

# THE QUARTER

# \$1,586,325,000

LOTTERY SALES CRUSH  
ALL-TIME SALES RECORD!



NEW MONDAY  
POWERBALL  
DRAWING

HOLIDAY  
GAMES  
ANNOUNCED

CALLING  
1-800-GAMBLER

# THE PRESIDENT'S CORNER

\$1,586,325,000.

Let that number sink in for a minute, and then look to your right at the list of records which were shattered in Fiscal Year 2021.

Then think back to the uncertainty your business – and ALL businesses – faced last summer as we were still coming to grips with the pandemic.

That makes the work you did in the last fiscal year even more remarkable. You not only kept the business afloat, but you helped it thrive.

And this Spring, when we first started to see signs of returning to normal, you kept up your amazing efforts – the fourth quarter of the last fiscal year (April – June) not only saw the largest sales levels for the year, but was also the biggest quarter in our 32-year history.

This is the fact I point to when people ask what I think will happen next year. The momentum is strong, and with partners like you, I know we're up to the challenge.

Your work not only helped provide more dollars to the Commonwealth to support college scholarship and grant programs than ever before, but also earned more money for your store as retailer commissions reached an all-time high. That's a win-win for ALL of us, and that momentum which carries us into FY22 will only grow.

In this issue of The Quarter, you'll find information on how we plan on helping you maintain that momentum. Lots of new initiatives are planned for the fiscal year, such as what you'll read here about Powerball drawings going to three nights a week. And it seems hard to believe, but we're already well into planning for our holiday efforts. Check out the fantastic collection of games we'll have heading your way around the holidays.

It's going to take all of us working together to exceed what we've been able to accomplish this past year. Please know how much we appreciate you and your amazing work during an unprecedented time in our history. Thanks for all you do for Kentucky college students.



Mary Harville  
Kentucky Lottery  
President and CEO



# SALES RECORDS BROKEN IN FY21

**HIGHEST TOTAL SALES**  
largest year, quarter, month and week ever

**HIGHEST PICK 3 SALES**  
largest year, quarter and day ever

**HIGHEST SCRATCH-OFF SALES**  
largest year, quarter, month and week ever

**HIGHEST AMOUNT OF PRIZES PAID**  
in a year ever

**HIGHEST PICK 4 SALES**  
largest year, quarter and day ever

**LARGEST DIVIDEND TRANSFER TO THE COMMONWEALTH EVER**  
(both annually and monthly)

**LARGEST AMOUNT OF COMMISSIONS EVER PAID**  
to retailers



The Scratch-off ticket 200X generated the highest dollar sales in FY21, with \$81,303,900 in sales.

The biggest number of physical tickets sold for the fiscal year goes to the \$5 "Gold Rush" ticket. Players bought 4,102,068 tickets for the game in FY21.



# BOOM!

## LOTTERY SEES HIGHEST FISCAL-YEAR INCREASE IN 32-YEAR HISTORY

By Mandy Wolf Detwiler  
Contributing Writer

Even in light of an international pandemic, the Kentucky Lottery's FY21 sales have shattered the company's all-time record.

Despite more Kentuckians spending time in their homes during the COVID-19 pandemic, the Lottery has posted total sales of more than \$1.586 billion, a 31.8% increase from FY20, with \$382.9 million more in revenue.

"The pandemic was the impetus to those numbers," says Mary Harville, Kentucky Lottery president and CEO. While acknowledging the impact of the pandemic, Harville said many game-changing Lottery advances were already being put into place before the pandemic began in March 2020.

"Our team was so great at meeting the challenges of the pandemic and had a very strategic way of responding to what was going on, so I think we've done very well in a situation we couldn't have possibly planned for," Harville says. "There were just so many lessons learned through the pandemic. We really learned what our strengths were and how to take advantage of those."

"We have engaged retailer partners. Working through the pandemic has really highlighted the retailer/Kentucky Lottery partnership. I think they appreciated that Lottery products were in their stores and we of course really appreciated them. There had to be a certain element of trust there too because for part of the time we pulled all reps out of the field and they could only work with the retailers by phone. And even when we put them back in the field, they were there in only a very limited capacity."

Leading the sales charge again this year were Scratch-off tickets, with a 29.8% increase totaling more than \$961.6 million in sales. Given the fact that many Lottery retailers, such as grocery and convenience stores and gas stations, did not close during the pandemic because they were considered essential businesses, they continued to stock and sell Lottery games while stay-at-home recommendations were in place.

"When players came looking for some kind of entertainment, many things they normally may have done were shut down," Harville says. "They needed entertainment, they came into these retail stores that were still open and they found great Lottery games."



A vending initiative, which added more than 1,400 cashless vending machines, was already in the works when the pandemic hit. This increased players' ability to buy tickets easily -- and without cash -- on-site. Almost 2,100 vending machines are available for retail play now.

Internet sales, which began in 2016, accounted for the largest growth category. The channel has steadily grown over the past six years, but more Kentuckians discovered the platform this year, Harville says. Internet sales finished FY21 at \$137.1 million, a 204.6% increase over 2020. Internet sales comprised 9 percent of total Lottery sales.

"Plenty of folks discovered our internet presence during this time as well," Harville adds, "so we had lottery games where people were looking for them." Both draw games and the electronic version of Scratch-style games are available for purchase online.

Also up in sales were the multi-state Powerball and Mega Millions games, due in part to jackpot runs of \$1 billion in Mega Millions and \$731 million in Powerball in January 2021. Overall, Powerball sales increased 22.8% for a total of \$61.3 million, while Mega Millions sales finished at \$50.2 million, an increase of 35.5%.

"Obviously, [players] found what they were looking for," "Our games are fun. We're constantly looking at what the players want," Harville adds. "We conduct focus groups and ask our players what they enjoy and the play styles that they like. We know there are games out there they find fun and entertaining. If they didn't, they wouldn't come back to buy them."



Daily draw games also increased in sales, with the daily Pick 4 Game ending the year with an 18.1% sales increase over last year, ending at \$60.2 million. Pick 3 was up 16.1% at \$194.2 million. Though some stores remained shuttered throughout the pandemic, Keno sales rose 12.4 percent to end the year with \$88.6 million.

Harville credits retailers with keeping machines and counter displays well-stocked to avoid disappointing players. Both Lottery officials and retailers are working hard to lower out-of-stocks, a lesson that has played out during the pandemic as Lottery sales have increased. "That means that the games are available for the players when they want them," Harville says. They walk into a store and they see full retail bins and the vending machines -- that increases sales," as does activating new games on launch day.

Kentucky Lottery officials believe sales can maintain or even increase in fiscal year 2022 with the right sales techniques, games and product buzz. "We think we can maintain these players that we've got. We know we attracted some new players, we know we've recovered some lapsed players and we know there are games that people find fun and entertaining. We are confident that we can keep that momentum going."

# WHAT HAPPENS WHEN YOU CALL 1-800-GAMBLER

By Contributing Writer Mandy Wolf Detwiler

While the goal of the Kentucky Lottery is to increase revenue and sales, it's important to recognize approximately 1% of the American population suffers from a gambling problem, according to the National Center for Responsible Gaming (NCRG).

One way the Kentucky Lottery helps to provide assistance and guidance to those in distress is through support of Kentucky's 1-800-GAMBLER hotline. The number is staffed by counselors at RiverValley Behavioral Health in Owensboro, a community mental health center with in-patient and out-patient services.

The Kentucky Lottery has been working with RiverValley staff to support the hotline for more than two decades. In 2016, the Lottery provided funding to help expand the service to text capabilities as well as providing an online chat function via the Lottery's website.

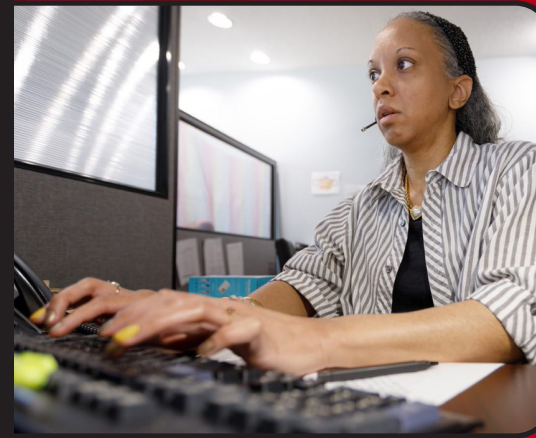
Gerrimy Keiffer, program evaluator for RiverValley and a board member on the Kentucky Council on Problem Gambling, has spent a decade manning the 1-800-GAMBLER hotline.

"We work with them (callers) to try to identify some immediate support to help address their needs," Keiffer says. "We can provide resources and referrals in the form of some basic psycho-education -- educating on the issue of gambling and maybe do a quick insight into what might be triggering these issues and some quick ways to help deal with the problem."

RonSonlyn Clark, senior director of prevention and substance abuse for RiverValley is one of the people who receives referrals from the hotline. She has been certified in gambling therapy since 2003 and is the president of the Kentucky Council on Problem Gambling.



Gerrimy Keiffer (left) and RonSonlyn Clark (right) help manage calls to the 1-800-GAMBLER line.



Clark's caseload is strictly related to gambling addictions, and she's one of the few counselors of her kind in the state. Once a gambler is referred to her, Clark says immediacy is critical. She tries to see a client the same or next day if possible.

"The reason we work so fast to see them is because of the severity of someone with a gambling issue with the level of suicide that happens, being the highest of any mental health disorder," Clark says. "When they are ready to seek services, we have to engage them right away."

Kentucky does not have any site to provide in-patient treatment for gambling addictions, so those people are referred to facilities in other states such as Louisiana, West Virginia and Ohio.

