

KENOTES

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



Keno to Go

Keep your customers
playing with a Keno care
package





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:

 **Get Certified**
Join our community of *Keno* experts.
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 **October's KENO second-chance drawing**
Stretch the value of *Keno* play with the *Keno* Staycation Renovation second-chance drawing.
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 **KENO to Go**
Boost carryout and in-venue sales.
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 **NEW Scratch-off vending opportunity**
Improve sales with this new gaming option.
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 **KENO Million Dollar Club**
Congratulations to our newest members from Toledo, central and southern Ohio.
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 www.ohiolottery.com/OH!-Lottery-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.

We're here to support your business during these turbulent times. You have big shoes to fill that only you can properly do. What we can do is use our resources, creativity and technology to support the Lottery playing experience with customers patronizing your business. *Keno, Lucky One and Touch and Win* games are back and growing.

Handling more takeout business? The Ohio Lottery can be a part of your carryout strategy, meeting customers where they're at and giving them an experience that they can enjoy at home. That's part of the Ohio Lottery's *Keno to Go* strategy. Let us be a part of your carryout care package for customers, who will come back for more throughout the fall and winter season.

KENO second-chance drawing now running at MyLotto Rewards®. A non-winning *Keno* ticket of \$10 or more provides access to the MyLotto Rewards second-chance drawing, Staycation Renovation. Spread the word – customers can enter to win one of three wonderful prize packages – a luxury outdoor studio installation, a best-in-tech electronics upgrade or DIY home improvement, as well as other home-enhancing prizes in this latest promotion for MyLotto Rewards members. Sign up and login today.

Keep in touch. Your sales representative is your direct line to the Ohio Lottery. Use your regularly scheduled calls to ask questions and plan for the remainder of the year and into 2021, to make the most of your business. Limited in-venue visits by members of the Lottery team have just begun.

We are all #InThisTogetherOhio



VFw 2743, Norwalk
Donovan, manager
KENO Million Dollar
Club, Fyzo





Calling all KENO Certified Experts

If you enjoy selling *Keno*, helping customers learn how to play and have fun with this game, our program is meant for you.

Be in the know with a community of your peers. It's your chance to be heard, win some swag and take part in exclusive promotions that put you and the business you serve on the map.

Are you with us? If you've never been a member of our *Keno* Certified Experts, now is a great time to sign up.

A new Keno Certified Expert enrollment period began late last year. If you joined before that, let us know of your continued interest. There are just a few quick steps to get back on track.

Whether you're a newbie or veteran, visit www.KENOCertifiedExpert.com and take a couple minutes to complete the *Keno* quiz. Have your agent number handy and click on the "Take the Quiz" button to begin. It's quick and easy, and you'll get a cool tee shirt once you're done.

Join our Keno Certified Experts community on Facebook for even more perks. Our "Tip Jar Tuesday" promotion has returned. Check it out.

New at MyLotto Rewards®

*Second-chance Keno promotion
runs through Oct. 31*

Tired of staring at the same four walls? Turn your home into a relaxing getaway with *Keno Staycation Renovation*, our latest second chance promotion for all your *Keno* fans!

