

Lottery Action



Lottery Help Line
800.228.0010
 For Help With Pull-Tab Vending Machines
800.235.7198
 For Help With Terminals or Sci-Scans
800.858.4744
 For Help With Instant Ticket Vending Machines
800.235.7198
www.ialottery.com

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Retailer's Guide to Scanning and Processing Coupons Fast

New to scanning coupons? Need a refresher? Here's the procedure:

- Hold the bar code under the red light of the bar code scanner
- A pop-up screen asks if the player wants an easy pick or to use a play slip (see top graphic)
- Press "Easy Pick" button for an easy pick
- Insert a play slip to use that option
- Press "Cancel" if the player doesn't know if they want an easy pick or play slip, or doesn't have a play slip ready (pressing Cancel at this point does not void the coupon)
- Once the player has decided which option they want, scan the coupon again and complete the process

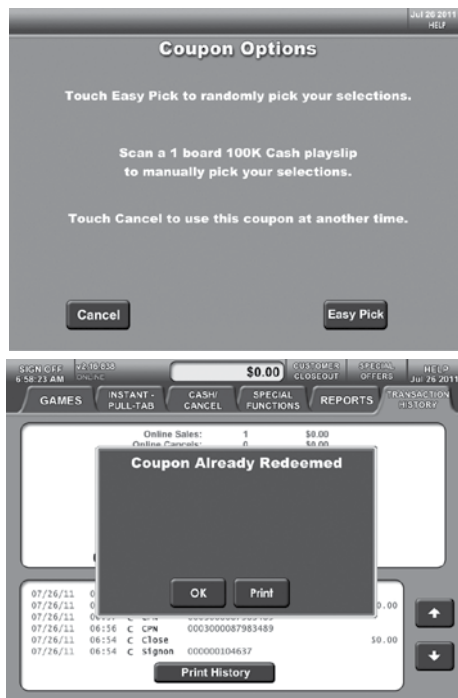
Scanning a Coupon/Play From a Mobile Device

Some players may present a coupon that has been emailed to them via their mobile device. Players also may use the lottery's iPhone app to generate plays that can be scanned from their device.

The app allows players to shake their device using the app's "Plays" feature to select numbers for a lotto play. They can then take their device to a lottery retailer and have the bar code on the screen scanned to purchase that ticket.

When a player brings their mobile device to the counter and asks the clerk to scan the code, a retailer should place the player's device under the red light of the bar code reader to scan the square bar code on the device's screen. This will produce a play from the terminal.

NOTES: Coupons may only be used once. If a coupon has already been redeemed, the terminal will give an error message: "Coupon Already Redeemed" (see bottom graphic). Keep paper coupons to balance your cash drawer; Lottery reps will not pick them up. Retailers should appropriately destroy the bar code and dispose of the coupon so it cannot be presented again.



Action Briefs

Use Mystery Millionaire Icon to Sell Promo

Remember that the only way to sell a Mystery Millionaire Pack is to use the icon on the Specials Offers, Powerball or Hot Lotto screens. Players can enter the code from the promotional entry ticket online at ialottery.com for a chance to win up to \$1 million.

Game End and Validation End Dates

		Official Game End	Valid Period Ends
498	\$35 Mil. Cash Spec.	5/24/12	8/22/12
654	Fabulous Fortune	5/24/12	8/22/12
655	Cash Vault	5/24/12	8/22/12
659	Db. Blackjack Dbl. Play	5/24/12	8/22/12
671	Black Pearls	5/24/12	8/22/12
680	The Silver Ticket	5/24/12	8/22/12
682	Serious Jack	5/24/12	8/22/12
683	Fire 'N' Dice	5/24/12	8/22/12
685	Just A Buck	5/24/12	8/22/12
686	Fat Cat Doubler	5/24/12	8/22/12
688	Veterans Hot 7s	5/24/12	8/22/12
689	Rings of Cash	5/24/12	8/22/12
690	Black Cherry Doubler	5/24/12	8/22/12
691	Cool Cash	5/24/12	8/22/12
692	Triple Diamonds	5/24/12	8/22/12
694	Tinsel Town	5/24/12	8/22/12
695	Happy Holidays	5/24/12	8/22/12
698	Holiday Crossword	5/24/12	8/22/12
699	Silver Bells	5/24/12	8/22/12
704	Love To Win	5/24/12	8/22/12
706	Shamrock Shuffle	5/24/12	8/22/12
707	Match & Win™	5/24/12	8/22/12
709	Rock Of Ages	5/24/12	8/22/12
712	Neon 9s	5/24/12	8/22/12

Other important dates are listed on the back of this issue.