Anyone who gambles is at risk, says the National Council on Problem Gambling (NCPG), which estimates that two million adults across the United States suffer from severe gambling addiction - and that another four to six million fall into the mild or moderate gambling problem categories.

"It truly is an equal opportunity disorder," Kentucky Council on Problem Gambling (KYCPG) Executive Director Mike Stone said of gambling addiction. "I know recovering gamblers who are men, women, rich, poor, smart, challenged, and from all ethnic groups. The disease doesn't care who you are. The KYCPG is grateful the Kentucky Lottery recognizes this and was one of the first to help at the Council's formation 25 years ago."

Keiffer says gamblers present a cross-section of issues. While many addictions only hurt the addict, gambling presents additional challenges -- specifically financial -- for the family. "It can affect such a wide array of issues," Keiffer says, including check fraud, placing multiple mortgages on the family home or workplace embezzlement. RiverValley uses a treatment approach that works not only with the addict but also with the family.

Clark says she also looks at the pathways to gambling addictions -- the genetics, family dynamics and background of the addict. Engaging the family is critical to recovery.

"Is this an action gambler or an escape, solitary gambler?" she asks, such as playing poker at a table versus buying scratch-off Lottery tickets. She says this helps determine the type of treatment most effective for an individual.

Once someone has called the 1-800-GAMBLER line, follow-up and therapy are immediate roads to recovery.

"They also need to be involved in a 12-step program," Clark advises. "And they also need to cease the gambling activity, and most of the time that's going to involve the family members to help with that. They also need to work on financial reconstruction. How are we going to get out of this mess that we're in? And they need to explore history as to what got them there in the first place."

"The road to recovery begins when the person realizes he or she needs help," Stone said. With the help of the Lottery and other gambling businesses, the KYCPG maintains the [www.kygamblinghelp.org](http://www.kygamblinghelp.org) website that presents self-screening tools people can use to see if they have a problem. It also provides a link to the 1-800-GAMBLER chat room.

Clark says that - with treatment - many of her patients can successfully manage their addiction. "I've had a lot of success with those who have come to see me," she says. "In looking at clients over the last five years or so, I would say 90% are successfully in recovery from their gambling addiction."



# SCRATCH-OFFS UPDATE

By Rhonda Zimmerman, Director, Scratch Games

Ho Ho Ho, the holidays are quickly approaching, and holy nutcracker do we have a fun group of games this season!!! Although it may seem far off in the future, holiday games will start rolling in on October 22nd! We are moving away from the holiday family this year and will instead be offering individual games in a variety of price points including the customary \$1, \$2, \$5 and \$10 games. However, we will also introduce a \$3 extended play game to the line-up as well as an additional \$5 game to appeal to different player segments at that price point. And as you'll see, we also have research as to what players will enjoy each game.

As has been our best practice of testing holiday concepts over the past few years, we once again asked current, lapsed, and non-players their opinion for both holiday gifting and receiving preferences, and the following games rose to the top:

**\$1 - GNOME FOR THE HOLIDAYS** – features four adorable scenes and offers a \$5,000 top prize with over \$2.6 Million in total prizes. *Player Segments: Conditional Consumers, Casual Customers, and Non-players*

**\$2 - POLAR PAYOUT** – features six different whimsical scenes and a newly formatted play style. It offers a top prize of \$24,000 with over \$2.9 Million in total prizes, including a \$30 winner in every pack. *Player Segments: Conditional Consumers, Casual Customers, Lottery Lovers, and Non-players*

**\$3 - PEPPERMINT PAYOUT** – is a new extended play game for those loyal players looking for lots of play value for their dollar. This game offers a top prize of \$25,000 with over \$4.6 Million in total prizes, including a \$30 or \$50 winner in every pack. *Player Segments: Seasoned Spenders, Lottery Lovers, and Non-players*

**\$5 - FROSTY CASH** - offers six top prizes of \$100,000 with over \$6.1 Million in total prizes including a \$30, \$50 or \$100 winner in every pack. This \$5 game will appeal to those indulgent players looking for the aspirational high top prize, and as a bonus, the wintry ticket artwork takes the game beyond the holidays into January for an extended sales period. *Player Segments: Excitement Enthusiasts, Seasoned Spenders, Lottery Lovers, and Casual Customers*

**\$5 - FULL OF \$500'S Holiday Edition** – this game is for those players looking for a quick fun break in their day for an instant pick-me-up with an easy play style. With over \$6.1 Million in total prizes, including a \$50 or \$100 winner in every pack and over \$1.4 Million in \$500 top prizes, this game is sure to be a hot seller so you'll want to carry plenty of back-up stock to meet player demand! *Player Segments: Excitement Enthusiasts, Lottery Lovers, Casual Customers, and Non-players*

**\$10 - TREE-MENDOUS winnings** - offers an appealing top prize of \$200,000 with over \$10 Million in total prizes including a \$50 winner in every pack and a \$100 winner in approximately every other pack, in addition to the guaranteed low-tier prizes of \$250. *Player Segments: Excitement Enthusiasts, Seasoned Spenders, Lottery Lovers, and Casual Customers*



As you can see, we will once again be offering games with high aspirational top prizes and added play features as the price of the ticket increases, and we have also loaded up prizes in the low and mid-tier ranges to ensure new and lapsed players alike find the games entertaining as well as chock-full of winning experiences. And all these prizes are great news for your business since most are redeemable at retail, so you will see an uptick in cashing and churn activity in your stores throughout the holiday season. And, as usual, we will have a variety of in-store POS, a full-blown marketing campaign and lots of fun digital and social media opportunities to promote the games throughout the holiday season. Enjoy the rest of your summer and thanks for all you do!

# TERMINAL GAMES UPDATE

Erica Williams, Director, Terminal Generated Games

As we turn the page on yet another record-breaking fiscal year, we sincerely thank you for your efforts to help us surpass FY21 terminal generated game budgeted sales by more than 15%, with every game exceeding their individual budgeted game sales. Total terminal-generated game sales also surpassed prior year sales by more than 18%, with all games exceeding prior year sales except for Cash Ball, Fast Play, and 5 Card Cash.

While we celebrate our sales growth in FY21, we quickly shift our focus ahead to FY22. We are already well into our planning and execution of new game enhancements, new Fast Play launches, and increased marketing and promotional support for specific game categories throughout the year. Here is just a brief overview of all the exciting things coming in the next few months:

KENTUCKY



## NEW MONDAY POWERBALL DRAWINGS STARTING MONDAY, AUGUST 23RD

Powerball is moving to three draws per week starting Sunday, August 22nd, with the first Monday drawing to be held on August 23rd. Adding a third drawing is expected to create larger, faster-growing jackpots with more jackpot wins per year. See page 12 for more details.

New play slips that reflect a third draw per week within the multidraw options will be shipped directly to retailers the week of August 16th. The backside of the play slips have also been updated to more concisely explain how to play Powerball and direct players to [kylottery.com](http://kylottery.com) to view winning numbers, odds, game rules, and prizes. Please remove the old Powerball play slips on Sunday, August 22nd and replace with the new play slips. Starting Sunday, August 22nd, the old play slips will be rejected, and players will need to use the new play slips.



## POWERBALL "FIRST MILLIONAIRE OF THE YEAR" SECOND CHANCE PROMOTION

One lucky Kentucky Lottery player could be named the First Millionaire of 2022! The Powerball "First Millionaire of the Year" promotion is scheduled to run August 23rd – October 2nd, in conjunction with the launch of Powerball's new Monday drawing.

The promotion will be available to both retail and online Powerball players. Retail players can enter the promotion

by submitting a non-winning Powerball ticket worth \$6 or more at [kylottery.com](http://kylottery.com). The greater their spend, the more promotional entries they will receive. Online players that purchase \$6 or more in a single transaction will automatically be entered into the promotion. The drawing will be held on October 5th, where twenty retail players and ten iLottery players will be selected as semifinalists and will win a Kentucky Lottery prize package and a chance to be one of five players selected from across the country as a finalist. From those five finalists, one lucky Powerball player will ultimately be named the "First Millionaire of the Year" during the Dick Clark New Year's Rockin' Eve broadcast.



## INCREASED KENO, CASH POP, AND FAST PLAY SUPPORT

To help achieve FY22 sales budgets for Monitor Games (Keno and Cash Pop) and Fast Play, we have a strategic plan in place to promote these games through new point-of-sale, new promotions, and increased support on in-store digital assets.

### Point-of-Sale

For retailers with a vending machine, you will soon start seeing new point-of-sale promoting Keno and Cash Pop, which also promotes play at the vending machines. At locations with a Touch vending machine, new point-of-sale is also being developed to promote Keno and Cash Pop, as well as the new cashless functionality available at these vending machines. You should see this new point-of-sale in your store by the time the new Kentucky Lottery Holiday Scratch-off games launch in late October.

### Terminal Promotions

In the coming months you will be seeing more terminal promotions at retail to promote cross play between Keno, Cash Pop, and Fast Play to drive trial of these games. These promotions include the popular Buy X Get Y promotion, as well as the Power Hours promotion, where tickets that receive a DOUBLER message printed on the ticket will win double their Keno or Cash Pop prize.

### ESMM, Vending Machine, and Keno Monitor Graphics

We plan to better utilize our in-store digital assets, such as the Altura ESMM counter monitors, Touch vending machines, and Keno/Cash Pop monitors to promote Keno, Cash Pop, and Fast Play. By September, every promotional slide on the Altura ESMM monitor and every video banner on the Touch 28 vending machine will display the Fast Play rolling jackpot amount. We will also start using the attract screens on the Game Touch Draw vending machines at our social establishment retailers, which will allow us to better promote Fast Play, Keno, and Cash Pop while the machine is not in use. Finally, we will be updating the promotional slides in between the Keno and Cash Pop drawings on the monitors to drive awareness of Fast Play games by promoting the newest games available, as well as the instant win cash prizes and the rolling jackpot.



