



From the Executive Director:

November is notable for the opportunity to eat copious quantities of turkey and dressing while giving thanks for all the good things that come our way.

Among them is the incredible support the Arkansas Scholarship Lottery (ASL) gets from you, our retailers. The ASL launched Sept. 28 with four instant games and around 1,551 retailers statewide. You did a phenomenal job — during the first seven days, ticket sales were estimated at \$9.86 million. Happy players won \$6.5 million in prizes, and \$2.4 million was raised for college scholarships. Since then we've averaged \$1.4 million in sales per day.

We introduced four more instant games in October as well as the well received premiere of the multi-state game Powerball® on Oct. 31. And we started four holiday-themed instant games — Candy Cane Cash (\$1), Stocking Stuffer (\$2), \$50,000 Holiday Cash (\$3) and \$500,000 Jackpot (\$10) on Nov. 10. With games as entertaining as these, the holidays are looking bright!

Retailers like you are the reason the ASL is so successful and continues to grow. As you know, net proceeds will be used to provide scholarships and grants to Arkansas residents enrolled in public and private nonprofit two-year and four-year colleges and universities within the state. Working together, we will make a difference in Arkansas higher education. Your good work gives us many reasons to be thankful.

Ernie Passailaigue,
Executive Director,

Arkansas Scholarship Lottery

Lotteries' Lively Past Influences Modern ASL

Historical records show that lotteries helped support the American Revolutionary War (1775-1783). Lottery tickets with George Washington's signature, though rare, can still be found.

This and other morsels of lottery lore were shared by Kevin McCarthy, ASL's sales training and retailer relations coordinator, in a presentation titled Lottery 101 for ASL employees. Retailers may find it interesting — and fun — as well.

Lottery History

Early lotteries, such as the one started in 1434 in Flanders, were used to aid the poor and fund town fortifications, McCarthy says. "Lotteries were hailed as a less painful form of taxation."

Lotteries performed the jobs of national banking systems, which didn't exist at the time, McCarthy explained. Lotteries financed England's King James I's New World settlement in Jamestown. They funded construction of European roads, libraries, churches and public works. Money from lotteries helped establish the British Museum in 1753.

In North America, lotteries played a part in supporting the French and Indian War (1754-1763). Princeton (founded in 1746) and Columbia (founded in 1754) Universities and the University of Pennsylvania (founded in 1740) were recipients of lottery money.

Eventually a series of scandals and charges of mismanagement led to a U.S. movement to ban lotteries in the late 19th century, McCarthy says. A prime example was the Louisiana State Lottery, which attracted players from across the country but was fraught with corruption. This led to the banning in 1890 of lottery ticket sales across state lines by mail or any other method — a ban that continues today.



The Junction Bridge in Little Rock was one of the many Arkansas locations where residents spotted big red Powerballs in the days leading to the startup of Powerball® ticket sales on Oct. 31. The traveling Powerballs were part of a radio promotion that culminated in their arrival in Little Rock for a Powerball® kickoff party at the River Market Pavilion. Powerball® drawings, which your customers can watch live on KARK in Little Rock and KNWA in Northwest Arkansas, are held at 9:59 p.m. Wednesdays and Saturdays.

In 1905, The U.S. Supreme Court reaffirmed states' use of police powers to control gambling, which ended the Louisiana Lottery and other gambling in the U.S.

The country had to make do with illegal European lotteries (like the hugely popular Irish Sweepstakes, which began in 1930) for the first half of the 20th century. It wasn't until 1964 when U.S. lotteries reared up again. That was the beginning of the New Hampshire Sweepstakes, which was based on a horse race to dodge federal anti-lottery statutes. It was followed by New York in 1967 and New Jersey in 1971. There are now lotteries in 43 states and the District of Columbia.

Lotteries Today

Around 60 percent of modern lottery sales are instant games, which first appeared in the 1970s.

ASL offers around four new instant games each month. Eventually there will be 24 to 36 games available.

Retailers are seeing a lot of

winners right now; that's because the lottery is new in Arkansas. "Everybody's buying tickets so retailers are going through their packs quickly," McCarthy says.

Tell Your Customers About Play It Again!



Play It Again is a popular new feature that guarantees players an opportunity to win the top prize in each instant game. Over 70,000 Arkansans have registered for a chance to win.

Here's how it works: Non-winning tickets are entered online at www.myarkansaslottery.com for a drawing after the game concludes and for additional top prize drawing(s) during the life of popular ongoing games.

The first entry deadline is Nov. 20 for 3 Times Lucky (with a prize of \$3,000), Arkansas Riches (\$20,000), Jumbo Bucks (\$25,000), \$100,000 Cash Bonanza (\$100,000) and Money Bags (\$2,000). These games are not ending — there will be at least one additional top prize drawing for each of them. Winners will be posted online.

