

KENOTES

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



**Keno Double
Win is back!**





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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Columbus.
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Reintroduce players to the fun of pool play.
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Cover shot: Jill (left), a Lottery player and fan of Coaches Bar & Grill, built an exact miniature of the bar. Pictured with sales rep Kathleen Kizer.

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, restaurants and clubs selling the Ohio Lottery KENO game.

Double stack, double cheese, double win! We know customers will enjoy the upcoming *Keno Double Win* promotion. It's their chance to take home a double helping of *Keno* prizes, and it runs June 1-30. Make your place a favorite summer destination, have fun with *Keno Double Win* and maybe even add a few "double win" promotions of your own. Get the details on page 5.

Did you receive your delivery of Ohio Lottery coasters and caddy toppers? Time to get those out. These colorful, fun and functional items remind customers of EZPLAY® Countdown and other favorite Ohio Lottery games – in addition to *Keno* -- available at your location. As a premier *Keno* destination, let them know about these other game offerings.

Are you a certified *Keno* expert? Employees of *Keno* establishments like yours have already signed up. They get advance notice of special promotions, input on the business of selling *Keno* and other perks. In fact, they recently chose a new *Keno* show that will be at your establishment later this fall. See page 12 to learn more.

Benny Leonard, the owner of Coaches Bar & Grill in Columbus, appreciates how *Keno* has helped grow his already loyal customer base. The neighborhood tavern owner, a top-selling *Keno* retailer, shares a few thoughts on how he's made Lottery a successful part of his business.

Page through this issue for a few business tips, winners news and more. Let's bring the sunshine in and enjoy a fantastic summer!

Arun (left), a Coaches Bar & Grill bar manager, and Dan (right), a happy Rock'n 777s winner.



Keno players won big

Players won an additional
\$1 million in January's
Keno Double Win
promotion!

KENO

CONGRATULATIONS! ALL P
THIS TICKET WILL BE DO

The KENO Double Win Pro
through June 30, 2016
00010 04566 00004587500145

02

Draw Number X
Thurs June 0
FOR 1 DRA
\$1 KENO PER

BOOSTER

\$1.0

Game Rule:

FOR DRAWING RESULT
WWW.OHIOL

BOOSTER is
GTECH Rhode
t is use



KENO Double Win promotion returns

Tell customers it's time to stop by and enjoy the Ohio Lottery's *Keno Double Win* promotion. During the entire month of June, every 20th *Keno* ticket purchased statewide includes a "Double Win" message. Customers holding winning tickets and the "Double Win" message get double their prize automatically. That includes *Booster*® too.

Bring the sunshine in, get those patios ready and share the news about the *Keno Double Win* promotion today!

Please note: All *Keno* tickets purchased during the *Keno Double Win* promotion cannot be cancelled.

For illustrative purposes only.



Retailer Spotlight:

Coaches Bar & Grill, Columbus

Local appeal, staff members who take pride in their entertainment destination, loyal customers and a strong sense of financial accounting have made Coaches Bar & Grill one of Columbus' top *Keno* destinations. Owner **Benny Leonard** calls his bar a “throwback” to a time when neighborhood bars reigned supreme.

He's been the owner of Coaches Bar & Grill since 1994. Here's what he had to say about being a *Keno* retailer.

His history with the Lottery

Benny became a Lottery retailer in 2011, after the Lottery added MP vending machines. The machines brought a good balance to his business, allowing the necessary flexibility to help his staff succeed and ensure his customers had fun.

Keno and Lottery game impact on his business

“I think it's brought a little bit more loyal customers,” he says. He finds that *Keno* play often turns into tips for servers. It's an added plus for his employees.

His challenges

“The rent and the bills keep going up and you have to try to manage it with no or little impact on the customer,” he says.

His favorite Lottery reports

Benny relies heavily on the Lottery shift report, which tracks sales and payouts on an hourly basis. He also likes the *Keno* report showing the last 10 drawings, his so-called “hot numbers” report, which he shares with customers.

What improvements can be made?

“There are still people who don't realize you can play all (draw-style) games on the (MP) machine,” he says.

Coaches Bar & Grill will be among the first Keno bars and restaurants to have the Lottery's new MPQK vending machine.



(L to R) Dennis, Dan, Coaches owner Benny Leonard, sales rep Kathleen Kizer.



Tips for Keno success

Coaches Bar & Grill has an area set aside for Keno vending. The bar also keeps its winners top-of-mind and up-to-date with a winners wall organized and updated with the help of Lottery sales representative Kathleen Kizer.

