



So much excitement, so little effort.

Tammy Jackson became a KENO retailer for a few reasons. Sure, she thought it'd bring more people into her Springboro bar. But she also wanted to offer her customers something different, and she looked forward to the excitement of having her customers win. Turns out, she got all of that and more.

Tammy quickly realized that her KENO customers were staying longer and drinking more. And it doesn't take much to figure out that's not just good for her sales, that's good for her wait staff. When asked if the addition of KENO was a tough sell for her wait staff she said, "It wasn't a tough sell. A lot of our wait staff also play the game so they were really happy that we got it in. We trained them properly so it was an easy thing for us to get it started. A lot of times our sales staff play with the customers and that makes it fun for everybody."

Tammy also got the new Multi Play Station recently and she's quick to point out what a big help it is. "We do have certain nights that we are very busy, we have live music, and when we can't get to our KENO customers, they now have an option where they can play the ticket themselves."

But her bar isn't just full of happy customers on nights they have live music. "We had a KENO party sponsored by the Ohio Lottery. That was a great promotion. We had a whole bar packed that night. And yes, I'll do some more promotions in the future." Tammy also told us, "We're very happy to be a KENO retailer. It's been a very nice addition to our bar. The Lottery has been very responsive to any of my needs or any questions that we have." Looks like this success story has a very happy ending. Wait, actually, it's just the beginning.

Tammy Jackson, Owner
The Spring's Bar & Grill
Springboro, OH

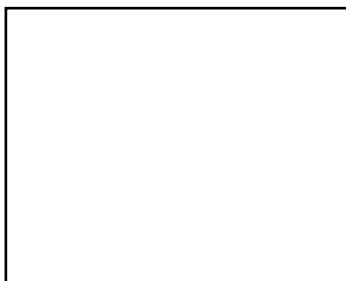




New game. New faces. New revenue.

William Scott Allmon, owner of Scooter's Bar & Grill, was happy to talk to us about the benefits he's seen from KENO. The biggest one? Steady business. "It keeps everything moving. A lot of people will stop in at all times of the day to take a chance and win some money." He also notes, "Immediately, we started seeing people we'd never seen before. One or two of them are coming in every day."

But steady business isn't the only perk. "When people hit, they like to tip the bartenders. If they hit big, they usually tip 'em out pretty well. And they tend to drink an extra beverage or two and stay a little longer if they got a couple more draws. It definitely helps the tip jars."



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Since William is having such good luck with KENO, we asked him if he had any advice he'd like to share with new KENO retailers. "My major advice is know the game. Know how to play it. Know what the payouts are. Know how to explain it to someone, and how to fill out the card correctly. It'll save you a lot of time in the long run."

Save time. Make money. Sounds like a pretty good business plan to us.

William Scott Allmon
Owner, Scooter's Bar & Grill
Buckey Lake, OH





Lulu Quezada, Owner
23 Track Stop/The Fork & Spoon
Circleville, OH



Maribel Quezada, Operations Manager
23 Track Stop/The Fork & Spoon
Circleville, OH

Truck drivers don't just stop. They stay.

Lulu and Maribel Quezada already had the Lottery, so they figured adding KENO would be no big deal. Turns out, they were right. "We were in compliance. We requested KENO, and it was granted. We are happy to have it. There wasn't really a big challenge to get it," Lulu said.

And since The Fork & Spoon is a truck stop, they serve drivers who have to spend time before going back on the road, so they thought KENO would give drivers something to enjoy while they waited. And enjoy it they do. Lulu tells us, "I get very excited when I see people yelling, 'Hey, I won! I won!'"

And it's that kind of environment that Maribel likes most. Not only does KENO attract more customers who stay longer, but, "I think the greatest benefit to being a KENO retailer is the crowd. I think KENO creates a nice atmosphere for them. It creates a friendlier atmosphere when they're here."

A friendly atmosphere. More customers. What's not to like?





Susie Allison, Owner
Christy Club

Customers play. You win.

Susie Allison is no stranger to the benefits of KENO. "It's just taken off. It's probably brought me 50 new customers a year." That's a lot for an independent venue. And customers aren't just coming in sporadically. Susie's found herself some new regulars. "I have customers that come in here for lunch. They have their lunch here now instead of taking lunch at another place. Then they get off work and come and play. So it's brought in a lot of customers just for KENO."

So, how does one go about getting customers to join in on the fun? "If you teach your employees, they'll teach the customer. And it's easier if you know the odds. If you show the customer how to play and how easy it is to win, they'll want to play."



But KENO isn't just easy for the customers. The Multi Player Station has helped out her wait staff, too. "I got my Multi Player in and it's helped a lot. If you're really busy, customers can get their own tickets and they don't have to wait on the barmaid. And they can also check their own tickets there and get credit on the machine to replay, so they don't have to wait for anything. It's been really nice. It's been a big help."

Thanks Susie. Your advice has been a big help to new KENO retailers, too.

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