

SALES MAKER

FALL 2023



Benefits Older Pennsylvanians.
Every Day.

Josh Shapiro, Governor

palottery.com

BET YOUR AUTUMN DOLLAR PLAYERS WILL FALL ALL OVER THESE FUN CHANCES TO WIN!

Your players will have plenty of fun to look forward to, not to mention more chances to win this fall!

ROAD TRIP RICHES

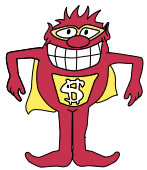
We're still holding on to summer with Road Trip Riches! Qualifying Draw Game tickets are eligible between July 11 and August 17, 2023. The top prize is \$100,000!



THE BIG GAME



This fall bring on the cooler weather with hot prizes up for grabs, including a trip to THE BIG GAME! This Second-Chance Drawing and special Online Prize Drawing give players a chance to win an ultimate trip and prize package to professional football's biggest game of the year in Las Vegas, Nevada, on February 11, 2024. Visit palottery.com for details.



PRESS YOUR LUCK® with this Second-Chance Drawing that takes place between August 1 and October 19. Scratch-Off and Fast Play players will both have a chance to win a top prize of \$75,000!

Fremantle

PRESS YOUR LUCK: ©/© FremantleMedia Operations BV. 2023.



Powerball First Millionaire of the Year is back! Players who enter have a chance to win a VIP trip to New York City for the New Year's Eve celebration and \$1 million after the ball drops in Times Square!

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PLEASE READ OUR IMPORTANT MODERNIZATION MESSAGE ON PAGE 6!



Executive Director

Dear PA Lottery Retailers,



Best in Selling,

Drew Svitko

First, let me start by sending you my sincere thanks and gratitude for your patience during a time which most might consider disruptive during our Lottery systems upgrade. As a business owner, you may know the old saying that if you don't disrupt your business, someone else will. That's why, we know it's important for the Pennsylvania Lottery to work with you to not only make your Lottery business more manageable, but also to make it more relevant and convenient for the players who visit your location.

As many updates are made to our business, we're excited to see you grow with us. In fact, even during modernization our retailers continued experiencing great success. An estimated 7,600 retailers earned at least one bonus through our Sales Incentive Program by increasing their sales by at least .01%, totaling over \$38 million in bonus commissions earned. That's impressive!

In addition, roughly 1,600 retailers earned an additional \$918,000 by working with us to implement Best Practices.

We know this year hasn't been the easiest, but we feel assured and proud of the success we will continue to build upon, with your support. We value your feedback during this time and value you as our retailer partner. Don't hesitate to reach out to your District Sales Representative or Corporate Sales Manager for any needs.



Deputy Executive Director

Dear PA Lottery Retailers,



Best in Selling,

Eric Grubbs

As we head into our new fiscal year, we do so with a renewed focus on helping you make your retail location a lottery destination for players. Through our popular Retailer Incentive Program, your District Sales Representative can help guide you through implementation of PA Lottery Best Practices that will help draw players to your location for their lottery purchase.

As a reminder, our Retailer Incentive Program has three parts: A sales incentive that rewards retailers with bonus earnings when they meet or exceed their sales goals, bonus earnings on the sale of select PA Lottery games each quarter, and bonus earnings for implementing certain PA Lottery Best Practices.

Our Lottery Best Practices have been statistically proven to increase sales at retailers who participate in the program. One of the most profitable Best Practices is adding Scratch-Off facings to your counter – we've seen that adding at least 12 facings boosts Scratch-Off sales by up to 5 percent! In addition to adding facings, our new and improved Scratch-Off face cards are more eye-catching to players and can help speed up the purchase of Scratch-Off tickets at the counter.

Talk to your District Sales Representative today for more details on how you can participate in the program.



NEW SCRATCH-OFFS!

On Sale: **Jul. 18, 2023**

On Sale: **Aug. 15, 2023**

On Sale: **Sept. 12, 2023**

\$3,000,000 Fun Fortune (€30)	1646
Feeling Lucky (€10)	1647
Watts of Cash (€5)	1648
Fast Loot (€1)	1649

Big Money Millionaire (€20)	1650
PRESS YOUR LUCK® (€5)*	1651
Double Your Dollars (€3)	1652
Cash Money (€2)	1653

Win+ Win+ Win+ (€10)	1654
Make Me Witch (€5)*	1655
Spooky Season (€2)*	1656
Monster Multiplier (€1)*	1657



New FASTPLAY Games!