Iowa Lottery Players Collect Lots of Prizes in Second Warehouse Dash in Chicago

Three Iowa Lottery players received delivery of electronics, televisions, video game systems and more after their participation in the Iowa Lottery's "Warehouse Dash" promotion on June 23 in Chicago. Their names were selected in a drawing on May 23.

Each contestant chose a partner to accompany them on a weekend getaway to Chicago and participate in a 90-second dash through the main warehouse that supplies the prizes in the lottery's VIP Club. During their dash, the teams grabbed as much merchandise as they could, including televisions and other sought-after electronics, housewares, jewelry, camping gear, sporting equipment and more. Three previous players were selected to go on an initial Warehouse Dash in May.

Ruth Dolter of Dubuque and her husband, Gregg, grabbed more than \$10,000 worth of merchandise, including TVs, high-end vacuums and electronics. Joshua Meier of Sioux City and his friend, Michael Hernandez, collected more than \$12,000 in merchandise, including TVs, tools and a grill. Donna Zoutte of Knoxville and her husband, Don, chose



Ruth Dolter of Dubuque and her husband, Gregg, enjoy the Warehouse Dash.

a TV, a Blu-Ray player and a tablet computer among other things, for a total of more than \$6,500 worth of merchandise.

To enter the promotion, Iowa Lottery players entered numbers from the front and back of a nonwinning \$10 "Did I Win?" scratch ticket. Tickets were entered through noon May 21.

Contestants and their guests received a weekend package including hotel stay, dinner, transportation, and \$1,500 travel and spending cash. The lottery paid the

state and federal taxes for the prize package.

The Warehouse Dash prize package was valued at an estimated \$20,000, but the total amount was determined by the merchandise each winner grabbed during the dash.

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY/AUG. 2012		9 THREE NEW PULL-TABS BEGIN LOTTERY ACTION DELIVERS	10	11	12	13	14
	15	16 500 GRAND (\$20) BEGINS	17	18	19	20	21
	22	23 LOTTERY ACTION DELIVERS	24	25	26	27	28
	29	30	31	Aug. 1	2 LUCKY CHERRY SLOTS(\$1)/ BOGGLE™ (\$2) BEGIN FIRST MYSTERY MILLIONAIRE DRAWING	3	4
	5	6 LOTTERY ACTION DELIVERS	7	8	9 IOWA STATE FAIR BEGINS	10	11

Quad City QC Mart Stores Put Lottery Products Front and Center

While he said he's never built a store from the ground up, Bill Ernst added that his Quad City-area convenience stores do a great Iowa Lottery business.

Ernst owns the QC Mart convenience store chain and says it is the largest locally owned convenience store chain in the Quad Cities area. His 10 Iowa stores are in Bettendorf, Davenport (8) and Welton. He also has five stores in Illinois.

"When I see an opportunity that I believe will make money, I buy that regardless of the footprint. We have a store that we doubled the size of, but every store is different," Ernst explains.

Since their start in Iowa 15 years ago, all QC Mart stores have carried Iowa Lottery products. Ernst believes in putting the lottery front and center.

"We try to never run out of tickets; we try to display them for everyone. For the amount of trouble it is, which is none, it's a low maintenance product that we make money on. I'm very happy with the return and the draw. You never know what the draw is until you stop having it. Then you could tell, but who wants to do that?" said Ernst.

QC Mart's district sales representative, Michelle Mendoza, said QC Mart recently chose to install 24-game in-counter dispensers in all its stores to show off as many tickets as possible in an attractive way. All QC Mart stores earn 7 percent commission for participation in the Gold Star Program.

"He's a staple in my marketplace. He's got a lot of stores. I just pick up the phone and call him and we handle it," Mendoza said. She added that the extra eight spaces help sales of older games players still want.