Managing cash is important. “You have to come up with a set amount of cash to keep in the bar (to cash winners) and keep on top of it,” says Benny.

Informing customers about other Lottery games too. When the *Powerball* jackpot broke \$1 billion, he placed a sign in the entranceway to let customers know that they could play *Powerball* at his location without the wait. Many customers, he said, didn’t realize all the games available through MP vending.

Benny’s brother Greg created this replica of Butch Cassidy and the Sundance Kid.





New coasters, caddy inserts ready for use

Lottery representatives are delivering coasters and caddy inserts for use at your bar, tavern or restaurant. The coasters and caddy inserts are an attractive and easy way to share news about Lottery games at your location.

Put them on display. It's just in time for the *Keno Double Win* promotion!

Haven't yet received your delivery? Please contact your sales representative or regional office.

HOW BOLD ARE YOU?

**\$1 WINS 10% • \$5 WINS 50%
\$10 WINS 100%**
Percentage of Progressive Jackpot

WAYS TO WIN

7 ways to win on each ticket • Match 0, 5, 6, 7, 8, 9 or 10 numbers out of 80 to win • Payouts between 76% and 80%

HOW TO PLAY

- 1 Start by choosing how many spots/numbers to play. If you choose 6 numbers, you're playing the 6-spot.
- 2 Next, choose how much to wager per draw: \$1, \$2, \$3, \$4, \$5, \$10 or \$20.
- 3 Then choose how many consecutive draws you want to play (1-20). To wager more (and win more), you play the **Booster™**. This adds \$1 for every \$1 wagered. If you hit the Booster, it can multiply your winnings by 1x, 2x, 3x, 4x, 5x or 10x. A 1x Booster does not increase winnings.
- 4 You can choose your own numbers or Auto Pick. Then just watch the number drawing on the TV screen (or online) to see how many numbers are matched. The more numbers you match, the more you win.

Odds & Payouts

Prize values based on \$1 wager. For wagers over \$1, multiply the prize amount by the amount wagered.

10-SPOT GAME		9-SPOT GAME		8-SPOT GAME		7-SPOT GAME		6-SPOT GAME	
Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize
10	\$100,000	9	\$25,000	8	\$10,000	7	\$100	6	\$3,100
9	\$5,000	8	\$2,000	7	\$800	6	\$100	5	\$50
8	\$500	7	\$100	6	\$50	5	\$11	4	\$7
7	\$50	6	\$20	5	\$15	4	\$5	3	\$1
6	\$10	5	\$5	4	\$2	3			
5	\$2	4	\$2						
4	\$5								
0	\$5								
Odds: 1 in 9.05		Odds: 1 in 6.53		Odds: 1 in 9.77		Odds: 1 in 4.23		Odds: 1 in 6.19	

5-SPOT GAME		4-SPOT GAME		3-SPOT GAME		2-SPOT GAME		1-SPOT GAME	
Match	Prize	Match	Prize	Match	Prize	Match	Prize	Match	Prize
5	\$430	4	\$72	3	\$27	2	\$11	1	\$2
4	\$38	3	\$5	2	\$2				
3	\$2	2	\$1						
Odds: 1 in 10.34		Odds: 1 in 3.86		Odds: 1 in 6.95		Odds: 1 in 16.63		Odds: 1 in 4	

MyLotto powered by Play. Earn. Win.

ONCE THE TOP PRIZE HITS, the game resets.

THESE GROUP-SPECIFIC GAMES ARE DESIGNED TO GET HIT QUICKLY. PURCHASE TICKETS AT ANY MP MACHINE AND FIND OUT WHO YOU'RE PLAYING AGAINST BY TAPPING THE "WHO IS IN MY GROUP" BUTTON. PLAY TODAY!

TICKETS REMAINING

Recent 123 Cash Countdown Game winners

Top prize winners at Ohio's bars, taverns, restaurants and clubs

- April 25, 2016: **Stacey's Place**, Cincinnati
- April 24, 2016: **Ten Mile Inn**, Galloway
- April 19, 2016: **VFW Post 657**, Dayton
- April 12, 2016: **Caribbean Jerks**, Lewis Center
- April 9, 2016: **Club 2357 Big Mike's**, Warren
- April 8, 2016: **Moose Lodge 490**, Painesville
- March 28, 2016: **Firehouse Rootstown**, Ravenna
- March 7, 2016: **Firehouse Grille & Pub**, Akron
- March 4, 2016: **King's Point Pub**, Kettering

Offer customers a little variety with Countdown Games

Have customers looking for something a little different to play? Let them know about Lottery Countdown Games today:



\$1 Gems

Pool size:

500 tickets

Top prize: \$100



\$2 Three of a Kind

Pool size:

1,500 tickets

Top prize: \$500



\$5 123 Cash

Pool size:

2,500 tickets

Top prize: \$1,500

When the number of tickets available in the pool goes down, the chances of winning the top prize go up!

