

# celebrate



## From the Executive Director:

There's no shortage of holiday spirit around the Arkansas Scholarship Lottery. That's because our retailers continue to surpass our expectations.

We're averaging almost \$1.4 million a day in sales in a state with a population of 2.8 million and a retailer base of about 1,800. By way of comparison, when I was executive director of the South Carolina Education Lottery, we were averaging about \$2.6 million a day in ticket sales. Here, with about 40 percent fewer residents, less than half the retailers, lower price points and fewer tickets out on the street, we're only a couple hundred thousand dollars a day under that average. It's been nothing short of amazing. From all indications, our per capita sales are going to be right up there with some of the country's top performing lotteries.

Speaking of holidays, the celebration of Halloween on Oct. 31 was marked by the start of Powerball in Arkansas. The state ranked fourth in the nation for per capita sales. Powerball® helped us to achieve a record \$10.89 million in sales during the ASL's seventh week of operation.

We're excited about Play It Again — it's like finding an extra gift under the tree when you thought you'd opened them all. Play It Again allows a player to register non-winning instant tickets online to accumulate points. Players can redeem points for promotional items and are entered into a second chance drawing for the top prize on each game.

We look forward to Jan. 5, when players can enjoy The Price is Right® instant game, and Jan. 31, when ASL starts to sell tickets to the multi-state game Mega Millions®.

It's a win-win situation, with the biggest winners being Arkansas students, who will reap the rewards through scholarships and grants to Arkansas colleges and universities. Now that's a happy holiday!

■ **Ernie Passailaigue | Executive Director, Arkansas Scholarship Lottery**

# Cash 3

## IT'S HERE!

Invite your customers to play the newest numbers draw game in the Arkansas Scholarship Lottery lineup!

Cash 3 is a three-digit game with four ways to play and several ways to win. Drawings are held at 12:59 p.m. Monday-Saturday and at 6:59 p.m. daily.

### HERE'S HOW TO PLAY:

1. Pick up a Cash 3 playslip at any Arkansas Scholarship Lottery retailer. Use a pencil or pen with blue or black ink to fill out the playslip.

There are five different play areas on each playslip, marked Play A through Play E. Each play area represents a different Cash 3 play.

2. Mark a three-digit number from 000 to 999 by making a heavy vertical mark in the appropriate boxes. Or mark the Quick Pick box at the bottom of the play area to have numbers selected at random by the lottery terminal.

3. Decide on a play amount of either 50 cents or \$1.

4. Choose from four play types:

**Straight:** Win by matching numbers in the exact order drawn.

**Box:** Win by matching numbers in any order.

**Straight/Box:** Combine a 50-cent Straight play and a 50-cent Box play.

**Combo:** Equal to a Straight play for every combination possible for the number selected.

5. The ticket that prints from the playslip information provided will be valid for the next draw. Select one of the following options to add additional or future draws to the ticket.



**Midday or Evening:** Select "Day" to play in the next midday draw and "Eve" to play in the next evening draw. Selecting "Both" will play in the next two draws, one midday and one evening.

**Multi Draws:** Mark the number of consecutive draws to play, up to 14 draws for either midday or evening or up to 28 draws for both midday and evening.

**Advance Play:** Select a future draw day of the week other than today.

6. Present the completed playslip to the lottery retailer to receive your printed ticket. Check your ticket immediately to ensure that the numbers, dates, and play type match your request. The retailer can cancel the ticket within 20 minutes after it prints. However, a retailer cannot cancel a ticket sold for a given draw after sales have been suspended for that drawing.

### SHARE THE EXCITEMENT ABOUT MEGA MILLIONS!®

Mega Millions® is coming Jan. 31! The Arkansas Lottery Commission on Nov. 17 authorized the Arkansas Scholarship Lottery to begin selling tickets to a second multi-state jackpot game along with Powerball®, which joined the ASL lineup on Oct. 31.