On Sale: **Aug. 1, 2023**

On Sale: **Sept. 5, 2023**

On Sale: **Oct. 3, 2023**

Winner Winner Chicken Dinner (P) (€10)	5204
PRESS YOUR LUCK® (€5)*	5205
Happy Camper (€1)	5206

Witch Way (€5)*	5207
Spooky Skeleton (€2)*	5208
Monster Money (€1)*	5209

Strike it Rich (P) (€20)	5210
Cash Flow (P) (€5)	5211
Mint Money (P) (€2)	5212



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PRESS YOUR LUCK: ©/© FremantleMedia Operations BV. 2023.

**Games marked with an asterisk will be second-chance eligible.*

All closed Scratch-Off games should be removed from display by the sales end date. Returns may be held for pick up by your Lottery District Sales Representative during the next regularly scheduled visit. Selling Scratch-Off games after the end-sale date is a violation of Lottery regulations. Visit palottery.com or contact your District Sales Representative for a complete list of game closing dates.



September 2023 Point-of-Sale



Scratch-Off Game & 4" x 6" Insert



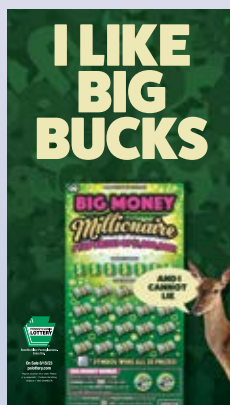
Poster; 17"x 11" Horizontal



Poster; 11"x 17" Double-Sided



BackLit Insert Sign; 24"x 18"



Bollard Topper
8.5"x 15.5"



ITVM Topper, Die-cut; 29"x 17"



Walmart PHDL Topper; 35"x 5"



PDH Topper, Die-cut; 35"x 19"



Scratch-Off Game & 4" x 6" Insert



Poster; 11"x 17" Vertical



Violator; 8"x 8"

New Promotions & Bonus Earning Opportunities!

For Retailer Reference Only - Do not post for players.



DERBY CASH

BONUS EARNINGS

From July 1 to September 30, 2023

Earn a 10% Bonus*

on all sales of Keno and Derby Cash.

***Eligible retailers will earn 10 percent bonus earnings, in addition to the 5 percent sales commission, on all sales of Keno and Derby Cash between July 1 and September 30, 2023.**

Retailers must have active sales terminals permitted to sell Lottery tickets and cannot have a suspended or revoked license during this promotional period.

Retailers with delinquent Lottery accounts are not able to participate in this promotion.

Players must be 18 or older. Please play responsibly. Problem Gambling Helpline: 1-800-GAMBLER (1-800-426-2537)



Tell your players about another fun, spooky way to win with the Halloween-themed Spook-tacular Second-Chance Drawing. It features top prizes of \$30,000! The following non-winning Fast Play tickets can be entered between September 5 and November 2: [\$5] Witch Way (PA-5207), [\$2] Spooky Skeleton (PA-5208), and [\$1] Monster Money (PA-5209). For Scratch-Off Second-Chance entries, the following non-winning tickets can be submitted between September 11 and November 2: [\$5] Make Me Witch (PA-1655), [\$2] Spooky Season (PA-1656), and [\$1] Monster Multiplier (PA-1657). Players submit qualifying ticket information at palottery.com or via the PA Lottery's Official App.



Important Modernization Message

In June, we kindly asked you to hang on to your End Zone Cash playslips that were received as a part of your June blitz, as the date to launch this new Xpress Sports game was postponed. End Zone Cash is tied to our system change, so when our new system launches, so will this newly revamped game!

As you may already know, the first phase of Lottery's modernization project includes installing new WAVE 8 sell terminals at our current retailers. As far as vending is concerned, we continue to replace ITVMs at retailers with new PHDS vending machines. These new vending machines hold more scratch product in addition to selling Draw Games, while providing the convenience of debit as a payment option for players.

