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SELLING points

July 2011 Vol. 12, No. 1

MONTHLY RETAILER NEWSLETTER

MYSTERY SHOPPER INCENTIVE

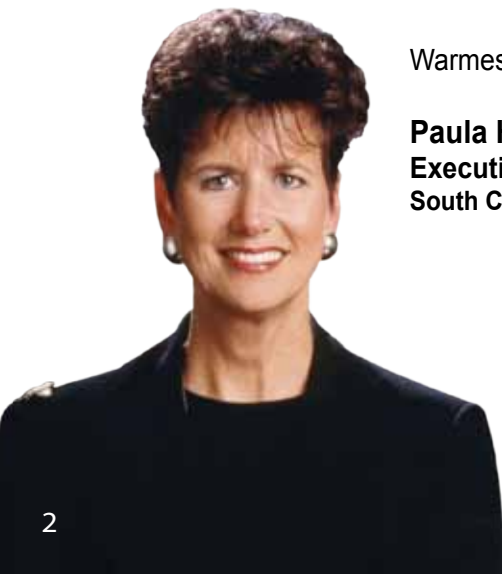


Dear Lottery Retailers:

Mid-summer in South Carolina! Whether you live in the mountains, midlands or on the coast, July brings many opportunities for fun in the sun. July brings a degree of excitement here at the Lottery, too. Around this time, the General Assembly announces which programs and scholarships will be funded by net lottery proceeds in the next fiscal year. Lottery sales made possible by your dedication and diligence earn this capital which supports education for students of all ages in South Carolina. I hope you, our retail partners, are as proud and excited as we are to know you have helped to provide billions of dollars for education, including more than 920,000 scholarships and grants.

To reward you for the efforts you put forth every day to promote lottery sales, June 20 will kick off a fun incentive program - the Jeep® Summer 2011 Mystery Shopper Retailer Incentive Program. You will have the opportunity to qualify to win a \$100 gift card in each of three monthly regional drawings to be held in July, August and September. Each month, 600 winners will be awarded \$100 gift cards totaling \$60,000 per month. Be sure to read this *Selling Points* edition to learn how to qualify.

While many South Carolinians tend to slow down when July temperatures rise, your job never does and the Lottery appreciates your fortitude. As always, thank you for your efforts and, please, take some time to enjoy your summer.



Warmest regards,

Paula Harper Bethea
Executive Director
South Carolina Education Lottery

If you would like to speak with Paula Harper Bethea, contact Faris Keller in the Executive Office at (803) 737-3941.

Welcome to Selling Points

Selling Points is published monthly by SCEL. Every effort is made to ensure the information presented in this publication is correct. If you have an idea for an article or questions about this publication, please send correspondence to SCEL Publications Department, P.O. Box 11949, Columbia, SC 29211-1949 or call 803-737-2037.

Reminders

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the SCEL piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign on, your terminal will generate a "Top Prizes Remaining" report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. Your MSR attaches this information to a ring on your play station. Encourage players to read the information, but please discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

Contact Information

Ticket Orders: 1-866-737-7235 (Option 1) (7 a.m. to 5 p.m.)

Stolen/Missing Tickets: 1-866-269-5668

Intralot Help Desk: 1-877-500-5202

Customer Information: 1-866-736-9819 (8:30 a.m. to 5 p.m.)

Licensing Information: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

For more information, visit us online at:

www.sceducationlottery.com

Please Play Responsibly!

www.PlayResponsiblySC.com



IMPORTANT MESSAGE

From the Director

Paula Harper Bethea | Executive Director
South Carolina Education Lottery

Dear Retail Associates,

We appreciate our relationship with each South Carolina Education Lottery (SCEL) retailer. Without you, we could not provide vital funds for educational programs that help thousands of South Carolinians each year.

The support and confidence of our players and all of our stakeholders depend directly upon the integrity of every facet of lottery operations. You, your store, and your personnel are the public face of the SCEL. We share your pride and sense of accomplishment when you are successful.

Unfortunately, some have fallen short. Public perception is that lottery outlets are more frequently being found to have amusement devices (machines) with play features or play styles which violate state law. Please be aware that a machine can be determined to be illegal by a local judge even if cash or other items are not given in exchange for credits earned while playing the machine. You may wish to consult with an attorney, or local or state law enforcement officials to assist you in determining which machines are appropriate under state law and which are not.

