

Lottery Action Newsletter

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Bluffs Retailer Proclaims Winning Status With Sign

The red and white sign out front attracts attention, but customer word of mouth has a greater effect on lottery sales at Darrah's Total, 3607 9th Ave. in Council Bluffs.

Although plenty of people see the "Most Winning Lottery Store in the Metro!" sign and stop, Darrah's owner/manager Sandra Darrah says the store's winning reputation starts with its customers.



This sign in front of Darrah's Total explains why they get lots of lottery business.

"We know our regular customers. We just run it—they don't even have to say anything because we just know what they get," she said.

Darrah's ranked first in sales in the Council Bluffs metro area and second overall in the state from July 1, 2002 through Jan. 31, 2003. Their lotto game sales total is first in the state. Sandra's husband Bob had the idea for the sign since they'd had so many winners.

Four \$100,000 Winners

Darrah's has had four \$100,000 Powerball winners in its almost 18-year lottery-selling history, plus several \$5,000 Powerball winners and big scratch ticket winners as well. Many smiling winners' photos appear above the counter at the store.

And the clerks at Darrah's smile back! One customer in the store said he likes the "smiling faces" he sees at Darrah's and he keeps coming back to the store to buy his tickets.

"The funny part of it is, we're in this little old store. There's nothing fancy about our store as you can see," Sandra said. She explained that the larger convenience store/gas stations in the metro sell more gas, but they don't get the lottery business that Darrah's does. She attributed much of Darrah's success to loyal customers telling their friends about winning at the store.

Sandra admits that the store doesn't do much promotion of lottery except through its seasoned employees' good attitude about lottery products.



At A Glance...

Revised Game End and Validation End Dates List:

		Official Game End	Valid. Period Ends
Game #300	Lots O' Spots Bingo-Ylw.	12/24/02	03/24/03
Game #316	Goin' Nuts	12/24/02	03/24/03
Game #329	Hearts & Roses	12/24/02	03/24/03
Game #341	Scorpion King	12/24/02	03/24/03
Game #303	Double Blackjack-Red	01/22/03	04/22/03
Game #338	Treasure Hunt	01/22/03	04/22/03
Game #314	Nifty 50	02/11/03	05/12/03
Game #315	24K Winner	02/11/03	05/12/03
Game #317	Criss Cross Cash	02/11/03	05/12/03
Game #322	Quick Cut	02/11/03	05/12/03
Game #327	Gold & Glory	02/11/03	05/12/03
Game #332	Corned Beef & Cash	02/11/03	05/12/03
Game #334	The Gnu Game	02/11/03	05/12/03

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

"We really push lottery here and most of the people that work here have been here for years," she said.

Clerks at Darrah's sometimes are promised a little reward for their efforts, too.

"Everybody is always so happy when they come in to buy a lottery ticket because they all have this dream—'Oh, if I could only win the lottery, I would do this and this and this, and I will make you rich!'"

For many players, the reason is the same for buying a ticket at Darrah's or anywhere else: "For just a minute they can forget their problems and think about 'What if?'" Sandra said.



Sandra Darrah stands at her lotto terminal near several winners' photos displayed at Darrah's Total.

Order "Doubler" and "Dough" For More Playing Fun

Double Doubler

Cost: \$2
 Top Prize: \$10,000
 Odds: 1 in 3.98
 Begin Ordering: March 3



In each play area, the player wins if they reveal three like prize amounts. Then, if the "Prize Level" area reveals "Single Prize," they win the amount shown; if the "Prize Level" area reveals "Double Prize," they win double the amount shown and if the "Prize Level" area reveals "Double Doubler," they win four times that prize amount! 🎰

Prize	Odds
\$2	1 in 6.00
\$4	1 in 16.67
\$8	1 in 150.00
\$10	1 in 150.00
\$20	1 in 150.00
\$40	1 in 450.00
\$80	1 in 450.00
\$160	1 in 2,493.67
\$10,000	1 in 119,700.00

