

*Welcome* to the February *Sales Force* newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is *your* lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov).



**What's the secret word? If you know, you could win!**  
**Be sure and watch for the "secret word" during the Powerball® draws on KARK and KNWA TV at 9:59 p.m. every Wednesday and Saturday in the "Watch to Win" promotion. A "secret word" will be displayed during these selected Wednesday and Saturday Powerball® draws. Drawings began Jan. 26 and run for a total of eight draws, ending Feb. 12. Players who know the secret word then have 38 hours to enter the "Watch to Win" contest at Powerball.com to get their chance to win prizes like home theatre systems, game systems, GPSs and more. Visit [www.powerball.com](http://www.powerball.com) for official "Watch to Win" rules and more information.**

## A Message from Ernie Passailaigue

Dear Arkansas Scholarship Lottery Retailer:

Even though it's still early, we hope 2011 is shaping up to be a good one for you and your business. As we enter February, we're proud that tens of thousands of Arkansas university students are receiving scholarships, and proud of our partnership with you – the nearly 2,000 Arkansas Scholarship Lottery retailers across the state that help fund these college scholarships to thousands of Arkansas students.

Here at the Arkansas Scholarship Lottery, we have an exciting year of games planned for our players – and we're glad you're a part of the team keeping the dream of higher education for so many in the state. And having more of our family, friends and neighbors achieving that dream not only improve the lives of these individuals – it makes for a stronger, better, smarter Arkansas, and that's something in which we all can believe.

Inside this issue of our Sales Force newsletter, are updates on new Arkansas Scholarship Lottery games, news on our latest ASL winners, and our Retailer Limelight feature this month comes out of the Ouachita Mountains. Thanks again for a great 2010, and here's to continued success in 2011!

Sincerely,  
**Ernie Passailaigue | Director**

## NEW GAMES!

ENCOURAGE YOUR  
CUSTOMERS TO TRY OUT  
FUN NEW FEBRUARY  
INSTANT GAMES:

### **\$1 Shamrock 4's**

Win up to \$1,400.  
Overall Odds: 1 in 4.64  
Top Prize Odds: 1 in 240,000

### **\$2 Money Roll**

Win up to \$20,000.  
Overall Odds: 1 in 4.54  
Top Prize Odds: 1 in 540,000

### **\$2 Hit \$100**

Win up to \$100.  
Overall Odds: 1 in 3.97  
Top Prize Odds: 1 in 375

### **\$5 5 Card Draw**

Win up to \$100,000.  
Overall Odds: 1 in 3.32  
Top Prize Odds: 1 in 390,000



## DOUBLE POINTS GAMES FOR FEBRUARY SET: \$2 CUPID CASH

Double Points for Prizes™ continues for Arkansas Scholarship Lottery players in February, with the double points game for the month being \$2 Cupid Cash!

There's generally a different Arkansas Scholarship Lottery game with double Point for Prizes™ each month, so make sure and have that game available for players. Remind lottery players to check out the various prizes available through Points for Prizes™.

**Visit [myarkansaslottery.com](http://myarkansaslottery.com) for more information.**

## IDEAS FROM THE FIELD

The Pumps Foodmart #5 in Faulkner County worked with their Arkansas Scholarship Lottery MSR Fred Dunavant and placed the ASL's "Play Here" window clings directly on the counter where they ring up sales for their customers. The "Play Here" signs are durable for this use -- and make for a great reminder to customers to purchase lottery products. Thanks to Pumps Foodmart #5 in Greenbrier for this good idea for retail lottery sales -- if you have found something that has worked in your place of business in promoting the Arkansas Scholarship Lottery and would like to share it with other retailers, please let us know!



## NEW WINNERS!

**Want to post pictures of your big winners in your store? E-mail Amber Tyler at [amber.tyler@arkansas.gov](mailto:amber.tyler@arkansas.gov) to get a copy of the photo.**

**Emily O'Connor** of Hoxie, AR won \$100,000 playing Jingle Jumbo Bucks. Her ticket was purchased at Tobacco Superstore #6 in Hoxie, AR 72433.