Which amusement device, if any, you choose to place in your store(s) is solely up to you. I am not asking or telling you to remove any particular machine. However, I must decide with whom SCEL does business, and I am solely responsible for deciding when the South Carolina Education Lottery's integrity and reputation are negatively impacted by machines found to be illegal in outlets licensed to sell lottery products. Even though you may not be charged individually, if a local judge finds a machine to be illegal, your lottery license is subject to suspension or revocation.

Again, thank you for what you do to support public education and for being a valued and appreciated Retailer.

Very Sincerely,
Paula Harper Bethea



1. JACKPOT
All Powerball® and Mega Millions® jackpot displays must show the current, correct jackpot amount, whether they are lottery-supplied signs or retailer-produced displays.

2. KEEP 'EM FULL
Instant ticket dispensers must have a game in every available slot. Tickets must be forward facing and upright, not with the pack lying flat.

3. ON SALE
Retailers must have the \$5 Jeep® game (#475) in their ticket dispensers. This game must be displayed in a selling slot as long as it is available for order by retailers.

4. AT THE CURB
Retailers must have an exterior sign to identify location as a lottery retailer (i.e., pole sign, curbside sign, banner, etc.). If in a restricted signage area, a prominent window sign must be visible from outside the store.

5. POST A POSTER
Retailers must have an exterior display in view of customers of a "Jeep®" 2-sided window sign. It must be placed in a prominent window and must be visible from inside and outside the store.

6. DISPLAY REPORTS
The current Top Prizes Remaining Terminal Report must be displayed. The Instant Game Ticket Information sign and Odds of Our Games sign must be posted. Oversized instant ticket information must be displayed at the play station or other prominent location.

HOW CAN I WIN A \$100 GIFT CARD?

You could qualify for an entry to win a \$100 gift card in each of three monthly regional drawings to be held in July, August and September!

Each monthly drawing will award one \$100 gift card to each of 200 winners drawn in each region. A statewide total of 600 winners will be awarded \$100 gift cards each month—that's \$60,000 per month!



What you need to know to...

Meet the established incentive criteria as evaluated by your lottery MSR or other SCEL-designated staff.

The person at the qualifying store responsible for the incentive criteria being met will receive a postcard to mail to enter the monthly regional drawings.

Entry postcards must be received by the appropriate entry deadlines listed to the right to be included in that month's drawing. Entries received after the entry deadline will carry over to the next draw. Entries received after September 9, 2011, will be disqualified. All entries must be complete and legible to qualify as a valid entry.



MONTHLY DRAWINGS:

Entry Deadline:

Friday, July 15

Friday, August 12

Friday, September 9

Drawing During the Week of:

July 18

August 15

September 12

INCENTIVE PERIOD:
Monday, June 20, 2011 through Friday, September 9, 2011

Special thanks to S-Mart in Columbia for allowing the Lottery to photograph its employees at work. The cover photo is of Mellissa Miles reviewing the Mystery Shopper Retailer Incentive Criteria. S-Mart's Latoya Sims is featured in the photo in the upper left of this page.

Retailer Reminders

Make certain you give the player the REISSUED ticket when you cash a multi-draw online ticket with remaining draw dates. The reissued ticket is automatically dispensed when the original multi-draw ticket is cashed.

Jeep® Mystery Shopper Retailer Incentive

JULY DEADLINE

Entry deadline: Friday, July 15

Drawing the week of: July 18

Jeep® Second-Chance PROMOTION DEADLINE

1st Jeep® Second-Chance Promotion Drawing:

Entry deadline: Friday, July 1

Drawing date: Friday, July 8

Holiday Closings

JULY:

Mon., July 4: SCEL offices will be closed to observe the July Fourth Holiday. Retailers will NOT be able to order tickets. Remember to order early! Our delivery partners will be closed on Mon., July 4. Tickets must be ordered by 5 p.m. on Thurs., June 30 for delivery on Fri., July 1. Tickets ordered by 5 p.m. on Fri., July 1 will be delivered on Tues., July 5. Drawings will be held as scheduled.



Brabham's Oil IN WITH THE NEW

By Yvonne Wilkins-Smith
Midlands MSR

Don't be surprised when you visit one of **Brabham Oil's** 28 locations and notice the new clear acrylic second-chance drawing boxes.