Big Winners!

McCauley's, Sharonville
Keno Million Dollar Club,
Class of Fy2015
Ted Marmakis, owner

February-April 2016

KENO winners of \$5,000 and up at Ohio's bars, restaurants, taverns and clubs

2/5/16	\$5,000	RODNEY WRIGHT, XENIA	ROOSTERS, XENIA
2/5/16	\$5,500	DONALD ZWISLER, AKRON	AMERICAN LEGION CHARLES FAUST POST 281, CUYAHOGA FALLS
2/10/16	\$5,000	DAVID BECKMAN, HAMILTON	AMVETS POST 1983, HAMILTON
2/14/16	\$5,000	JEFFREY GREENE, LONDON	ROOSTERS, GROVE CITY
2/14/16	\$10,000	NOLAN SULLIVAN, CANTON	GAME TIME, CANTON
2/20/16	\$5,000	PATRICIA DABBERT, FRANKFORT	JERRY'S PIZZA WEST, CHILLICOTHE
2/22/16	\$5,000	CHASE STEEN, NEW LEXINGTON	TROTTERS PUB & GRILL, NEW LEXINGTON
2/22/16	\$8,250	CARRIE WYCKOFF, LOGAN	MUDDIE WATERS BAR & GRILL & PATIO, LOGAN
2/28/16	\$6,150	HERBERT BYRD JR, RIEGELWOOD	ERIN'S PUB, HUBBARD
3/2/16	\$10,002	CHARLES MYERS, BOWLING GREEN	FRICKER'S #106, BOWLING GREEN
3/3/16	\$8,200	PENNY KEELER, GENOA	EASTERN LANES, NORTHWOOD
3/15/16	\$6,008	SCOTT NUNAMAKER, TOLEDO	JED'S PERRYSBURG
3/26/16	\$5,000	MICHELE BAUSCH, CINCINNATI	HEID'S LANES, CINCINNATI
4/1/16	\$5,005	JONI SCIPIONE, PICKERINGTON	FINNEGAN'S WAKE, PICKERINGTON
4/4/16	\$5,510	TIMOTHY HOWARD, GROVEPORT	ROOSTERS WHITEHALL, COLUMBUS
4/4/16	\$5,005	DAVID BECKER, DUBLIN	ROOSTERS POLARIS, COLUMBUS
4/8/16	\$5,507	LARRY CROWELL, CINCINNATI	WENDELLS PUB, WESTERVILLE
4/11/16	\$5,012	CHARLES SMITH SR, TOLEDO	EASTERN LANES, NORTHWOOD
4/12/16	\$10,002	LAURA HARTIG, REYNOLDSBURG	PUTTERS PUB, COLUMBUS
4/13/16	\$5,514	RICHARD MYERS, SALEM	PATSY'S BAR & GRILLE, CAMPBELL
4/13/16	\$8,200	MARK HARDY, COLUMBUS	ROOSTERS HENDERSON, COLUMBUS

Wolfey's, Elyria
Keno Million Dollar Club, Class of Fy2015
Wendy Wolfe (center), owner, and managers David and Bergen.



Lottery begins MPQK vending pilot

This month, 1,000 new MPQK vending machines will be tested at select bars, taverns and restaurants across the state. The machines will be loaded with three interactive Quick Keno games to start. Like MP vending, the machines will allow players to purchase Keno, EZPLAY® and all the Lottery's draw game offerings.

Fast Track, Keno Stars and Super Keno will be the first Quick Keno games released.



Cliffside Key Club,
Akron
Keno Million Dollar
Club, Class of FY2015
Debbie Lindsay, owner



KENO Experts choose latest Keno show

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

After reviewing themes, the Ohio Lottery's certified Keno experts chose a bowling theme for the next Keno show. The show is expected to go live this fall.

Retailers with Keno experts on staff have access to exclusive opportunities, special merchandise and other offers.



Take five minutes to show us your Keno skill by joining today! www.KENOCertifiedExpert.com.

The Ohio Lottery is an Equal Opportunity Employer and Service Provider

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Please Play Responsibly

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