Ernst said his philosophy on selling lottery tickets is simple.

"We've always put the box right in the counter, right where the customer can see them as an impulse buy — in all stores where it's possible to do that. I'm always glad to increase the visibility of the tickets because it's a good profit item. It's no maintenance. We make



Top, QC Mart owner Bill Ernst and DSR Michelle Mendoza show off a QC Mart in Davenport. Center, a QC Mart store front in Davenport. Bottom, a 24-game in-counter display case at a Davenport QC Mart store.

a lot more on our bag of charcoal, but we have to order it, get it in, price it, put it on the shelf, dust it. Instant tickets, you just don't have that," he said.

Of course, a few big winners never hurt sales either! The QC Mart at 1402 State St. in Bettendorf sold a \$1 million-winning Powerball with Power Play ticket in November 2011 to Esteban and Linda Ramos of East Moline, Ill. Since then, Ernst said, lottery sales at that store have increased. In fact, the Bettendorf store was the top-selling store in the chain, including sales from July 1, 2011 - June 25, 2012. It also ranked in the top 10 percent of lottery retailers statewide for that time period.

"I immediately saw our sales go up after that [\$1 million win] because people are superstitious for whatever reason. They think, well, this location is a winning location," Ernst said.

He said his stores' locations have been at times a blessing and at other times a bit of a curse depending on the price of gas and cigarettes in Illinois versus in Iowa. He said that for the last five or six years, cigarettes have been less expensive in Illinois, affecting his overall sales in Iowa stores. However, he believes that will change with a new dollar-a-pack cigarette tax increase that went into effect for Illinois retailers June 24.

"It will drive people back across that bridge. While they're over here, they buy their gas, they buy their cigarettes [and they say,] 'Oh, I'm gonna get a Powerball ticket. I'm gonna get an instant ticket.' So I think you're going to see that turnaround fairly quickly. People only want to stop one time," Ernst said.

He will welcome all customers with open arms.

Ernst said, "[Lottery is] an important part of the business for two reasons. One is it's a customer draw. I can't tell you how many people come in for some form of lottery and then buy something else, so it's a push for our other business. And I know it pushes the other way too. Somebody will come in for a pack of cigarettes and they'll see the instant tickets and they'll go, 'Oh, give me a couple of these.' And the second reason, obviously, is it's a money-maker for us. ... It increases our business and it increases our profits."