While our system upgrade has been postponed, our newest equipment will continue to be installed at retail locations. Thank you for your patience and for working with us as we continue to upgrade our network.



Kwik Fill and Country Fair Trade Shows

The Pennsylvania Lottery was excited to attend this year's Kwik Fill (April 27, 2023) and Country Fair (May 2-4, 2023) trade shows. The shows provided Lottery staff the opportunity to interact with store staff and headquarter contacts one-on-one to discuss our modernization efforts and their Lottery business, as well as celebrate the successful partnership we've had with both corporate accounts throughout the years. The PA Lottery booth at both shows included a WAVE 8 terminal that attendees could test out, which increased the excitement for stores to receive the new terminal and encouraged store staff to complete their eLearning as soon as possible.



Lottery Sales Advisory Council (LSAC)

This year's Lottery Sales Advisory Council (LSAC) was held at the Erie Lottery office on April 27. The session provided Pennsylvania Lottery Executive Director Drew Svitko and Deputy Executive Director of Sales & Retail Operations Eric Grubbs an opportunity for open conversation with retailers on a variety of topics related to their Lottery business. Topics included PA Lottery modernization, signage opportunities, game feedback, and how the PA Lottery can help retailers reach their sales goals. Retailer attendees included Baker Confectionary Inc., Corry Beverage Inc., Country Fair, Kelly's Corner Market, Liberated Petroleum, Penn Ohio Lottery & Deli, Serafins Inc., and Spanky's Tobacco.



Nice to Meet You!

Whether in the field, at Lottery Headquarters, or in one of our area offices, these Lottery staff members are ready to assist retailers with the management of their Lottery business and help drive Lottery sales.



Sandra Colaizzi, *District Sales Representative, Pittsburgh Lottery office, 3 years of service*

- **What is your favorite PA Lottery Best Practice?** My favorite is the “All-In” option, where retailers who implement each of the five Lottery Best Practices (increased counter facings, dedicated Lottery space, winner awareness, increased signage, Second-Chance Drawing) will get a \$450 bonus and see a return on their investment of space given to Lottery Point-of-Sale and product.
- **What tips do you have for PA Lottery retailers?** With the modernization upon us, my advice to retailers is to keep an open mind, embrace change, have patience, and always keep the lines of communication open between you and your District Sales Representative.



Lucille Mocarski, *Stock Clerk 3, Philadelphia Lottery office, 7 years of service*

- **What is your role at the PA Lottery?** I assist District Sales Representatives with Point-of-Sale for their retailer locations. I enjoy seeing the representatives come to the warehouse, excited to see what items they can use to help their retailers. They know of each retailers’ wants and needs and how to make their lottery space more efficient and appealing to our players.
- **What tips do you have for PA Lottery retailers?** I’d like to tell retailers that curb signs and playstations (scratch stands) are our most in-demand pieces. A curb sign is an eye-catcher that draws players into a store. Playstations give players a convenient place in the store to fill out their playslips and scratch tickets.



Jean Gill, *District Sales Representative Supervisor, Pittsburgh Lottery office, 18 years of service*

- **What is your favorite PA Lottery Best Practice and why?** My favorite Best Practice is increased facings. Though it is the hardest to get a retailer to agree to, I feel it provides the best display for our Scratch-Off games and has the highest potential for increasing sales.
- **What tips do you have for PA Lottery retailers?** Know that your District Sales Representative is always available to assist or answer questions, follow Lottery Best Practices to increase sales, and always have new games activated and selling immediately.



Sonja Wise, *Sales Support Manager, PA Lottery Headquarters, 2 years of service*

- **What is your role at the PA Lottery?** I am a Sales Support Manager for Retail Operations. I love that my duties are very diverse and put me in contact with various areas of the Lottery, such as the sales, marketing, and administrative teams.
- **What tips do you have for PA Lottery retailers?** Even though Lottery may not be your main business, it still plays an important role to get customers to your location. Make sure employees are well trained so they can assist customers with transactions, but also help with problems when they arise. Take the time to listen to what your customers are conveying, especially when they are experiencing problems with their lottery transactions. Try to take every step you can to remedy the situation at the store-level.



Retailer Spotlight & Winner Awareness!