**Alan Barnes** of Poplar Grove, AR won \$20,000 playing \$10 Cool Cash. His ticket was purchased at Barton Stop and Shop in West Helena, AR 72390.

**Jodi Arrera** of Paris, AR won \$50,000 playing \$10 Cash Spectacular. Her ticket was purchased at Jam Mart #1 in Paris, AR 72855.

**Larry Majors** of Sherwood, AR won \$20,000 playing \$10 Cool Cash. His ticket was purchased at Come N Git It in Sherwood, AR 72120.

**Anthony Wheat** of Wynne, AR won \$20,000 playing \$10 Cool Cash. His ticket was purchased at Circle N Exxon in Wynne, AR 72396.

**Keegan Belk** of Perryville, AR won \$40,000 playing Mega Millions®. His ticket was purchased at Perry County Food & Drug in Perryville, AR 72126.

**Katina Wade** of Pine Bluff, AR won \$20,000 playing \$10 Cool Cash. Her ticket was purchased at Dixon Road Exxon in Little Rock, AR 72206.

**Barbara Warren** of Sheridan, AR won \$50,000 playing Powerball®. Her ticket was purchased at Southern Fruit & Grocery LLC in Sheridan, AR 72150.



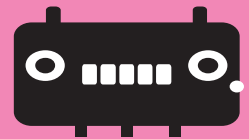
## GAME OVER

The days are numbered for these ASL games:

**The last day to redeem is also the final Play It Again™ entry deadline for that game.**

**Last day to redeem: 2/22/2011**

- Money Bags
- Arkansas Crossword
- Blackjack



**Last day to sell: 2/22/2011**  
**Last day to redeem: 5/23/2011**

- \$100 Winner
- Hot 1's
- The Price Is Right®
- Fast Money

**Last day to sell: 3/29/2011**  
**Last day to redeem: 6/27/2011**

- \$20,000 Taxes Paid
- Fortune Cookie®
- \$250,000 Cash Club
- Find the 9's
- Spicy Hot 7's
- \$500 Winner
- The Color of Money
- Fabulous 4's



**Last day to redeem: 4/18/2011**



- Catfish & Hushpuppies

- Cash to Go!
- World Poker Tour®
- Cash on the Spot
- Quick 6's





## location:

Joplin Store, 5402 Highway 270 East, Mount Ida (Montgomery County).

## open since:

The bustling Joplin Store is in its fourth year of operation with its present owners, but the store was originally built seven years ago, according to store manager Kathie "K.J." Jostad. The antique outboard boat motor on display inside the Joplin Store serves notice as to the store's emphasis – serving the droves who come to recreate in the Ouachitas, their namesakes, the Ouachita River and Lake Ouachita, as well as the other lakes in the area surrounding Montgomery County. Camping and beach supplies dominate the shelves alongside more common household items. There is also a library of movies for rent. "We're hopping from the end of April through Labor Day," Jostad said.

ASL retailer  
since:

"Since day one," Jostad said.

favorite thing  
about the lottery:

"We're a small county, but a lot of business comes through here," Jostad said. "And, still, we've seen some new faces coming in for the lottery; people come in from miles around. People come in, buy their tickets, have lunch, scratch their tickets, and make it a game." She admits learning how the lottery works from the retail side "was stressful at first, but now we understand it. And it's going really well." Joplin Store employees ring a cowbell when customers hit it big, and winners are listed on a board inside the store.

## store specialty:

Even more than its homemade chili, soups and desserts, Mount Ida's Joplin Store specializes in its pulled-pork barbecue with its top-secret barbecue sauce recipe, served every Thursday. On the topic of their barbecue, Jostad simply said, "Oh my goodness." Homemade desserts, individually wrapped for easy takeaway, are offered daily. Also on the Joplin Store's extensive menu are hamburgers, salads, pizzas and breakfast items such as pancakes.