## PROMOTIONS AND POINT-OF-SALE

To help achieve FY22 sales budgets for Monitor Games and Fast Play, we plan to increase the number of terminal promotions at retail to encourage trial and promote cross play between games to drive Keno, Cash Pop, and Fast Play sales.

In addition to increased promotions, you will soon start seeing new point-of-sale to promote these games, promote play at the vending machines, and promote the new cashless functionality available at the Touch vending machines.

Finally, we plan to better utilize our in-store digital assets, including the Altura ESMM counter monitors and Touch vending machines. By September, every promotional slide on the Altura ESMM monitor will display the Fast Play rolling jackpot amount, which will be updated in real time. On the Touch vending machines, we plan to include the Fast Play rolling jackpot amount on every video banner that runs across the top of the screen above the draw game selection bar, as well as better utilize the attract screens on all Touch machines to more frequently promote Fast Play, Keno, and Cash Pop.

# POWERBALL<sup>®</sup>

## CHANGES FAQ

With the changes coming to Powerball, here are some questions you might hear from your customers:

### When will Powerball<sup>®</sup> hold its first Monday drawing?

Powerball<sup>®</sup> will hold its first Monday drawing on August 23, 2021 at 10:59 p.m. ET from the Florida Lottery draw studio in Tallahassee, Florida. This will increase the number of Powerball drawings from two to three nights a week: Monday, Wednesday and Saturday.

### Why is Powerball<sup>®</sup> adding a drawing on Monday nights?

We want to pick up the pace of the Powerball game to deliver bigger, faster-growing jackpots to our players. While the grand prize is always at a life-changing amount, players have let us know their excitement of playing the game is focused on larger jackpots.

To meet our players' expectations, Powerball is increasing the number of drawings from two to three nights a week. The additional ticket sales from a third weekly drawing are expected to:

- Produce bigger jackpots
- Generate faster-growing jackpots on a weekly basis
- Increase the number of cash prizes and jackpots awarded on an annual basis
- Increase contributions to funding vital public programs and services in each jurisdiction where the Powerball game is sold.

### Will the additional drawing change the Powerball<sup>®</sup> game or prize structure?

No. Players will continue to choose five numbers from 1 to 69 and one Powerball number from 1 to 26. The set cash prizes will remain the same. The Powerball jackpot will continue to grow based on ticket sales and interest rates between drawings with no jackpot winner.

We anticipate there will be more cash prizes and jackpots awarded on an annual basis due to a higher frequency of play.

### Does the additional weekly drawing change my odds of winning?

No. Players will still have the same odds of winning a prize, because the two pools of numbers from which the winning numbers are drawn will remain the same (5/69 + 1/26).

# MARKETING UPDATE

By Edie Frakes, Vice President, Marketing

Thank you for a record FY21! Behind your flawless execution at retail, we were able to fuel imagination and fund education at a pace last fiscal that was beyond any of our wildest dreams and expectations.

In keeping with that spirit and stretching to best FY21 in FY22, here are some new marketing campaigns to be watching for that will be driving folks to your stores!

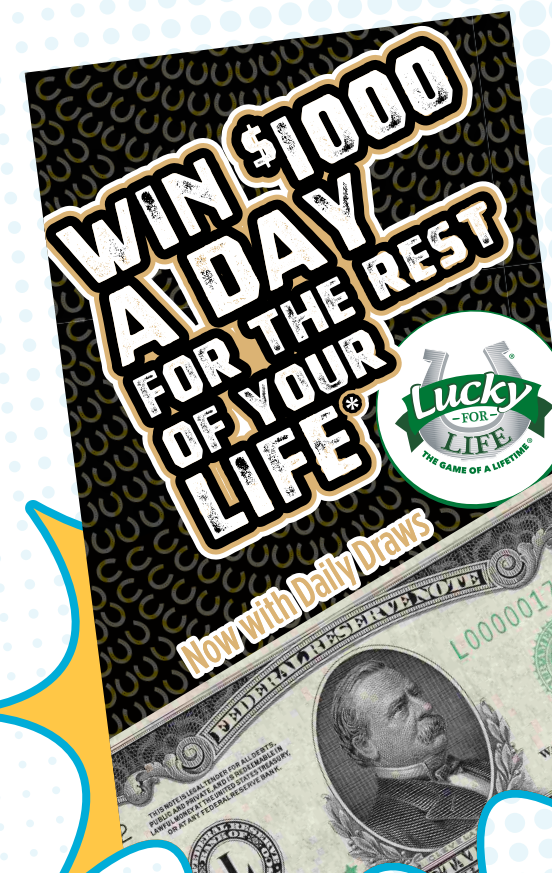
**August:** Lucky For Life (7 draws per week ) and Powerball (3 draws per week) Changes!

**September:** \$1, \$2, \$5 and \$10 Scratch-off launch support

**October:** Holiday games launch, but we will be using the fall to shore up monitor games like Keno and Cash Pop as well as Fast Play. People will be watching college and NFL, spending time in social establishments, this is a great time to tap into team spirit with our terminal-generated games! Be sure to also remind folks that they can fund their iLottery accounts at your establishments through iGifts and iFunds.

**November:** Around Thanksgiving we will promote in broadcast and digital our Holiday suite of games. POS will be placed in your stores in October at game launch and this will be a continuation of the KLC's investment in these products and your success selling them leading into the busy holiday season!

As I sit here penning this on one of the hottest days of the year so far, it's hard to fathom Christmas time and the holiday season, but it is that type of planning and our eye on the prize that fuels our strong partnership with our most valuable asset- you, our retail partners. I speak on behalf of the entire Marketing Team at the Kentucky Lottery as we say thank you for FY21 and we are looking forward to helping you achieve record sales again in FY22!



# CAN YOU ASK FOR A TIP FROM A WINNER?

## THE ANSWER IS NO.

By Contributing Writer Mandy Wolf Detwiler

When Jane Smith (not her real name) went to a retailer to cash a winning Scratch-off ticket worth \$1,000, she didn't expect the clerk's insistence on a tip just for winning. It's a practice Kentucky Lottery officials say is on the rise as more players play and win -- and it's expressly prohibited by law.

While one employee of the store counted out the cash, another complimented a piece of jewelry and got Smith's personal information needed for the payout. Once the money was counted, the cashier told Smith, "You won big money. We take big tips!"

Smith was initially confused as to whether or not tipping was customary, as she'd never tipped a retailer while cashing in other tickets.

"I was just deflated," Smith says. "I didn't know what to do and then I felt obligated. I had to give her something. I felt like if I didn't give her something, they were going to follow me out the door, so I gave her \$20 and I just walked out the door. I was kind of a little shaken up over that and I realized that they had all of my private information. Are they going to come knocking on my door asking for more money? What's going to happen here? I couldn't get out of there fast enough. It just scared me."

The practice of tipping after cashing in a winning ticket is "not substantial. It's not really widespread, but there's probably more of it that goes on than we know about because it's not reported to us," says Bill Hickerson, Kentucky Lottery senior vice president of security. "But it's in the retailer regulations that they do not seek any kind of compensation -- a tip, or a fee for cashing a winning ticket for a player."

Kentucky Lottery regulations clearly state that retailers may "neither charge nor ask for a fee, tip, tax, or anything of value for cashing a lottery product or for cashing a check or money order issued by retailer's retail outlet for payment of a prize." Violations of the regulation can result in a warning up to and including termination of a license.

In some instances, a retailer may tell a winner he or she has to purchase merchandise or may try to charge a fee to cash a winning lottery ticket. Others attempt to reward a winner by check -- and then charge a check-cashing fee.

"Periodically, we'll get complaints from players that a retailer has asked for a tip or tells them they have to buy merchandise," Hickerson says. "They just can't do that. The rules say the prize has to be paid out in cash. It's pretty cut and dried. Sometimes this information is not necessarily conveyed from management to the staff. Then you've got some rogue clerks who see an opportunity to make a little money for themselves off of it. It's prohibited."

"Generally, once they get the warning, we never have any more problems with them," Hickerson says, adding that it's typically the store employees, not owners, who ask players for tips.

Recently, another player complained to Lottery officials that a clerk paid out a \$40 ticket with a \$20, a \$10, a \$5 bill and then held the other \$5 up and said "tip?" "The player may feel a little intimidated by that and give them a tip so there won't be a problem or create a scene," Hickerson says. "That's totally inappropriate." Retailers should not ask for a tip and they should not accept a tip from a player either, even if not expressly requested. Hickerson said players may feel coerced to provide a tip to retailers, so the best practice is to inform players that retailers cannot accept any tip, even if offered.

If the Lottery gets a complaint, the security team and sales reps work in tandem to curb tipping.

"There's a proactive side and a reactive side to it," says the Lottery's Director of Security Operations Greg Baird. "Proactively, sales and the trainers and security all combined try to educate and re-educate retailers. They know that it's a contractual agreement that they won't do this type of thing. It's a violation and they know that. But training and reminding retailers periodically helps."

Reactively, security realizes they can't be in every store every day, but they can handle complaints as they come in from players and curb the practice of tipping.

For Smith, being asked for a tip didn't deter her from buying lottery tickets again, but it did color the way she viewed the retailer where she cashed her big winner.

"I thought to myself 'I'm never going back to that store ever again,'" she says. "If they had had a different attitude, I may have stopped in there to buy gas or to buy more tickets. But now I'm not. It did leave a bad taste in my mouth."