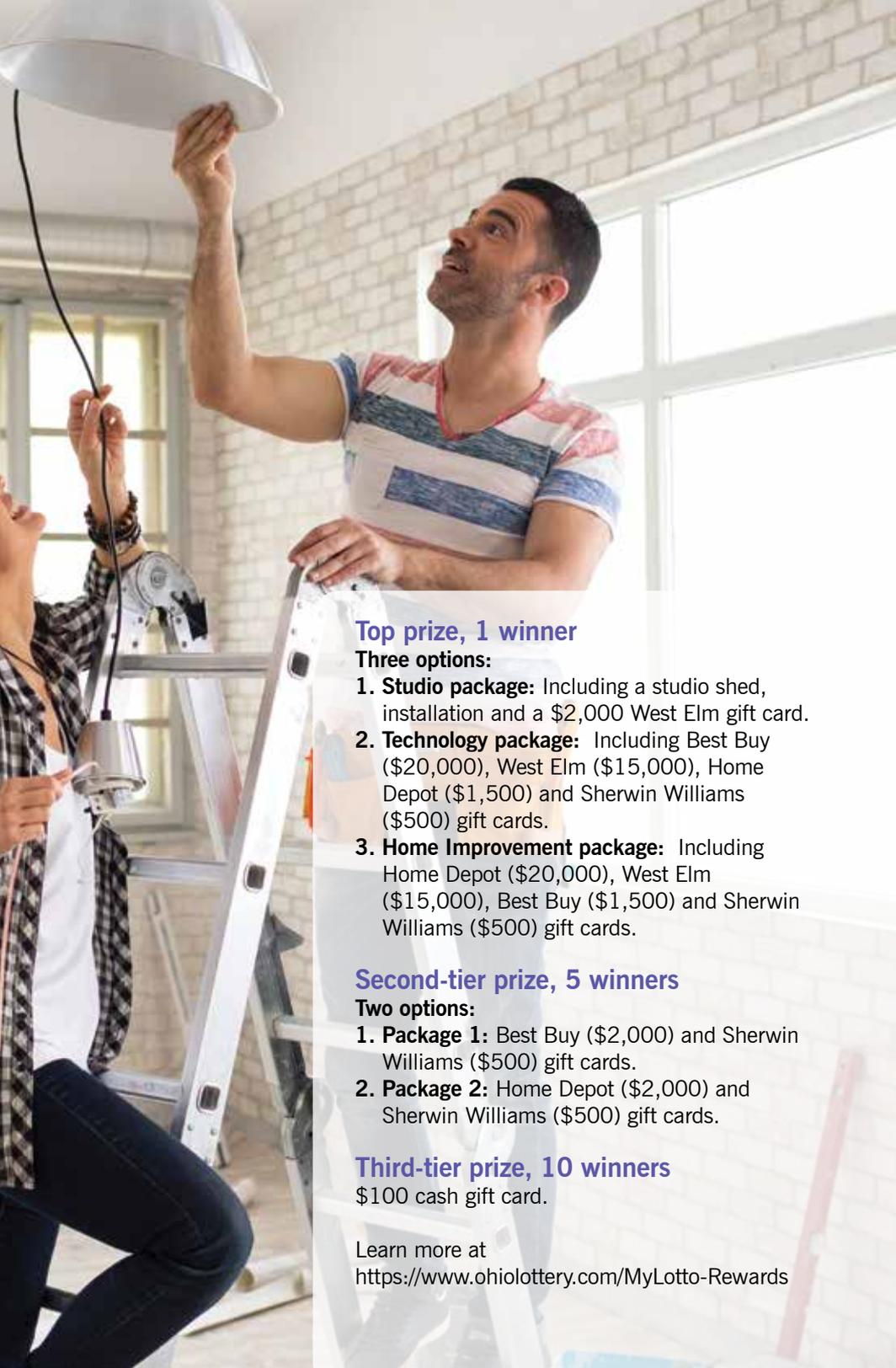
Share the news

It's a homeowner's dream. In this exclusive MyLotto Rewards promotion, the grand prize winner chooses between a luxury outdoor studio installation, a best-in-tech electronics upgrade or a DIY home makeover package.

Time to get started

A non-winning *Keno* ticket of \$10 or more earns customers one entry into the promotional drawing.





Top prize, 1 winner

Three options:

1. **Studio package:** Including a studio shed, installation and a \$2,000 West Elm gift card.
2. **Technology package:** Including Best Buy (\$20,000), West Elm (\$15,000), Home Depot (\$1,500) and Sherwin Williams (\$500) gift cards.
3. **Home Improvement package:** Including Home Depot (\$20,000), West Elm (\$15,000), Best Buy (\$1,500) and Sherwin Williams (\$500) gift cards.

Second-tier prize, 5 winners

Two options:

1. **Package 1:** Best Buy (\$2,000) and Sherwin Williams (\$500) gift cards.
2. **Package 2:** Home Depot (\$2,000) and Sherwin Williams (\$500) gift cards.

Third-tier prize, 10 winners

\$100 cash gift card.

Learn more at
<https://www.ohiolottery.com/MyLotto-Rewards>

Promoting carryout? Be sure to include KENO to Go

Make your customers' carryout "care package" that much more special with some *Keno to Go* - good food, good beverages and a little entertainment to take home and enjoy.

Ask customers if they'd like a few *Keno* tickets to go. Once home, customers can watch an animated display of the drawing on their mobile device and see how they've done.