Players pick five numbers between 1 and 56 and one number (a gold ball) between 1 and 46. If all the picks match the numbers drawn, the player wins the jackpot (odds are 1 in 175 million). Minimum prize is \$2. Overall odds of winning a prize are 1 in 40. The largest jackpot was \$390 million in 2007.

In Powerball®, where players choose five numbers between 1 and 59 and one number (the Powerball®) between 1 and 39, the odds of winning the jackpot are one in 195 million. Minimum prize is \$3.

Overall odds of winning a prize are one in 35. The largest Powerball® jackpot was \$365 million in 2006.

Powerball® and Mega Millions® tickets each cost \$1. Both games offer players an option to pay \$1 more for a chance to win non-jackpot prizes of up to \$1 million.

The drawings for Mega Millions® are at 10 p.m. Tuesdays and Fridays, and the drawings for Powerball® on are at 9:59 p.m. Wednesdays and Saturdays.

Twelve states (including neighboring Texas) currently sell tickets to the Mega Millions® game. Thirty-one states (including neighboring Louisiana, Missouri, Oklahoma and Tennessee) and the District of Columbia and the Virgin Islands sell Powerball tickets. Missouri and Tennessee have also approved the sale of Mega Millions® tickets for their lotteries.

## Retailer Limelight

**Harold Tunious**, manager of D&J Mini-Mart, 1802 Main St., North Little Rock, is an ASL retailer and one of 10 members of the newly formed ASL Retailer Advisory Board. The board, he explains to the best of his understanding, will be “eyes, an ear and a voice, for the community, not as a watchdog, but more as a conduit, to bring the public’s concerns to the Arkansas Lottery Commission.”

**How did you come up with the name of your store?** “Fifteen years ago when we were about to open, we asked our children to name the store. D is my daughter’s initial, and J is my son’s. That was a long time ago — now, my daughter is married, in college, and my son is going back to college.”

**Why did you become an ASL retailer?** “As a retailer, we have always tried to provide goods and services that are consistent with the customer’s needs and desires. In this case our customers wanted to participate in the lottery, it was a clear choice. We have had previous retail experience in Houston, Texas, with the lottery. So we had a pretty good idea of what impact the lottery would have on our business.”

**What Lottery games do your customers like?** “Right now they like the scratch-off games; they’re more familiar with them. As time goes on, Powerball® and Cash 3 should garner more participation.”

**How has being an ASL retailer affected your business?** “I see some customers coming in more often to buy Lottery tickets. Fortunately, sales of other items are at about the same level. There’s a slight decrease in soft drinks and chips, but sales in the other items are basically the same. For the most part business is holding its own.”

**How did you train your staff to handle Lottery ticket sales?** “The Lottery organization did a very good job preparing us. They are one of the most efficient companies we have ever encountered. The concerns we experienced were alleviated very quickly. We have received strong customer support and feedback. Even the Help Function on the terminal gives you the information you need.”

**How do you handle continuing training?** “Once you get the knack of it — the games basically involves the same concepts, match one group to a larger group. The evolution of the games appears, so far, to be the addition of one feature to another.”

**What advice do you have for other retailers?** “Treat the lottery as you would any other product. Don’t have great expectations one way or the other. No one product is going to make your business.”



### *Suggestions from successful retailers*

Offer lottery tickets to customers who don’t ask for them. Keep the price low. Hold the ticket and include its value in the pitch: “Would you like a ticket for tonight’s Powerball® drawing? The Jackpot is \$XX Million.”

Refresh your in-store lottery display with seasonal tickets. Consider creating a holiday gift pack with instant game tickets, candy, flowers and such.

Feature a different Instant game each week on a small display at the counter. Make sure that everyone on your team knows how the game is played. Create a counter poster to promote the game and suggest reasons to give it as a gift.

Track your sales by game each week and inform your team in order to encourage their support.

Promote new games and jackpots throughout your store.

Spend whatever time it takes to help customers learn about new games, figure out how to complete a Powerball® playslip, decide which instant ticket to buy, etc.

Learn which games are your customers’ favorites. Anticipating their needs will encourage them to come back.

