plays keno at Leghorns in Athens. When he didn't get to make the bet he wanted, he decided to place \$10 on the next game and won \$750.

Crystal is a regular at Shade in Athens. She's thrilled she won \$2,218 playing keno. This is her boyfriend Mitch.



Top Jackpots

Among bars, taverns, restaurants and clubs

Rock'n 777s*

Chud's Inc , Fremont	7/24/13	\$27,400
The Rusty Barrel , Westlake	6/29/13	\$24,123
The End Zone Pizzeria , Ironton	9/24/13	\$23,315
Sammy K's Steak House , Perry	7/21/13	\$21,603
UAW Local 14 , Toledo	8/20/13	\$18,797
Tony K's Bar & Grille , Berea	6/15/13	\$17,950
The Dug Out , Reynoldsburg	9/9/13	\$17,096
Inn Cahoots , Seven Hills	5/24/14	\$15,783
C-Town Grill & Bar , Broadview Hts	6/10/14	\$15,643
Wellington Eagle #2051 , Wellington	7/6/13	\$13,317
Wendell's Pub , Westerville	5/23/13	\$13,161
The Firehouse Grill & Pub , Akron	7/16/14	\$11,567
Firehouse Tavern , Sunbury	6/4/13	\$12,742
Fat Jack's Pizza , Lima	6/20/13	\$12,548
Wellington Eagle #2051 , Wellington	6/17/13	\$11,944
The Mine Tavern , Nelsonville	6/26/14	\$11,306
Tim & Ed's Bar & Grill , Toledo	10/3/13	\$11,294
Little Hunan Restaurant , Austintown	9/17/13	\$11,221
Wayne Webb's Columbus Bowl , Columbus	10/6/13	\$10,369
Bellevue Eagles , Bellevue	5/18/14	\$10,080
Roosters , Springdale	9/19/13	\$9,962
VIP Lounge , Pickerington	10/29/13	\$9,665
Captains Corner , Kelleys Island	6/6/13	\$9,549
VFW #5645 , Findlay	6/8/13	\$9,232
417 Canteen & Mess Hall , Mount Sterling	8/16/13	\$9,127

Going Pro*

Rush Hour Bar & Grille , Twinsburg	7/19/14	\$78,882
Bowling Entertainment Group , Mentor	8/8/14	\$76,997
Cadillac Jacks , Miamisburg	6/12/14	\$67,940
Dayton Moose #73 , Beaver Creek	5/27/14	\$66,155
Roosters , Circleville	5/1/14	\$52,900
Molly McGhee's Sports Pub , Strongsville	6/4/14	\$50,079
Jocko's Pub , Cincinnati	5/19/14	\$27,884
Jed's On Campus , Toledo	7/13/14	\$25,004
Moose Lodge #1167 , Delaware	7/4/14	\$19,445
OB's , Toledo	5/22/14	\$17,819
Union Depot , Union	5/14/14	\$17,146
K.C.'s Bar & Grille , North Olmsted	7/24/14	\$15,470
The Humidor , Newark	7/8/14	\$14,734
Red Rose Cafe , Lakewood	6/15/14	\$12,987
Bub's Timeout Sports Bar , Chillicothe	5/15/14	\$8,263

*As of Aug 14, 2014

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Get certified, get cool stuff and advance news from the Lottery.

www.KENOCertifiedExpert.com

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