# FUELING IMAGINATION, FUNDING EDUCATION:

HOW YOUR WORK SENDS PEOPLE TO COLLEGE

*By Sara Westerman, Communications Specialist*

The Kentucky Lottery has funded more than \$4 Billion in grants and scholarships to students across the Commonwealth. Many of those students may be employees of yours and are most certainly customers.

Here are the most popular grant and scholarships the Kentucky Lottery funds -

## **Kentucky Educational Excellence Scholarship (KEES)**

The KEES program provides scholarships to students who earn at least a 2.5 GPA each year of attendance at a certified Kentucky high school. The better you do in high school, the more you earn toward college. You may also earn awards for ACT/SAT test scores. Home school and GED graduates may earn awards based on their ACT scores.

To be eligible for a KEES yearly GPA award, a high school student must:

- Be a U.S. citizen, national or permanent resident.
- Be a Kentucky resident.
- Earn at least a 2.5 GPA in any year of high school while meeting the KEES curriculum requirements.
- Attend and graduate from a certified Kentucky high school or other approved high school.
- Not be a convicted felon.

There is no application needed to receive your KEES award. For high school graduates, once your college certifies that you are attending classes, KHEAA will forward your award to your school. Home-schooled and GED students should contact the financial aid office to have the school report your enrollment to KHEAA.

## **College Access Program and Kentucky Tuition Grants**

The College Access Program Grant is a need-based grant awarded to qualifying undergraduate students attending a Kentucky college or technical school at least half-time.

Kentucky Tuition Grants is a need-based grant awarded to qualifying undergraduate students attending a private Kentucky college full-time.

Students are required to fill out the Free Application for Federal Student Aid (FAFSA) form, which should be completed as soon as possible after October 1. Funds are awarded on a first-come, first-served basis.

## **Dual Credit Scholarship Program**

The Dual Credit Scholarship provides assistance for Kentucky high school and home school students who are taking dual credit classes at a participating Kentucky college or university. Eligible students may receive scholarships for up to two classes.

## **Work Ready KY Scholarship**

The Work Ready Kentucky Scholarship helps Kentuckians who have not yet earned an associates degree afford an industry-recognized certificate or diploma. The Work Ready program is available to college students and certain high school students who are enrolled in college coursework.

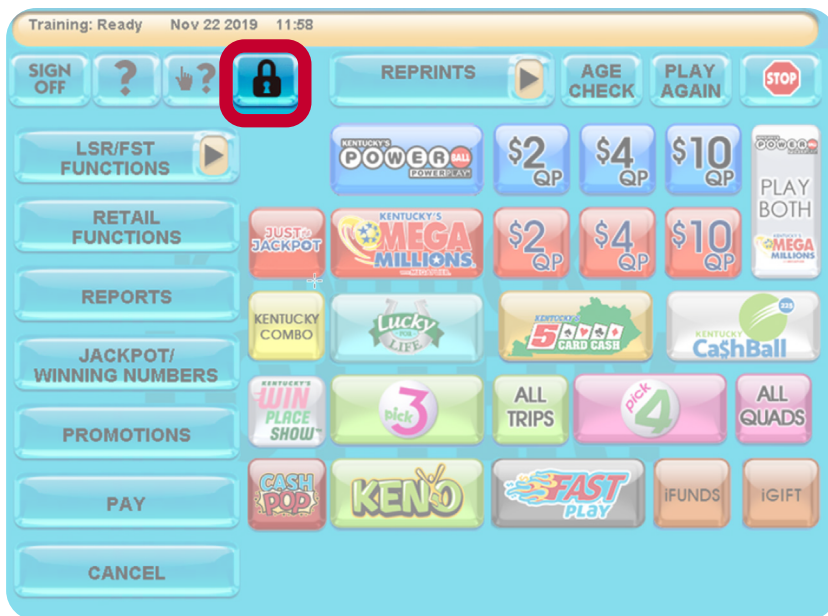
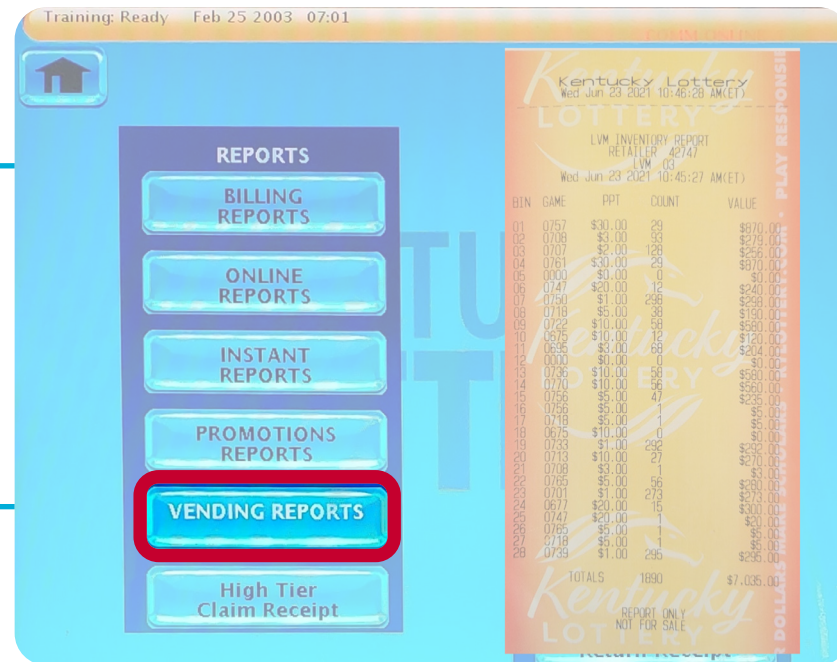
To learn more about these programs, go to [kheaa.com](http://kheaa.com).


# TIPS FROM THE TRAINERS

## CHECKING INVENTORY AND TERMINAL SECURITY

By Sales Operations Staff

Daily vending inventory checks can be taken from the Altura terminal. Go to 'Reports' on the Altura terminal and select 'Vending Reports' and you will receive an inventory report by bin number of tickets remaining. Checking daily saves you from experiencing LOST SALES!



Remember to always lock your Altura terminal when not selling or validating tickets at the counter. Just select the  button on the home page and when you need to make a lottery sale or redeem a winning lottery ticket enter your 4-digit passcode and you are ready. Make this one of your best habits daily as safety is one of our most important best practices.

Auto Order saves you time and prevents any interruption of not having enough scratch off inventory on hand. Call the order line today at **833.306.5124** to put your store on automatic order service. Our state-of-the-art system calculates inventory by averaging your weekly sales by price point. Call today!

# AFTER THE PANDEMIC

## CONSUMER LIFESTYLE AND BEHAVIOR CHANGES. ARE THEY HERE TO STAY?

By Greg Wood, Research and Analytics Manager

As our first post-pandemic summer begins to wind down and we begin looking toward the fall, it is important for retailers to consider how their consumers' lifestyles and habits changed during the past year. As many plan to get back to "normal" soon—what exactly should we expect the new "normal" to look like? The Kentucky Lottery's research partner Leger recently completed a national study to explore Americans' perspectives on COVID-19 and other current events. How did habits/lifestyles change? The study reported that:

- **26%** have gained weight.
- **12%** have increased their alcohol consumption.
- **20%** have decreased their level of physical activity
- **25%** have less disposable income each month.
- **6%** increased their spending on lottery products, while **11%** decreased spending on lottery products

When asked how these behaviors might change post-pandemic, respondents reported:

- **27%** plan to lose weight.
- **8%** plan to decrease their alcohol consumption.
- **28%** plan to increase their level of physical activity.
- **13%** feel that they will be able to increase their disposable income each month
- **7%** plan to increase spending on lottery products, while **6%** plan on decreasing spending on lottery products

Similarly, a recent e-seminar conducted by Scientific Games asked individuals "What, if anything, has changed in your life since the pandemic?" The top 4 U.S. responses were:

- Socializing with other people – **38%**
- Daily routine – **33%**
- Daily shopping habits – **31%**
- Disposable income for entertainment – **27%**

When asked, "In your opinion, how likely is it that everything will return to pre-COVID level in your life when all restrictions are removed?" individuals responded (either Very Likely or Somewhat likely):

- Socializing with other people – **65%**
- Daily routine – **61%**
- Daily shopping habits – **57%**
- Disposable income for entertainment – **44%**

In the U.S., lottery players have expressed confidence that their lives will return to pre-COVID levels when health-related restrictions are lifted. Many lotteries across the U.S. have experienced an increase in instant game sales over the past 15 months, some significantly so. But the high level of confidence on the part of U.S. players that their lives will look much like they did prior to health-related restrictions being implemented suggests that a return to pre-COVID sales levels may be on the horizon.

Sources: Scientific Games' 2021 Lottery Usage Survey; Leger, June 2021 North American Tracker



# WINNERS WINNERS EVERYWHERE!

By Jennifer Cunningham, Communications Specialist



## ORDINARY STOP FOR WINCHESTER MAN TURNS INTO A LIFE CHANGING EVENT; WINS \$500,000 SCRATCH-OFF PRIZE

A Winchester man is a half a million dollars richer after purchasing a Kentucky Jackpot Scratch-off ticket.

Robert Wolfe II stopped at Gasline Alley in Winchester and bought a \$20 Kentucky Jackpot ticket from the vending machine. He didn't win anything on that first ticket, but Wolfe noticed it was ticket number 28 and that there was only one more ticket remaining in the pack. "I always like to buy the last ticket," Wolfe told lottery officials. So that's just what he did.