Be sure to display all the Arkansas Scholarship Lottery signage that’s made available through ASL marketing sales representatives.

Consider implementing a reward or recognition program for employees who sell the most lottery tickets.

Schedule top-performing employees to work during peak traffic periods.

## RETAILER *problems/solutions*

### Who do I call to order more game tickets?

Call your MSR or Scientific Games International, Inc., 1-888-289-1705.

### Do I get the money back that I pay out to customers?

Yes. This amount is deducted from the amount of tickets you have settled.

Example:

|                                  |  |
|----------------------------------|--|
| Settlements                      | \$5,000                                  |
| LT Cashes<br>(subtract)          | -\$2,000                                 |
| HT Cashes<br>(subtract)          | -\$700                                   |
| Sales Commission<br>(subtract)   | -\$250                                   |
| Cashing Commission<br>(subtract) | -\$27                                    |
| System Charge                    | +\$10                                    |
| Instant Due                      | \$2,033<br><small>(sweep amount)</small> |

### How do I know how much ASL will take out of my account?

### How often will ASL take money out of my account?

Retailers can print a Financial Summary report from their terminals every Monday. Go to Financial Report, Summary, then Previous Week. Enter the beginning date (it will automatically default to the seventh day) and hit Print. Debit balances are swept every Wednesday or Thursday.

### ASL did not draft my account last week. Why?

You had a credit balance.

### The report I printed shows I have a credit balance but it was not deposited into my account. Why?

Credit balances roll to the next week. ASL will only sweep debit balances from the designated bank account.

### What activity will be settled each week?

The accounting period runs from Monday through midnight Sunday.



## ASL Updates

### The Price Is Right® Starts Jan. 5

Your customers will be excited to learn about The Price Is Right® (TPIR), a \$5 instant ticket game launching Jan. 5. When players enter non-winning TPIR tickets into Play It Again, they also can play an online Plinko®/Spin the Wheel™ game to earn entries in a special TPIR second-chance drawing. There will be 7 second-chance winners of a trip for two to Las Vegas (hotel, airfare, transportation included) and the chance to play The Price Is Right® Live stage show for prizes and cash up to \$1 million.

### Retailer Advisory Board

Ten retailers have been appointed by Arkansas Lottery Commission Chairman Ray Thornton to a retailer advisory board: Terri Brewer of Plumerville, Sarah Diebold of Fayetteville, Carl James of El Dorado, Richard King of Little Rock, Steve Lightle of Searcy, Branch Satterfield of Conway, Ness Sechrest of West Memphis, Connie Townsley of Batesville, Harold Tunious of North Little Rock and Joe Dan Yee of Lake Village.

### Holiday Closings

ASL will be closed Dec. 24 and 25 for Christmas Eve and Christmas Day and Jan. 1 for New Year's Day. Retailers will not be able to order tickets on those days, so plan ahead and order early.

### Scholarship Information

Are your customers asking about the scholarships being funded by the net proceeds from ASL? They can find answers at the Arkansas Department of Higher Education website [www.adhe.edu/Pages/home.aspx](http://www.adhe.edu/Pages/home.aspx). Scroll down and click on the Arkansas Academic Challenge Scholarship link in the left box. Then click on any of the documents that contain information on the

Arkansas Scholarship Lottery Act, the Arkansas Academic Challenge Scholarship and more.

### ASL Claim Centers

For the convenience of your customers who have won over \$500 and less than \$1 million, ASL's Springdale Area Claim Center opened Nov. 2 at 3896 Elm Springs Road, Suite B, Springdale, AR 72762. The phone number is 479-725-4600.

The Jonesboro Area Claim Center, which opened Dec. 7, at 2512 Alexander Drive, Suite A, Jonesboro, AR 72401, phone 870-934-4900.

And the Little Rock Area Claim Center at 124 W. Capitol Ave., Little Rock, AR, 72201, 501-682-2060, is the only location where players who win \$1 million or more can be paid their winnings.