IOWA LOTTERY GAME INFORMATION As of July 9, 2012

Game	Start Date
592	BINGO TIMES 10-Orange/Green 03/31/08
631	LUCKY DIAMONDS 03/30/09
656	CROSSWORD-Blue/Green 12/10/09
660	BINGO NIGHT-Purple/Green 12/18/09
666	LIFETIMES RICHES 04/05/10
667	CASH BONANZA 05/24/10
696	REINDEER BINGO 10/04/10
702	CROSSWORD-Red/Green 10/04/10
701	MAGIC LINE BINGO-Purple/Ylw. 01/03/11
703	IOWA LOTTERY BLACK 01/03/11
716	RED HOT CHERRIES 01/03/11
708	GIVE ME \$20 01/24/11
705	DIAMOND DASH 02/14/11
710	RAINING CASH & DOGS! 03/07/11
711	LUCKY LINES 03/07/11
713	SIZZLING 7'S 03/28/11
715	333 04/18/11
717	SUPER CROSSWORD 04/18/11
724	CROSSWORD-Green/Purple 05/06/11
718	SPADES 05/09/11
720	DIAMOND MINE 05/16/11
719	MONEY SEE MONEY DO 05/23/11
725	TRIPLE PLATINUM 777 05/23/11
721	RUBY RICHES 06/20/11
722	TIC TAC 2'S 06/20/11
726	VETERANS HOT \$50 07/18/11
727	PINK PANTHER™ 07/18/11
731	MONOPOLY™ 07/18/11
729	SUNNY MONEY 08/08/11
730	TRIPLE CHERRY TWIST 08/08/11
728	TWISTED 08/29/11
746	GREAT STATE TAILGATE 08/29/11
732	LOOSE CHANGE* 09/19/11
733	SPOOKY LOOT 09/19/11
736	LUCKY ELVES BINGO 09/26/11
737	MERRY CROSSWORD 09/26/11
738	HOLIDAY BONUS CROSSWORD 09/26/11
739	HOLIDAY COUNTDOWN 09/26/11
740	SNOW BANK 10/03/11
741	BETTY BOOP™ 10/03/11
742	SPARKLING WINNINGS 10/03/11
743	HOLIDAY WISHES 10/03/11
744	WINTER BUCKS 11/04/11
745	SANTA GAMES DOUBLER 11/04/11
735	LUCKY JAR BINGO 12/27/11
723	ACES HIGH 01/06/12
747	VETERANS DOUBLE DOUBLER 01/06/12
748	LUCKY HEARTS 01/06/12
749	MINUTE TO WIN IT™ 01/06/12
750	MATCH & WIN™ 2ND EDITION 01/06/12
751	DID I WIN? - GOLD SERIES 01/06/12
714	\$30,000 CLUB 02/02/12
752	X MARKS THE SPOT™ 02/02/12
753	PAC-MAN™ 02/02/12
754	BEE LUCKY 03/01/12
755	DOUBLE WILD 8'S 03/01/12
758	ROULETTE 04/05/12
759	MATCH 3 TRIPLER 04/05/12
760	PINBALL 04/05/12
757	SUPER CROSSWORD 04/09/12
761	HOT \$50,000 04/09/12
763	INSTANT MONOPOLY™ 05/03/12
764	ROYAL RICHES 05/03/12
734	5X THE MONEY 05/31/12
765	TRIPLE FORTUNE 05/31/12
762	GEMSTONE 10s 06/27/12
766	VETERANS SILVER 6s 06/27/12
767	SCRABBLE™ 06/27/12
768	SUPER CASHOUT 06/27/12
769	7 06/27/12

ENDING SCRATCH GAMES

Game	Start Date	Last Date to Pay Prizes
498	\$35 MIL. CASH SPECTACULAR 01/09/06	08/22/12
671	BLACK PEARLS 01/04/10	08/22/12
659	DBL. BLACKJACK DBL. PLAY 02/22/10	08/22/12
680	THE SILVER TICKET 04/19/10	08/22/12
682	SERIOUS JACK 05/24/10	08/22/12
683	FIRE 'N' DICE 05/24/10	08/22/12
685	JUST A BUCK 06/28/10	08/22/12
686	FAT CAT DOUBLER 06/28/10	08/22/12
655	CASH VAULT 07/19/10	08/22/12
688	VETERANS HOT 7S 07/19/10	08/22/12
689	RINGS OF CASH 08/09/10	08/22/12
654	FABULOUS FORTUNE 08/30/10	08/22/12
690	BLACK CHERRY DOUBLER 08/30/10	08/22/12
691	COOL CASH 08/30/10	08/22/12
692	TRIPLE DIAMONDS 09/20/10	08/22/12
698	HOLIDAY CROSSWORD 10/04/10	08/22/12
694	TINSEL TOWN 10/11/10	08/22/12
695	HAPPY HOLIDAYS 10/11/10	08/22/12
699	SILVER BELLS 10/11/10	08/22/12
704	LOVE TO WIN 01/03/11	08/22/12
706	SHAMROCK SHUFFLE 01/03/11	08/22/12
707	MATCH & WIN™ 01/03/11	08/22/12
709	ROCK OF AGES 02/14/11	08/22/12
712	NEON 9'S 03/28/11	08/22/12

Lotto Game Information				
Game	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Hot Lotto	Wednesday and Saturday	8:18 p.m.	9:40 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	8:18 p.m.	8:28 p.m.	8:40 p.m.
Mega Millions	Tuesday and Friday	8:59 p.m.	10 p.m.	Next Day
Pick 3 and Pick 4 Midday	Daily	12:30 p.m.	12:40 p.m.	1:00 p.m.
Pick 3 and Pick 4 Evening	Daily	8:18 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	8:59 p.m.	9:59 p.m.	11:40 p.m.

If you or someone you know has a gambling problem, call 1-800-BETS OFF.
You must be at least 21 years old to purchase lottery tickets.