You can also remind them by stapling a reminder to your customer's "to go" bag or with the receipt. This way, the next time they come in they can add some *Keno* play.

Use your *Keno to Go* tool kit.

Want more? Downloadable posters are available at www.ohiolottery.com/retailers. Go to the "Retailer Resources" menu and look for the "Promotional Materials" link to download a poster that fits your business.

What's my spot?

These were the most popular number of spots to play in FY20.

5-spot play	25.5% of wagers
4-spot play	24.2% of wagers
2-spot play	19.4% of wagers
3-spot play	15.3% of wagers



New compact, scratch-off vending option now available

Want to add an additional entertainment option and boost sales? Your business might benefit from the Ohio Lottery's new Select 4 scratch-off vending machine. Designed with the space constraints often faced by retailers in the bar/tavern trade channel, each machine holds four scratch-off games – helping you capture additional, incremental revenue as players scratch the itch to try these popular games.

Limited quantity available. Contact your sales representative directly or call the Office of Sales at 216-774-5680 for details.

Benefits for Customers

Fun, new gaming choices. Scratch-offs are among the Ohio Lottery's most popular games.

Easy to use. The intuitive screen makes the purchase simple and seamless. Select 4 takes cash, credit and debit.

Benefits for You

Increased revenue. The Ohio Lottery estimates a Select 4 vending machine can generate up to \$2,000 in additional commissions per retailer a year. That's not the only benefit. Customers stay longer and make more food and beverage purchases too.

Size. It's compact. Select 4 has compartments for four scratch-off games. We'll help you find the four that will help you stand out and regularly refresh your inventory with seasonal products your customer will love.

Easy to manage. Back end reports provide thorough accounting. Unit offers remote shutdown to ensure age verification prior to play.

Spec highlights

Machine size:
13.8" (depth) x 24" (H) x 27" (W)

Base dimensions:
30.25" (W) x 18" (depth) x 31" (H)



Big Winners!

June-August 2020 • *KENO* winners of \$5,000 or more at Ohio's bars, restaurants, taverns and clubs.



Date won	Prize won	Winner	Retailer
6/7/20	\$8,200	Franklin Dalen, Gahanna	Roosters, New Albany
6/9/20	\$5,050	William Fleck, Brunswick	Sidelines Sports Bar & Grill, Brunswick
6/10/20	\$6,017	Jason Stutler, Alliance	Rey's Route 62 Bar & Grill, Alliance
6/12/20	\$5,500	Ross Baker, Marysville	Roosters W Broad, Columbus
6/12/20	\$5,000	Michael Stinnette, Granville	Harry Buffalo, Westerville
6/12/20	\$6,000	Tracey Edmonds, Mansfield	Cornerstone Bar & Grill, Mansfield
6/23/20	\$6,000	Craig McCarthy, Canfield	The Manor, Austintown
6/26/20	\$5,004	Brian Franko, Wickliffe	Sports Fanatics Bar & Grille, Wickliffe
6/26/20	\$11,080	Daniel Jones, Galloway	Milligan's Pub, Hilliard
6/29/20	\$5,000	Mark Haines, Reynoldsburg	Donerick's Pub House, Columbus
6/29/20	\$10,060	Angelo Cicero, Hamilton	Grandstand & Bar Grille, Hamilton
6/30/20	\$5,000	John Johnson, Delaware	Parkway Pub, Powell
7/7/20	\$8,000	Jerome Leto Jr, Mansfield	Duke's Bar, Mansfield
7/12/20	\$11,010	Jerome Reidy, Stow	Jerzee's Sports Grill, Akron
7/15/20	\$8,800	Kimberly Hall, Springfield	The Union Club, Springfield
7/15/20	\$5,500	James Davis, Lexington	River Rock Sports Bar & Grill, Belville
7/19/20	\$5,010	Tom Trent Sr, Piketon	American Legion Post 142, Waverly
7/21/20	\$8,208	Cassidy Lavelle, Parma	Brew Garden, Middleburg Hts
7/29/20	\$15,030	Scott Armstrong, Marietta	Norwood Tavern, Marietta
7/30/20	\$25,000	Jeffery Sitz, Akron	KC's 3rd Base Sports Bar, Akron
7/31/20	\$5,015	John Ward, Columbus	The Point On Main Street, Columbus
8/1/20	\$8,044	Dylan Blankemeyer & Clay Diller, Columbus Grove	Grillers Tavern, Columbus Grove
8/4/20	\$5,500	Nicholas Rubertino, Eastlake	Trader Jack's Riverside Grille, Eastlake
8/7/20	\$5,000	Paul Fowls, Newark	Red Oak Pub, Newark
8/10/20	\$11,010	Angelo Bucci, Akron	Musketeers Bar & Grille, Richfield
8/16/20	\$5,000	Richard Doyle, Beavercreek	CBCB, Beavercreek
8/19/20	\$18,240	Christopher Villwock, Warren	Havana House, Niles
8/26/20	\$6,610	Kenneth Griffis, Pickerington	Main Event, Lancaster
8/28/20	\$10,027	Kristi Lewandowski, Holland	Ralphies #2, Holland
8/28/20	\$10,015	George Becca, Martins Ferry	PNA Lodge #2220, Martins Ferry
8/30/20	\$10,002	Susan O'Neill, Brooklyn	Hooley House Sports Pub & Grille, Brooklyn