2 For The Dough

Cost: \$1
 Top Prize: \$2,000
 Odds: 1 in 4.69
 Begin Ordering: March 3



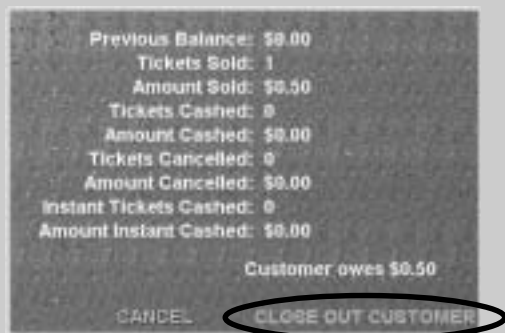
Just find a "2" and win the dough! If the player finds three "X's" or "O's" in any row, column or diagonal, they win the prize in the prize box. If the player finds a "2" symbol, they win that prize instantly! 🎰

Prize	Odds
\$1	1 in 7.50
\$2	1 in 20.00
\$3	1 in 60.00
\$6	1 in 300.00
\$12	1 in 300.00
\$22	1 in 300.00
\$42	1 in 300.00
\$2,000	1 in 119,700.00

FEB./MARCH 2003	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	23	24 BURN RUBBER (PULL-TAB--\$1) BEGINS	25	26	27	28	Mar. 1
	LOTTERY ACTION DELIVERS						
	2	3 2 FOR THE DOUGH (\$1)/DOUBLE DOUBLER (\$2) BEGIN	4	5	6 POWERBALL INSTANT MILLIONAIRE DRAWING	7	8
	9	10	11	12	13	14	15
	LOTTERY ACTION DELIVERS						
	16	17 THE BUCK STARTS HERE (\$1)/DOUBLE BLACKJACK (\$2) BEGIN	18	19	20 POWERBALL INSTANT MILLIONAIRE DRAWING	21	22
	23	24	25	26	27	28	29
	LOTTERY ACTION DELIVERS						

Back to Basics: Brush Up on Lottery Skills

Close Out Customer After Each Sale



After each sale on the Extrema terminal, remember to close out the customer by touching “Close Out Customer” at the bottom of the Customer Settlement screen.

When you close out the customer, the total is erased from the Customer Display Unit and the Powerball and Hot Lotto jackpot messages are displayed for your other customers to see.

Customers may be more likely to buy tickets if they can see there is a big jackpot! 🍀

Use Proper Coupon Procedure

Using the proper procedure to process coupons is important. Check out the steps below that make it easy.

On the Extrema:

- Make the play the customer has requested.
- Touch “Coupon” on the main screen.
- Enter the three-digit coupon number on the keypad. Touch “OK.”

On the Sci-Scan:

- Make the play the customer has requested.
- Select Option 3 from the main display.
- Enter the three-digit coupon number.

Also remember:

Coupon entry must be done before the customer is closed out and within 10 transactions of the play the coupon is good for. The computer system will make sure the right type of play was made. Put all coupons in the Weekly Settlement Envelope. 🍀

Lost Nation Woman Loses Sleep After Winning \$50,000

A Lost Nation woman said she lost a little sleep after realizing she’d won a \$50,000 Iowa Lottery prize—but she’s not complaining.

“I won it Saturday, so I was just kind of sleepless the last couple of nights!” Mary Jo Geerts of Lost Nation said as she claimed her \$50,000 prize at the Iowa Lottery’s regional office in Cedar Rapids.

Geerts, 34, who works at a Maquoketa nursing facility, won the top prize in Red Hot 7s, an instant-scratch game. She bought her winning ticket at the Lottery-Video-Food-Bank at 918 W. Platt in Maquoketa.

Geerts said she nearly cried when she realized she’d won a big prize.

“I had to read the ticket about seven times before I could actually focus on taking it up to the counter!” she said.

Geerts, who is married and has five children, said she and her family will pay a few bills, save some of her winnings and take a vacation.