While scratching the ticket off in the store, Wolfe noticed on the last row he had matched the number 15. "I started to scratch off the prize when I thought I had won \$500 but as I kept scratching, there were more zeroes behind the five hundred," he said.

"It was quite a shock," Wolfe said.

He told lottery officials he hadn't slept for three days. "It's been a long weekend," he said.

"I've worked hard all of my life, so I never expected anything like this. This is a blessing," Wolfe said.

The Clark County received a check for \$355,000, after taxes.

"Everything is paid off. I am debt free," Wolfe told lottery officials. "I'm tickled to death," he said.



## SPUR OF THE MOMENT DECISION PAYS OFF BIG FOR OWENSBORO MAN; WINS \$80,000 SCRATCH-OFF PRIZE

Terry Pollard of Owensboro is \$80,000 richer after purchasing a \$5 Big Cash Riches Scratch-off ticket at Franey's #1 in Owensboro.

He originally stopped at the store to check his Pick 3 and Pick 4 tickets. While the clerk was scanning his tickets, he bought one of the Big Cash Riches tickets out of a vending machine but didn't win anything on it. He walked out of the store and got in his car when he decided to go back in to buy Cash Ball 225 plays. That's when in the spur of the moment he bought more of Big Cash Riches tickets.

"Something told me to go back in," Pollard told lottery officials.

"I looked back at the machine and noticed five tickets were left on the pack and I had twenty-five dollars on me and thought why not," he said.

Pollard, who works as a licensed massage therapist, had just finished with a client when he scratched off the winning ticket. It's then that he realized he matched the number 27.

"All I see is eighty dollars and then I scratched off more zeroes," he said. It turns out he had just won the game's \$80,000 top prize.

"This is wild," Pollard thought. He had been working in a dark room so he said he stepped outside in order to see the ticket more clearly.

"It was crazy," Pollard said. "I felt like this was the moment where opportunity meets preparation. I felt like this was another chance to do better."



## CAMPBELL COUNTY MAN'S BANK ACCOUNT GETS A HEFTY BOOST AFTER \$1,000,000 SCRATCH-OFF WIN

An Alexandria man just saw his bank account get larger after winning \$1,000,000 on a Kentucky Lottery scratch-off ticket.

The winner, who requested to remain anonymous, plays Scratch-off tickets regularly. He said he was feeling lucky on the day he stopped at Alexandria Carryout to buy his tickets. After winning \$100 on a previous ticket, he decided to play the \$20 200X ticket. It was his first time playing the game.

While scratching off the ticket, he discovered he'd matched the number 7. After scratching the prize amount below the number, he revealed the game's \$1 million top prize.

"The clerk was shocked after he checked it for me. He suggested I scan it on the self-ticket checker just to be sure," he said.

He told lottery officials he hadn't slept until he claimed the ticket at lottery headquarters in Louisville.

The Campbell County man chose to take the lump sum payment of \$914,000 rather than annual payments. After taxes, he received a check for \$648,940.

"I'm a simple guy and everything is paid for," he said.



## LOUISVILLE MAN BEATS THE DEALER WINNING FAST PLAY JACKPOT

A Louisville man who requested to remain anonymous hit it big playing the Kentucky Lottery's Fast Play game Beat the Dealer.

He purchased a \$5 Beat the Dealer Fast Play ticket at J & C Gas Station on Manslick Road in Louisville. Moments later, he discovered he had won \$249,745.

The player chose to buy the \$5 ticket, winning 50% of the estimated jackpot amount printed on the ticket. The game's jackpot at the time the ticket was purchased was \$499,490.

"I walked back to check the ticket when I saw I'd won \$249,745. I almost fainted," he told lottery officials. "I didn't waste any time. I came straight to the Lottery's headquarters," the winner said.

After taxes, the Jefferson County man received a check for \$177,319. He said the winnings came at a good time and he plans to fix up his vehicle and take a trip to the beach.

# JEFFERSON SPOTLIGHT

By Minna Sung, Louisville Regional Sales Manager

Hello to all our Kentucky Lottery partners in the Jefferson Region! It's hard to believe we're a little past the half-way point of first quarter of FY22. Time sure flies when you're having fun! There are so many new things going on - Lucky for Life went to daily drawings in July and Powerball started the new Monday drawing in August. We have launched the Gem Family of Games and also have brought back a couple of favorite scratch games - Slingo and Bluegrass Blowout.

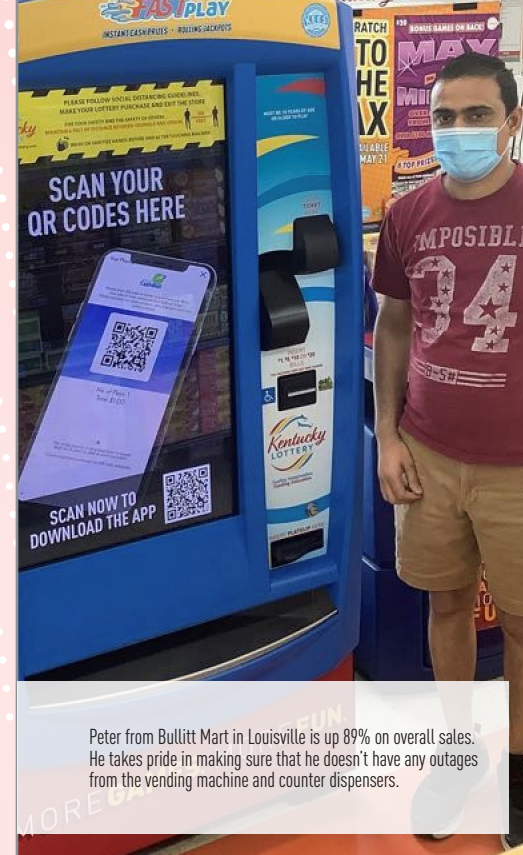
As we settle back into the "new normal", let's work hand-in-hand to help drive lottery sales in order to provide additional dollars for our young Kentuckians. We look forward to a successful year. The Jefferson Region has the best retailers in the state! Thank you again for all that you do.

**Top 3 retailers in the Jefferson Region, Scratch sales percentage increase Q4 FY21 VS. Q4 FY20:**

**#1 STOP & SAVE**  
200.1%

**#2 THORNTONS #96**  
123.8%

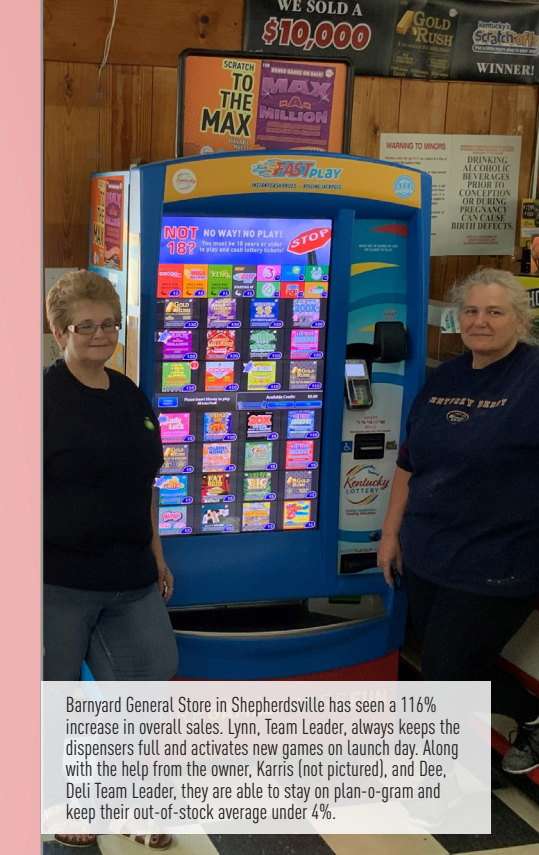
**#3 SPEEDWAY #9643**  
111.7%



Peter from Bullitt Mart in Louisville is up 89% on overall sales. He takes pride in making sure that he doesn't have any outages from the vending machine and counter dispensers.



Jay at Third Street Gas Station is ranked #3 top retailer in the Jefferson Region. LRS Rhonda McClain presented Jay with his incentive check. He reached this quarterly sales goal by a 148% increase.



Barnyard General Store in Shepherdsville has seen a 116% increase in overall sales. Lynn, Team Leader, always keeps the dispensers full and activates new games on launch day. Along with the help from the owner, Karris (not pictured), and Dee, Deli Team Leader, they are able to stay on plan-o-gram and keep their out-of-stock average under 4%.



Heather and Roger continue to set the bar high at Kroger L-707 in Louisville when it comes to out-of-stocks. They have led the region in low out-of-stocks all year among the Kroger brand and are a prime example of the power of a team. Together, they take pride in their work, and it shows in their sales growth.



PRP Stop N Go in Louisville saw Scratch-off sales up 43% over last year. Bobby Patel and Jay Patel keep the vending machines full. Both machines have less than a 1% out-of-stock rate and are always set to plan-o-gram to help drive sales of the top selling Scratch-off games.



Five Star #2275 in Crestwood has had a tremendous team effort, especially Donna, in keeping the machines full and the out-of-stocks are below 3% for the last 6 months. Scratch-off sales are up 35% over last year.



Through suggestive upselling, keeping dispensers and the play center full, Sara and her staff at Fast Lane Food Mart in Crestwood have seen great growth compared to last year. Their Scratch-off sales are up 23% over last year and her Powerball and Mega Millions sales are phenomenal; up 48% and 64% respectively vs. last year.



Harry Patel at Goga Gilmore Liquors in Louisville has seen a 75% increase in his overall sales. Harry contributes his success to his committed players and his dedication to making sure his players have the best experience in his store.



Steven at Bullitt County Super Market in Shepherdsville works hard to keep his out-of-stock average as low as 0.36%.