Every month a lottery player will be selected to win a 40-inch Flat Screen TV. Customers purchasing \$10 in Lottery products will receive an entry to complete and drop into the box. Each entry form must have a receipt stapled to the back. One entry per week from each of the 28 locations will be drawn and sent to **Brabham's** home office. Drawings will take place at the home office on the first Thursday of every month.

A lottery representative will meet the winners and provide additional items for customers at the winning location.

Shukona Braxton of Brabham Oil's EZ #7 in Denmark shows off the NEW entry box.

Bill's Liquor Store's SUCCESS STORY

By Mike Soper, Coastal MSR

Bill's Liquor Store on Lady's Island in **Beaufort** has celebrated the winter holidays in a BIG way for the past two years. Their seasonal story is quite incredible.

After the \$10 holiday ticket, HOLIDAY RICHES, was issued in October of 2009, the store had a \$200,000 winner which was celebrated by all the employees.

A year later, in 2010, a new \$10 scratch ticket, GREETINGS OF GREEN, was issued for the holiday season. The new holiday tickets arrived at **Bill's Liquors** on Tuesday, October 26. Days later, a customer came in and purchased the new GREETINGS OF GREEN scratch ticket. This turned out to be another \$200,000 winning ticket!

What are the chances of that happening?

What are the chances of it happening again?

I have heard several players say that they will be in line at **Bill's Liquor Store** next year when a new \$10 holiday ticket is available. They all



Hanging side-by-side, these two posters make a statement. **Bill's Liquor Store** is a winning lottery destination.

want to be the first to purchase a possible winner at the Beaufort store.

The staff at **Bill's Liquor Store** displayed "WE SOLD A WINNING TICKET" posters for both tickets to let its customers know the store is a lucky destination. The next time your store sells a winning ticket (it doesn't have to be for \$200,000), talk it up among your customers. A little chatter can go a long way to increasing your lottery sales. The line that will form outside **Bill's Liquor Store** in October will be a testament to that.

SALES TIP TO TRY

"We are a lucky store. People come here because we give great service and our staff is friendly to all of our customers."

- Alton
of Bill's Liquor Store

WINNERS' BOARD



\$50,000

Powerball®

Joseph Amiker – West Columbia

Purchased from Kangaroo Express #3272 – West Columbia



\$10,000

Carolina Millionaires Club

Takelia Pusha – Ladson

Purchased from Sunoco Coop #2672 – North Charleston



\$50,000

Jumbo Bucks

Kimberley Bloomer – Graniteville

Purchased from Breezy Hill Curb Market – Graniteville



\$5,200

Pick 4

Jeffrey Lewis – Myrtle Beach

Purchased from Tiger Mart #15 – Myrtle Beach



\$400,000

Palmetto Cash 5

Lucien Bergeron – Greenville

Purchased from Garden Spot Food Store – Greenville



\$600

Mega Millions®

Nikeasha Barron – Shelby, NC

Purchased from Hickory Point #35 – Blacksburg



\$300,000

Palmetto Cash 5

Nelson Eich – Cowpens

Purchased from Country Corner Exxon – Anderson



\$5,000

Maximum Money

Elliott Lynam – Sumter

Purchased from Fast Break – Manning

UPCOMING games

The following games are scheduled to launch Tuesday, July 12:



Launch dates and tickets are subject to change as necessary. Artwork shown is not necessarily representative of final product and is subject to change.

TICKET alerts*

Fri., July 1: Last day to return What's Your Number? (#412).

Wed., July 6: Last day to sell Instant Cash (#452).

Fri., July 8: Last day to return Lucky WOOOOO!™ (#446).

Tues., July 12: Last day to redeem Mint Money (#431).

Fri., July 15: Last day to return Bank Vault (#423).

Wed., July 27: Last day to sell Money Mania (#418) and Carolina Millionaires Club (#455).

Fri., July 29: Last day to return Stacks of Cash (#449).

ENDING games*

Please start selling down the following:

SC-452 Instant Cash

Last day to sell:
Wednesday, July 6

Last day to return:
Friday, August 5

Last day to redeem:
Tuesday, October 4

SC-418 Money Mania

SC-455 Carolina Millionaires Club

Last day to sell:
Wednesday, July 27

Last day to return:
Friday, August 26

Last day to redeem:
Tuesday, October 25

* Watch for UPDATES to ending dates that are sent via your lottery terminal.

Ending game dates are current as of Friday, May 27.