Red Hot 7s is a \$5 game. The tickets feature five play areas where players try to match numbers and symbols or to uncover a “7” or specific prize amount. 🍀



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“I had to read the ticket about seven times before I could actually focus on taking it up to the counter!” —
Mary Jo Geerts
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Clip and Save

IOWA LOTTERY

GAME INFORMATION

Clip and Save

Game		Start Date	As of Feb. 24, 2003		
304	CASINO ACTION	09/24/01			
305	CASH SPECTACULAR	10/01/01			
323	TWO MUCH FUN	12/10/01			
328	DOUBLE DOWN	01/07/02			
330	WILD CHERRIES	01/28/02			
331	PHARAOH'S GOLD	02/04/02			
336	LUCKY STARS	03/04/02			
333	7-11-21	03/11/02			
301	LOTS O' SPOTS BINGO-Blue	03/18/02			
324	DOUBLE DOUBLER-Orange	03/18/02			
325	DOUBLE BLACKJACK-Green	03/18/02			
326	CROSSWORD-Yellow	03/18/02			
337	SILVER DOLLARS	03/25/02			
343	HOT CARDS	04/22/02			
344	BONUS BASEBALL	05/06/02			
345	DOLLAR SIGNS	05/13/02			
346	SNAKE EYES	05/20/02			
347	STARS AND STRIPES	06/03/02			
348	STRUCK BY LUCK	06/10/02			
349	FAST 5s	06/17/02			
335	LUCKY DAY	06/27/02			
353	LUCKY LINES	07/08/02			
352	GRAND CHAMPION	07/15/02			
342	STINKIN' RICH	07/29/02			
350	RED HOT 7S	08/05/02			
351	WHOOOP DE DOUGH	08/12/02			
355	ACES HIGH	08/26/02			
356	FOOTBALL FEVER	09/09/02			
358	MONEY MAZE	09/16/02			
359	CASH HARVEST	09/23/02			
360	BEETLE BAILEY DOUBLE TIME	10/07/02			
357	BONUS CROSSWORD-Aqua	10/07/02			
361	VENETIAN* LAS VEGAS	10/14/02			
354	TOP BANANA	10/21/02			
362	BAH HUMBUCKS	11/04/02			
318	CANDY CANE CASH	11/04/02			
363	LUCKY STREAK	11/18/02			
339	DIAMOND BINGO-Red	11/18/02			
365	CASH FLURRIES	12/02/02			
366	BEGINNER'S LUCK	12/16/02			
378	KUM & GO—WE GO ALL OUT!	01/06/03			
367	POKER FACE	01/06/03			
368	LUCK OF THE DICE	01/06/03			
369	BE MINE	01/27/03			
370	ALL THE MARBLES	01/27/03			
373	SHAMROCK GREEN	02/17/03			
374	TICKET TO VEGAS	02/17/03			
377	BONUS CROSSWORD-Blue	02/17/03			

Game	Start Date	Last Date To Pay Prizes
300	LOTS O' SPOTS BINGO-Ylw.	09/17/01 03/24/03
316	GOIN' NUTS	10/22/01 03/24/03
329	HEARTS & ROSES	01/14/02 03/24/03
341	SCORPION KING	04/08/02 03/24/03
303	DOUBLE BLACKJACK-RED	08/20/01 04/22/03
338	TREASURE HUNT	04/01/02 04/22/03
314	NIFTY 50	10/08/01 05/12/03
315	24K WINNER	10/15/01 05/12/03
317	CRISS CROSS CASH	11/05/01 05/12/03
322	QUICK CUT	12/17/01 05/12/03
327	GOLD & GLORY	01/07/02 05/12/03
332	CORNED BEEF & CASH	02/11/02 05/12/03
334	THE GNU GAME	02/25/02 05/12/03

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.

Lotto Game Information				
	Drawing Days	Sales Cutoff Time	Approx. Drawing Time	Approx. Allowed Cashing Time
Freeplay Replay	Wednesday and Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
Hot Lotto	Wednesday and Saturday	7:59 p.m.	10:00 p.m.	11:45 p.m.
\$100,000 Cash Game	Monday through Saturday	6:18 p.m.	6:28 p.m.	6:40 p.m.
Pick 3	Every day, Sunday through Saturday	7:59 p.m.	9:20 p.m.	9:40 p.m.
Powerball	Wednesday and Saturday	7:59 p.m.	9:59 p.m.	11:40 p.m.