Eric, Jason and Dennis shared a \$1-million prize in Fastest Road to \$1 Million. Winning ticket sold by Ale Haus Tavern, Mentor.

The FY20 Class of the KENO Million Dollar Club

This year, 119 retailers reached the \$1-million mark in *Keno* sales since joining the Ohio Lottery. In this issue, we recognize the hardworking bars, taverns, restaurants and clubs from Toledo and central and southern Ohio who've made it this year.

Congratulations to all!

Athens Region, Southeast Ohio

Loyal Order of Moose Lodge #701, Ironton

Cincinnati Region, Southwest Ohio

McCoy's Place, Cincinnati
The Clubhouse Sports Grille, West Chester

RJ's Sports Pub, West Chester
Cobblestone Tavern, Fairfield
Eagles 3680, Fairfield

Carol's Speakeasy Lounge, Franklin

Jimmy B's Bar & Grill, Cincinnati
Mary's Clubhouse, Cincinnati

Patrick's Sports Bar & Grill Cincinnati

Peg's Pub, Cincinnati
Pike Bar and Grill, Cincinnati
Grub Pub, Hamilton

Columbus Region, Central Ohio

Birch Tavern, Groveport
Union Café, Columbus
Cardo's Pizza & Spirits, Pickerington

Alumni Club Sports Bar & Grill, Gahanna

Fitzwilly's Pub, Columbus
Double D's Pub, Columbus
Massey's Pizza, Grove City
Booster's Zanesville, Zanesville

Hard Road Café, Columbus
Pastimes Pub and Grill, Columbus

Grumpy Troll Tavern, Columbus
Murphy McFlips, Columbus
O'Manny's Pub, Columbus
The Overtime Sports Pub, Hilliard
Brew Stirs, Columbus
Putter's Pub, Columbus

Dayton Region, West Central Ohio

Bojangles, Dayton

The Union Club, Springfield
Kelley's Café, Jamestown

Fraternal Order of Eagles #1689, Xenia

Schnell-Westfall AL Post 184, Piqua

Woody's Diner at Indian Lake, Russell's Point

Toledo Region, Northwest Ohio

Sidelines III, Toledo

Sneaky Petes, Toledo

Next Door Pub, Toledo

Frogtown Johnnie's, Toledo

Tribes Tavern, Toledo

Jug's Bowling Center, Toledo

FOE 2233, Bryan

Barney's Bar & Grill, Evansport

Pub 400, Fremont

Tippers, Put in Bay

Parkway Sports Bar & Grill, Maumee



← Woody's Diner at Indian Lake, Russell's Point
Jennifer, diner representative
KENO Million Dollar Club, FY20

Want to increase incremental sales?

See inside to learn more about Select 4, a new vending option for retailers.



The Ohio Lottery is an Equal Opportunity Employer and Service Provider

1-800-686-4208 | www.ohiolottery.com

Please Play Responsibly

Patrick McDonald, Director

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Marie Kilbane Seckers, Editor; Molly Fanta, Contributor

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Regional liaisons: Kathleen Kizer, Margot Prymas, Bob Suhayda.

24/7 Problem Gamblers Helpline

1-800-589-9966

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