Kroger L-764 in Louisville has seen a great turnaround with out-of-stocks. A year ago, out-of-stocks were averaging double digits on a weekly basis. Because of Gloria and her team's buy-in, they now average under 4% due to their commitment to keep machines full.



Grab-N-Go in Louisville is currently the Jefferson Region's #1 retailer. Charlie Patel and Nick Patel keep the bins full to ensure there are no missed sales. Fiscal year over year sales are up 48%.

# BLUEGRASS SPOTLIGHT

By Rusty Reid, Bluegrass Regional Sales Manager

Greetings Bluegrass Retailers! Well, you all did it again..... set an all-time sales record for the Kentucky Lottery with sales over \$1.5 billion! That's right, BILLION with a "B." We can't even begin to express how deeply grateful we are for your partnership with us. The events of this past year challenged all of us in ways we could have never imagined not so long ago. Without you, our success wouldn't be possible. Without you, many Kentucky students wouldn't be able to achieve their dream of a higher education. We thank you and the students of Kentucky thank you.

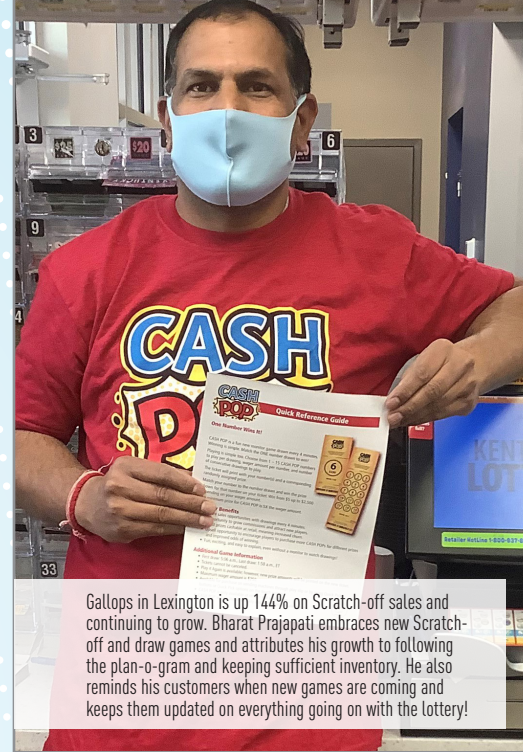
Now that we are into the next fiscal year, Lucky for Life has moved to a daily drawing and Powerball is set to add a 3rd weekly drawing on Monday's starting Aug 23rd. As always, we have an exciting line up of scratch games planned for the rest of the year highlighted the Holiday games in October. It is an exciting time to be part of the Kentucky Lottery and we will be here to make sure that your lottery business continues to be a success. Take care and stay safe!!

**Top 3 retailers in the Bluegrass Region, Scratch sales percentage increase Q4 FY21 VS. Q4 FY20:**

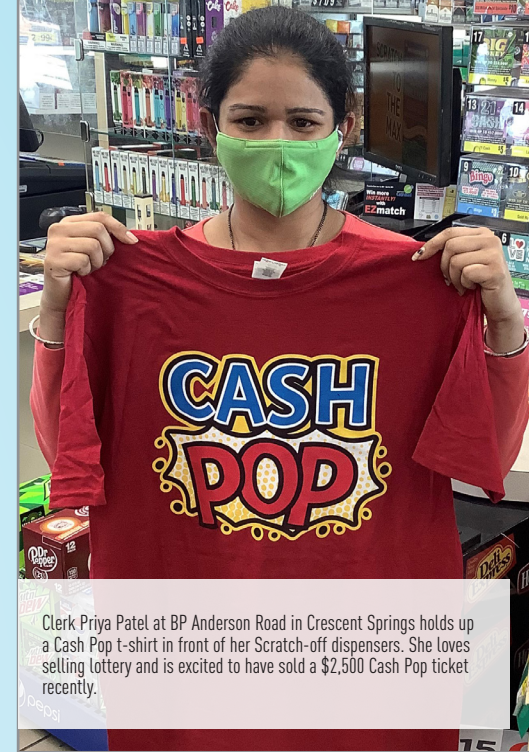
**#1 SUPERMERCADO AGUASCALIENTES  
172.8%**

**#2 BP ANDERSON RD  
142.8%**

**#3 WALMART #493  
131.8%**



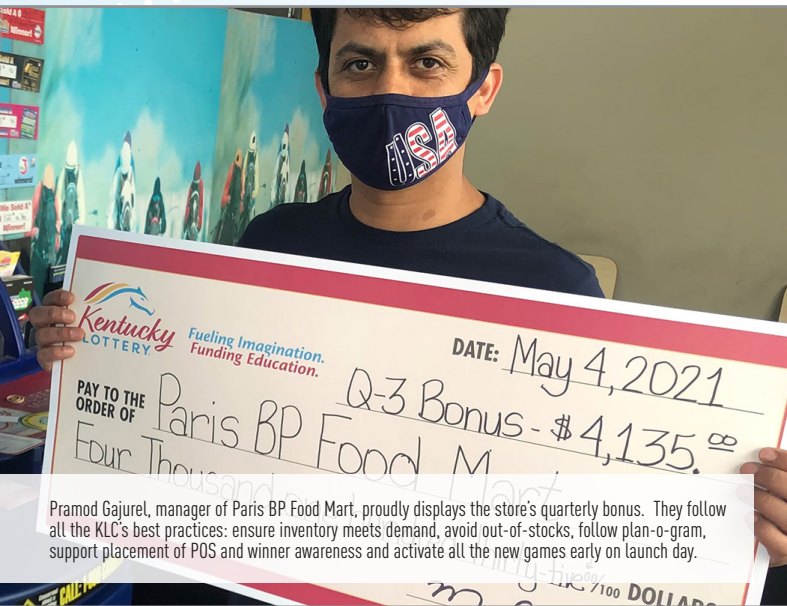
Gallos in Lexington is up 144% on Scratch-off sales and continuing to grow. Bharat Prajapati embraces new Scratch-off and draw games and attributes his growth to following the plan-o-gram and keeping sufficient inventory. He also reminds his customers when new games are coming and keeps them updated on everything going on with the lottery!



Clerk Priya Patel at BP Anderson Road in Crescent Springs holds up a Cash Pop t-shirt in front of her Scratch-off dispensers. She loves selling lottery and is excited to have sold a \$2,500 Cash Pop ticket recently.



Jimmy Patel at WOW Food Mart in Richmond has increased his lottery sales by following best practices and is up 130% on Scratch-off sales and is up over 300% on draw game sales.



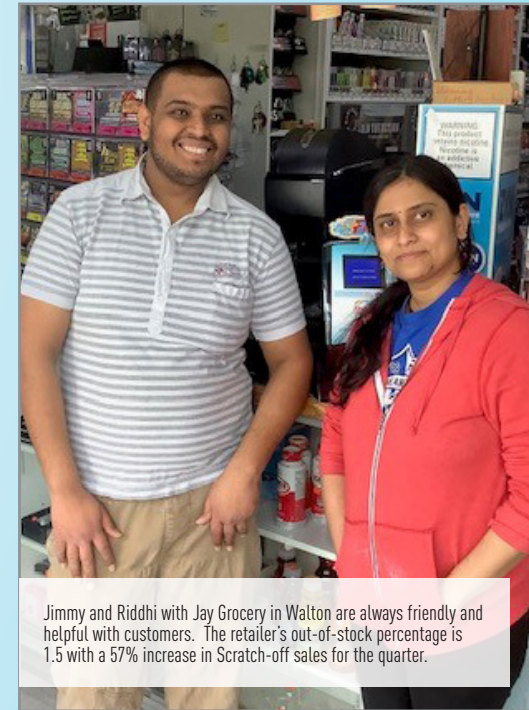
Pramod Gajurel, manager of Paris BP Food Mart, proudly displays the store's quarterly bonus. They follow all the KLC's best practices: ensure inventory meets demand, avoid out-of-stocks, follow plan-o-gram, support placement of POS and winner awareness and activate all the new games early on launch day.



Gramer's Market owners, Lucky Patel and Bobby Patel, offer 44 Scratch-off facings to their customers. Lucky and Bobby love selling lottery and are great partners of the KY Lottery. The Erlanger location is receiving its first Gemini 24 vending machine soon!



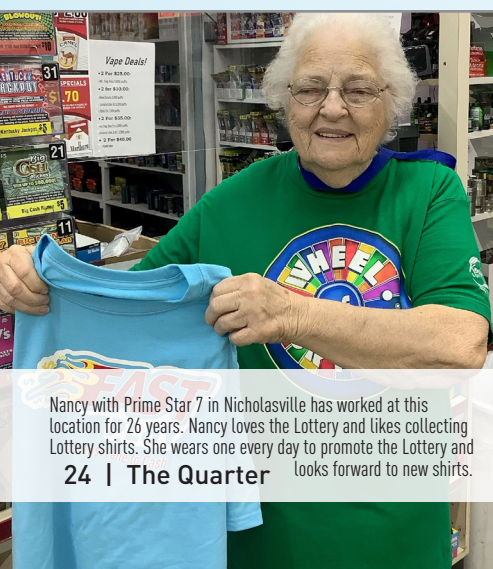
Heather at Midway Fuelmart always keeps the dispensers full. Their Scratch-off sales are up 64% from last quarter and their draw game sales are up 68%. She enjoys getting new lottery t-shirts and handing them out to customers!



Jimmy and Riddhi with Jay Grocery in Walton are always friendly and helpful with customers. The retailer's out-of-stock percentage is 1.5 with a 57% increase in Scratch-off sales for the quarter.