Retailer Limelight

John Felton of Felton Oil Company in El Dorado, operators of Missile Marts with five locations: three in El Dorado, one in Hampton, and one in Warren.

Why did you become an ASL retailer?

Honestly, it was kind of a defensive move. I didn't want other retailers to get an advantage on me.

What Lottery games do your customers like?

It depends on the location. As soon as someone hears of a big win they go to that game.

How has being an ASL retailer affected your business?

It has definitely upped the foot traffic in the stores. I haven't gotten my numbers back from October yet, but I know that we had one guy buy \$200 in Powerball tickets in the first 15 minutes on Halloween night (the start of Powerball® ticket sales in Arkansas).

How did you train your staff to handle Lottery ticket sales?

I was out of town when the retailer training was going on (in September), but all my managers went to the training. My partner, Walter Felton, went over as much as he could with the cashiers and managers. He did all the backroom accounting. As soon as I got back in town he left, but we got it all sorted out. The biggest problem with the scratch-off games was getting everybody accustomed to doing a count on every shift. Stuff can disappear pretty quickly around a convenience store.

What advice do you have for other retailers?

If you don't have the Lottery in your store right now, you're already behind the curve.



Retailer *problems/solutions*

- What do HT and LT mean on my printout?
LT (Low Tier) is a cash payout to a customer of less than \$20.
HT (High Tier) is a cash payout to a customer of \$20 or more.
- When am I charged for tickets?
When a pack is settled.
- What is the cost of a pack?
\$300.
- How do packs settle?
Packs can settle in three ways:
 - Manually after the last ticket in the pack is sold
 - Automatically by the system when 75 percent of the low tier prizes in the pack have been claimed
 - Automatically 28 days after the pack is activated.
- What am I making out of this deal?
You will receive a five percent selling commission on each pack settled (\$15 per pack) and 1 percent cashing commission on each ticket you cash (one cent on each dollar).
- What is the System Charge on my invoice?
ASL has implemented a \$10 fee that covers satellite communication, maintenance and upkeep of the terminal.
- How often will this occur?
This is a weekly fee. This fee is outlined on page 5, section 16 (Terminal Requirements), sub-section C of your Retailer Contract.

ASL Updates

ASL's Springdale Claim Center began welcoming winners of prizes over \$500 on Nov. 2. The Claim Center, which is open from 8:30 a.m. to 4:30 p.m. Monday-Friday (except on state holidays), is at 3896 Elm Springs Road, Suite B, Springdale, AR 72762; the phone number is 479-725-4600. Prizes of \$1,000,000 or more must be claimed at the Little Rock Area Claim Center, 124 W. Capitol Ave., Little Rock.

ASL will be closed Nov. 26-27 for Thanksgiving. Retailers will not be able to order tickets on those days, so plan ahead and order early.

New Games

Attract customers with these holiday-themed instant games that joined the ASL lineup on Tuesday, Nov. 10:

\$1 Candy Cane Cash (Game No. 011)

Win up to \$1,000.

Overall Odds: 1 in 4.51

Top Prize Odds: 1 in 510,000

How to play: Match any of your numbers to either winning number to win the prize shown. Get a Star symbol to win double the prize shown.

\$2 Stocking Stuffer (Game No. 009)

Win up to \$15,000.

Overall Odds: 1 in 3.94

Top Prize Odds: 1 in 480,000

Match any of your numbers to either winning number to win the prize shown. Get a Jingle Bell symbol to win double the prize shown.

\$3 \$50,000 Holiday Cash (Game No. 010)

Win up to \$50,000.

Overall Odds: 1 in 3.90

Top Prize Odds: 1 in 640,000

Three games in one: tic-tac-toe in Game 1, matching numbers in Game 2, and matching symbols in Game 3. These tickets have "To" and "From" spaces so the ticket can be used as a gift.

\$10 \$500,000 Jackpot (Game No. 012)

Win up to \$500,000.

Overall Odds: 1 in 3.28

Top Prize Odds: 1 in 1,000,000

Match any of your numbers to any winning number to win the prize shown. Get a Moneybag symbol to win the prize shown automatically. Get a Cash symbol to win all 20 prizes shown.

This is ASL's first \$10 ticket, offering over \$21 million in prizes.



Suggestions from *successful* retailers

- Create a friendly, welcoming environment. Greet customers with a smile.
- Pay all winners up to and including \$500 in cash. If players know they can get their winning ticket cashed at your store, they will come to you for lottery purchases and will buy other in-store products.
- Display names of winners in your store.
- Provide winning numbers from drawings when they become available. Your ASL terminal contains this information in a winning numbers report.
- Make sure your staff is knowledgeable about ASL games and promotions. Assist players with questions. If they understand the game or promotion, they are more willing to make a purchase.

Meet the ASL Winners <http://myarkansaslottery.com/media-center>

More ASL retailer information <http://myarkansaslottery.com/find-retailer>