Rosemary Lisanti-Brannick said she started working for Giant Eagle at the age of 17 as a cashier and worked her way up to her current position, Front-end Team Leader. She said she's been with Giant Eagle for 51 years, working at several stores along the way, and her favorite part of the job is selling Lottery products.

"When Powerball first came out (1992) I

remember us having a meeting in the North Hills store," said Lisanti-Brannick. "One of the things that caught my attention most, was the long lines of people trying to get tickets." Lisanti-Brannick said when her store started selling Powerball tickets, the amount of people waiting to buy them became so overwhelming that she requested a second machine.

"It was just incredible," said the North Hills native, who now works at the Giant Eagle located in North Versailles, Allegheny County.

"After that, the Lottery came out with the instant ticket (Scratch-Off) machines. We had two delivered to my store at the time," she said. "Things really took off. We were the number one store in sales for years!" Lisanti-Brannick said at that time, adding Scratch-Off machines to her store increased sales by \$6,000 a week.

"We now sell between \$46,000 and \$50,000 a week in Lottery," she said. "Selling Lottery is just such a wonderful opportunity and should be taken advantage of. To me, working with Lottery is awesome!"

"I like to work on the Lottery sales, but it's more than the bottom line, we're giving back to seniors," said Lisanti-Brannick.

The PA Lottery is currently undergoing modernization. That means retailers are seeing changes in order to make Lottery



products easier and more convenient to sell. Lisanti-Brannick is embracing the change.

"We all have to take an e-learning course.

New is difficult, but you have to jump on board, you have to stay current, because that's where the business is going," said Lisanti-Brannick. "You just pay attention, learn it and before you know it you forgot the old and are doing the new!"

Lisanti-Brannick gave the example of when Lottery introduced Debit Card machines, "That was huge! No one carries cash anymore. Sales went through the roof, because they made it more accessible."

Lisanti-Brannick also says following Lottery Best Practices helps increase sales.

"Accessibility is number one. You have to have machines at your location. If it's there for the customer that's important," said Lisanti-Brannick.

Paying prizes is key too.

"We pay out a minimum \$30,000 a week," she said. "And keep the ticket stock full. Have updated tickets in place."

Lisanti-Brannick says she doesn't do it alone.

Her success is reflective of her team.

"Our store gets commissions, bonuses. That's impressive of my team!" she said.

"When our customers win, they are excited! You always hear a positive Lottery story," she said. "Like anything else, moderation is the key. You must have fun and play responsibly!"

"Around the holiday time, it's the best gift ever (for those 18 or older). Lottery gifts are never the wrong size or color," she said.

Lisanti-Brannick says she's proud of the work she's done over the last 50-plus years at Giant Eagle. Her other great accomplishment is her daughter.

"My proudest moment is my daughter, when she graduated college and got a career then bought a house. When you're a mom and see your kids your grow and become accomplished it makes your life," she added.

In the end, Lisanti-Brannick says Lottery makes people happy, and that's what she enjoys seeing as well.



PA Lottery Area Offices:

Philadelphia	215-952-1123
Wilkes-Barre	570-826-2091
Harrisburg	717-702-8230
Clearfield	814-765-0536
Pittsburgh	412-770-2760
Erie	814-835-2423
Lehigh Valley	610-807-3319



PA Lottery Toll-Free

1-800-692-7481

Equipment Service

& Repair

1-800-692-7353

Tel-Sell Team

1-888-393-4744

Interpreter

Language Line

1-800-692-7353

Drawing Results

1-877-282-4639



Reminders:

Check and verify winner IDs when reviewing a completed claim form.

By law, Lottery players must be 18 or older.

Confidential help for problem gamblers is available.

Lottery retailers are asked to promote responsible play, every day, and to monitor vending for underage play.

Call the free, 24-hour helpline: 1-800-GAMBLER

Pennsylvania Lottery's Sales Maker is published quarterly. Editor: Ewa Swope. Contributing Editors: Staci Coombs, Kelly McGranaghan. While all efforts are made to ensure the accuracy of the content, official rules, policies or regulations shall prevail in the event of a discrepancy. Content may not be republished without prior approval of the Pennsylvania Lottery, 1200 Fulling Mill Road, Suite 1, Middletown, PA 17057. 1-800-692-7481. Date of publication: **Fall 2023, Volume 38.**