Amie with Good Spirits Wine & Tobacco likes using face cards because customers can easily find the Scratch-off they are looking for. The Independence retailer likes keeping its customers happy and always cashes tickets up to \$600.



Nancy with Prime Star 7 in Nicholasville has worked at this location for 26 years. Nancy loves the Lottery and likes collecting Lottery shirts. She wears one every day to promote the Lottery and looks forward to new shirts.



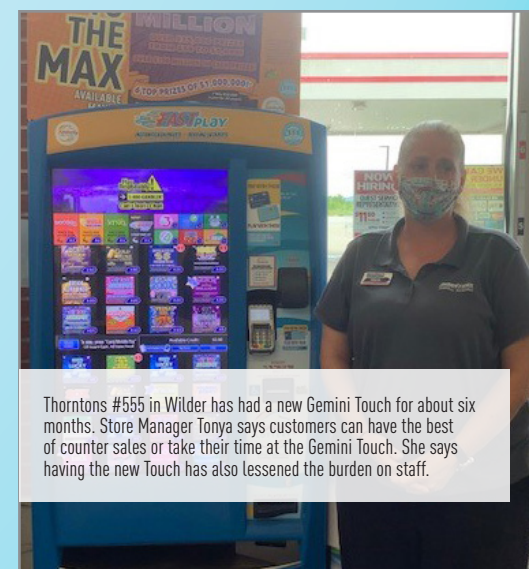
Minit Mart #668 Store Manager Justin Webb says the new Lexington location is seeing a lot more business. They reopened in November 2020.



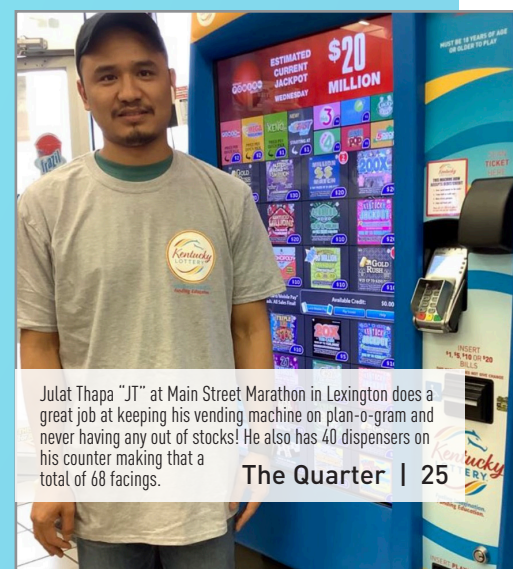
Raman Kafle, owner of Moonlight Food Mart in Cynthia, is holding his bonus for 3rd quarter. It was the biggest bonus of his LSR's six county territory!



Sunny and Mike from JD'S Food Mart in Burlington are excited about their newly installed vending machine.



Thorntons #555 in Wilder has had a new Gemini Touch for about six months. Store Manager Tonya says customers can have the best of counter sales or take their time at the Gemini Touch. She says having the new Touch has also lessened the burden on staff.



Julat Thapa "JT" at Main Street Marathon in Lexington does a great job at keeping his vending machine on plan-o-gram and never having any out of stocks! He also has 40 dispensers on his counter making that a total of 68 facings.

# CENTRAL SPOTLIGHT

By Garrett Trabue, Central Regional Sales Manager

The Central Region would like to thank all our retailers for their efforts in making FY21 another record-breaking year at Kentucky Lottery! Your efforts to keep your bins full and ensuring that you had plenty of inventory to meet demand was one of the many keys to our success.

As a region, we were among the top in the state for not only sales but also maintaining less than 5% on out of stocks. In FY21, we added over 150 vending machines to our region which has helped retailers grow sales.

Be on the lookout in October for this year's new and exciting Holiday games. This year we will feature a new \$3 ticket for the Holidays including a \$1, \$2, \$5 and \$10 price point.

Thank you again for your partnership in helping to support education for scholarships and grants that benefit students in Kentucky.

## TOP 3 RETAILERS IN THE CENTRAL REGION, SCRATCH SALES PERCENTAGE INCREASE Q4 FY21 VS. Q4 FY20:

**#1 CULVERS COUNTRY KWIK MART**  
323.7%

**#2 MEER 1**  
263.6%

**#3 TOBACCO SHOP #239**  
263.3%



Kenny, the owner of United Gas & Food in Bowling Green, and Sam do a phenomenal job at maintaining low out of stocks to capitalize on sales growth. Out of stocks consistently remain below half of a percent! By following the retailer incentive program and providing excellent customer service to everyone that walks through their door, they are able to reap the rewards.



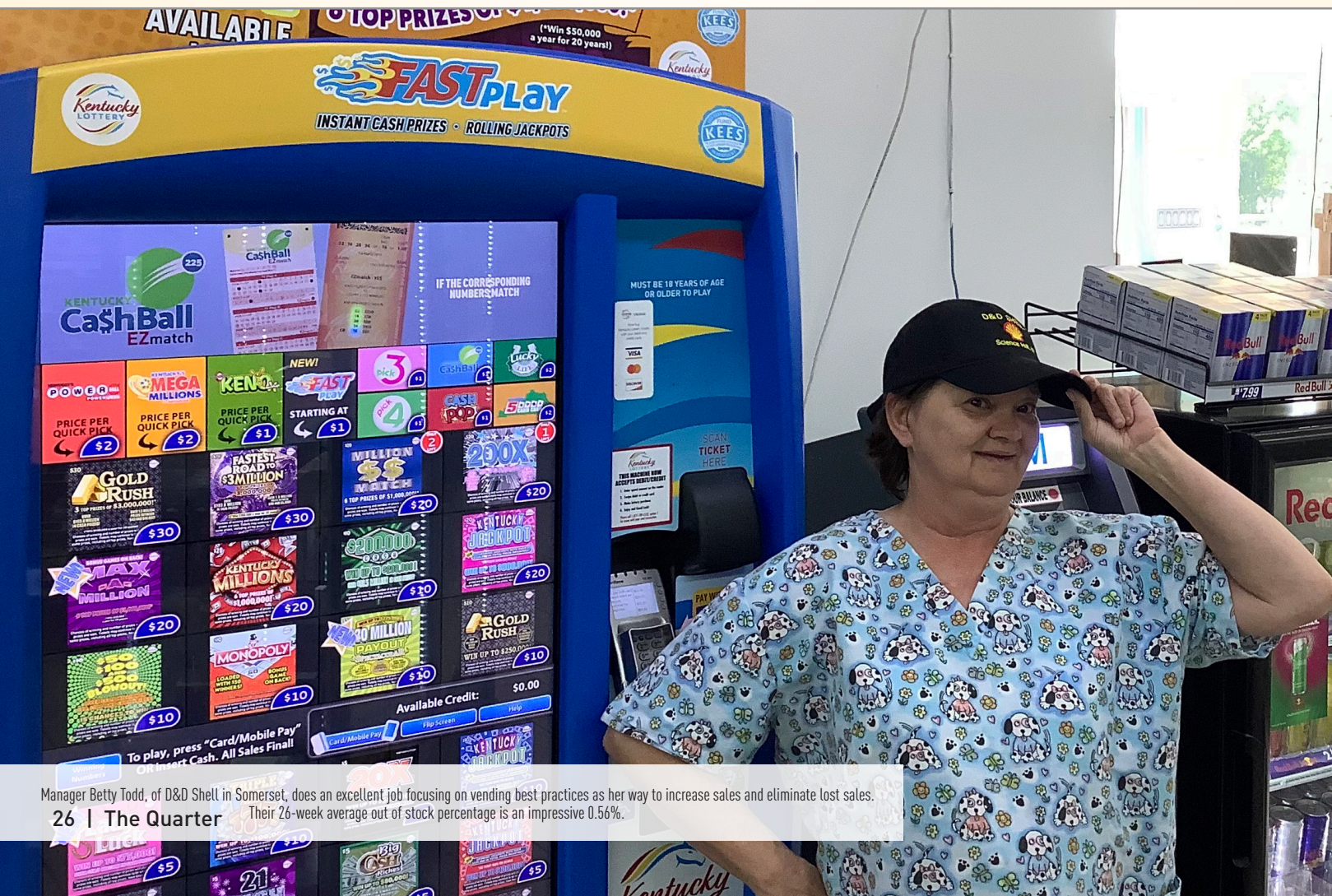
Burnside Gas & Deli owner Sevanti Patel tries keeps every bin full to increase sales and is always working to eliminate out of stocks. The Somerset retailer's Scratch-off sales are up 31% compared to the same time last year.



Dinesh Patel, owner of Daily Stop #1 in Glasgow, was excited to receive his quarterly retailer incentive check.



Bardstown Express owners Danny and Jessie credit keeping their Gemini full and having multiple game options on the counter for their increase in sales. Overall sales are up 46% from last year and their Scratch-off sales have increased 97%!



Manager Betty Todd, of D&D Shell in Somerset, does an excellent job focusing on vending best practices as her way to increase sales and eliminate lost sales. Their 26-week average out of stock percentage is an impressive 0.56%.



Yogi and Jack of 31 East Food Mart in Bardstown opened less than a year and already surpassed \$1 million in lottery sales. Yogi credits their great customer service and keeping their vending machines full. 31 East Food Mart averages 0.75% or less on out of stocks.



Vijaykumar and Seema Patel of Logsdon Food Mart in Radcliff are showing their incentive check based on last quarter's Scratch-off sales.

# EASTERN SPOTLIGHT

By Wes Hardin, Eastern Regional Sales Manager

Thank you to the Eastern Region retailers and sales team for another record-breaking year! We churned out millions of dollars for KEES, paid out lots of winners & retailers saw some of their highest commissions ever.