Help your winning customers by sharing the following information:

Here are three ways to cash a winning ticket:

1. Redeem at any retailer. You can collect winnings at any ASL retailer if the value of your winning ticket is \$500 or less.
2. Redeem by mail. See [myarkansaslottery.com](http://myarkansaslottery.com) for details.
3. Visit an ASL Claim Center.

Sign your ticket (there's a space to sign on the back). Tickets are bearer instruments — if you lose a ticket before you sign it, you no longer have valid ownership of the ticket.

Don't wait. For instant games, players have 90 days from the announced last day to purchase tickets for the game to claim a prize. For an online (terminal-generated) game like Cash 3 or Powerball®, players have 180 days from the draw date to claim a prize.

# Big ASL Winners!

**Want to post pictures of your big winners in your stores?  
E-mail Karen Martin at [karen.l.martin@arkansas.gov](mailto:karen.l.martin@arkansas.gov) to get a  
copy of the photo.**

**Alex Kimbrell** of Humphrey won \$100,000 by playing a \$5 \$100,000 Cash Bonanza instant ticket purchased at EZ Mart 347 in Stuttgart.

**Ruby McClellan** of Malvern won \$50,000 by playing a \$3 instant ticket called \$50,000 Holiday Cash that she bought at Park Avenue Shell No. 150 in Hot Springs.

**David Alcocer** of Danville won \$25,000 on a \$2 Jumbo Bucks instant ticket that he bought at PDQ West in Russellville.

**Shannon Holtorf** of Trumann won \$25,000 when she played a \$2 Jumbo Bucks instant ticket purchased at Trumann Citgo.

**Brandon Williams** of Benton bought a \$2 Jumbo Bucks instant ticket at Jimmy's Superstop in Benton and won \$25,000.

**Dorris Ingram** of Rosston won \$25,000 playing a \$2 Jumbo Bucks ticket purchased at White Oak Package Store in Chidester.

**Lola Richardson** of Rison won \$18,888 after purchasing a \$2 Crazy 8's ticket at Country Store in Rison.

**Connie Davis** of Little Rock won \$18,888 after buying a \$2 Crazy 8's ticket at Crackerbox 22 in Mabelvale.

**Lillene Franklin** of Monticello won \$18,000 by playing a \$2 Money Madness instant ticket that she bought at Jenkins Quik Chek in Monticello.

**Soloman Mayo** of Little Rock won \$18,000 playing a \$2 Money Madness instant ticket purchased at Cantrell Phillips 66 in Little Rock.

**Randa Hickey** of Russellville played a \$2 Money Madness instant ticket and won \$18,000. She bought the ticket at Darrell's Two in Russellville.

**Leah Barlow** of Percy played Powerball® and won \$10,007. She purchased her ticket at Zip-N in Hot Springs.

**Haley Drake** of Gurdon played Powerball® and won \$10,000. She bought her ticket at Shell Fuel Stop No. 2605 in Hope.

**Marcus Ross** of El Dorado won \$3,000 playing a \$1 3 Times Lucky instant ticket that he purchased at City Market No. 3454 in Little Rock.

**Calvin Ferrell** of Jacksonville won \$3,000 after buying a \$1 3 Times Lucky game at Han's Citgo in Jacksonville.

**Kristin Gill** of Springdale won \$3,000 by playing a \$1 3 Times Lucky instant game purchased at Family Shop 8 in Springdale.

**Dithra Conley** of Little Rock bought a \$5 Super 7s Instant game at Sunny's Super Stop in Little Rock and won \$1,000.

**J. W. Nelson** of Jonesboro played a \$1 Money Bags instant game and won \$2,000. He bought it at Shell Super Stop in Blytheville.

**Melissa Covington** of Louann spent \$1 on a Money Bags instant ticket at Hurry Back Food Mart 4 in El Dorado and won \$2,000.

**Brena Bush** of Lowell won \$2,000 on a \$1 Money Bags instant ticket that she bought at Tobacco Superstore in Lowell.



**Lillene Franklin**



**David Alcocer**



**Haley Drake**



**Dorris Ingram**