FY 22 promises to be another great year! As you'll read about elsewhere in the magazine, Powerball will add a 3rd weekly drawing that will help increase customer traffic. Lucky for Life will begin having daily drawings which should also help boost customer traffic, and also look for two Scratch-off families to launch during this fiscal year.

Thanks for keeping your ticket bins full! Full bins mean satisfied customers at your store and maximizes dividends for KEES scholarships, which means everyone wins!

**TOP 3 RETAILERS IN THE EASTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q4 FY21 VS. Q4 FY20:**

- #1 FOOD CITY #436**  
1011.2%
- #2 FOOD CITY #475**  
395.6%
- #3 KAY'S QUICK SHOP**  
309.8%



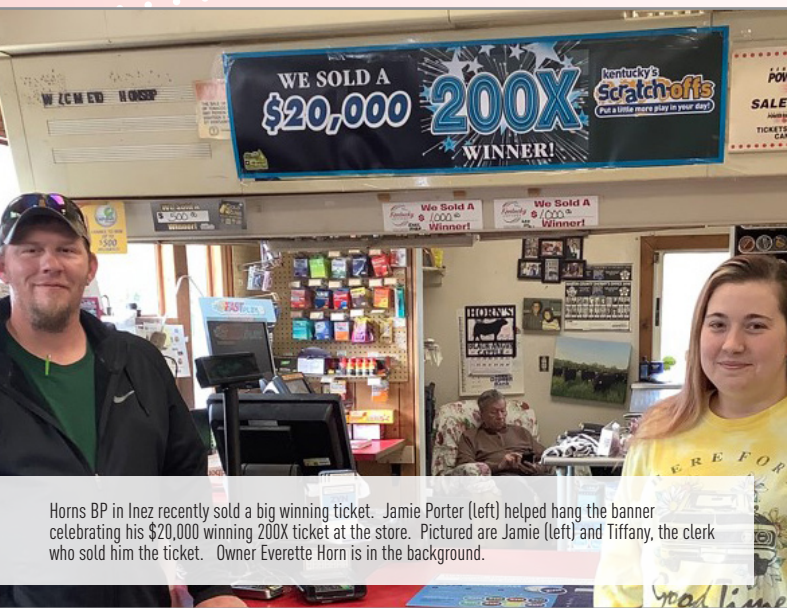
Davena, manager at Zip Zone #19 in Morehead, activates new games on launch day and won an early bird swag bag from her rep!



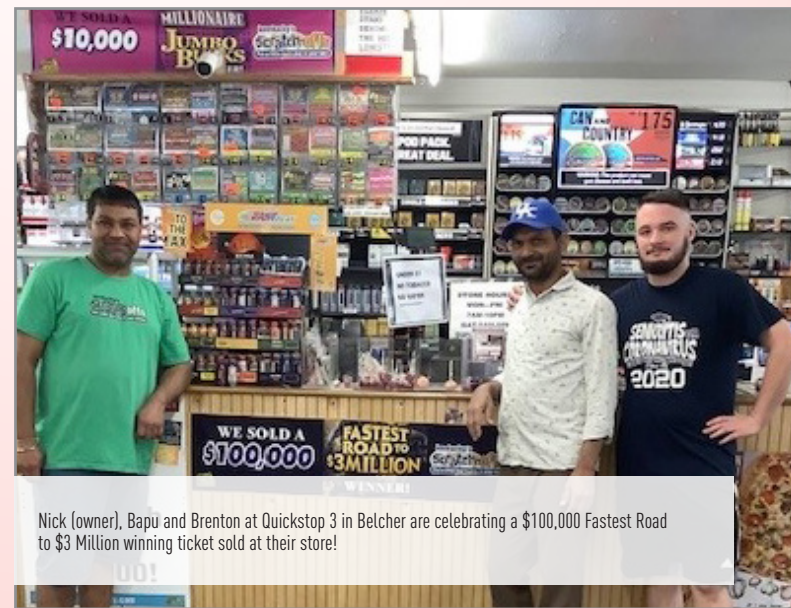
Walmart #1234 in Monticello keeps their out-of-stock average at 1.5%. Sheila Simpson (along with Amy Smith and Bailey Baker, not pictured) does an extraordinary job keeping it full and according to plan-o-gram. Scratch-off sales are reflective of the hard work, up 53%.



Dianah at Kroger 409 in London does a fabulous job of following the plan-o-gram and taping/double loading machine. Scratch-off sales are reflective of the hard work, up 53%.



Horns BP in Inez recently sold a big winning ticket. Jamie Porter (left) helped hang the banner celebrating his \$20,000 winning 200X ticket at the store. Pictured are Jamie (left) and Tiffany, the clerk who sold him the ticket. Owner Everette Horn is in the background.



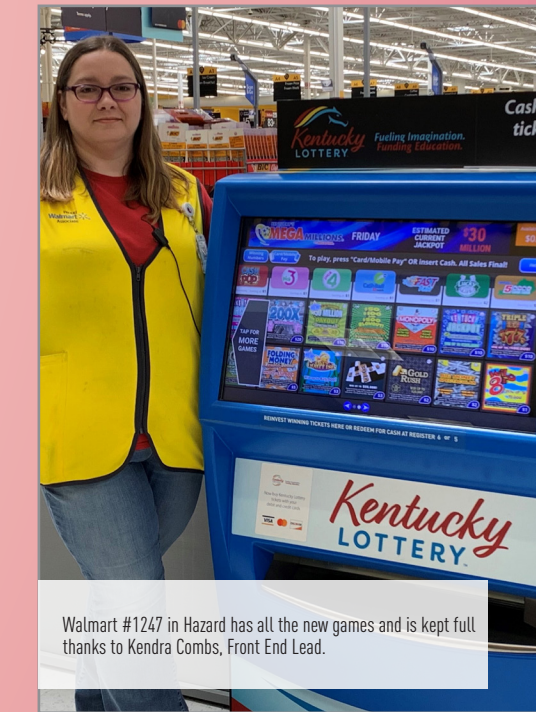
Nick (owner), Bapu and Brenton at Quickstop 3 in Belcher are celebrating a \$100,000 Fastest Road to \$3 Million winning ticket sold at their store!



Alicia, manager, Liberty Mart #2 in West Liberty, is an Early Bird promotion winner. Alicia has been the manager less than a year at this location and she has increased sales by 67%. She does a great job ordering and keep dispensers full.



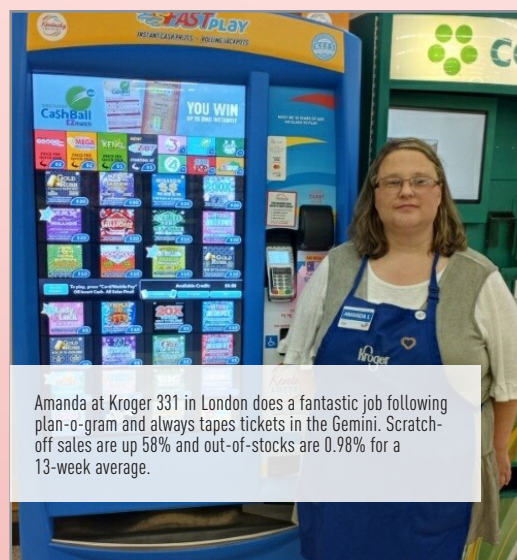
Raj, at Yohan 99 in Mays Lick, is a fairly new retailer and is growing lottery sales by promoting lottery products with every transaction.



Walmart #1247 in Hazard has all the new games and is kept full thanks to Kendra Combs, Front End Lead.



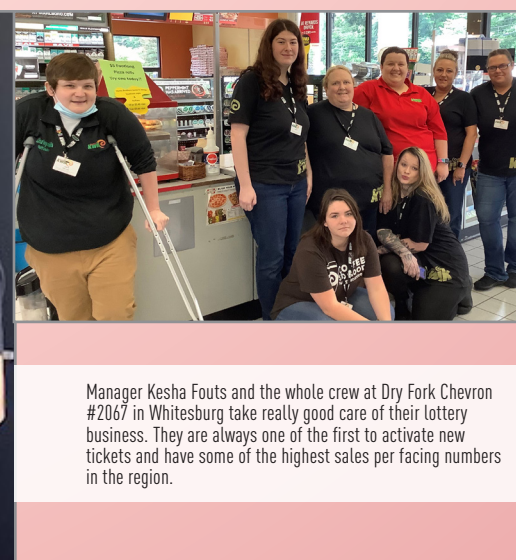
The Mini Mart 650 in Barbourville has an out-of-stock average of below 2.59% for both Gemini Touch machines. Manager Pam Bowling prides herself on keeping both machines full and on plan-o-gram.



Amanda at Kroger 331 in London does a fantastic job following plan-o-gram and always tapes tickets in the Gemini. Scratch-off sales are up 58% and out-of-stocks are 0.98% for a 13-week average.



Ryan, the manager of Prestonsburg #23 Double Kwik, does a great job of keeping his vending machine full. He runs an inventory report every morning to see what he needs to fill. This is why his out-of-stock percentages stay at 0% and have since the machine has been installed.



Manager Kesha Fouts and the whole crew at Dry Fork Chevron #2067 in Whitesburg take really good care of their lottery business. They are always one of the first to activate new tickets and have some of the highest sales per facing numbers in the region.



Donna Frazier, Billie Smith, Keana Bray and Ashley Murray keep the out-of-stocks low and the bins full at Quickie Market in Manchester.



Christy, Lodema, Charlotte, Jaunita, AJ, and Fabby at The Corner Store in Mt. Sterling does an excellent job of keeping the Gemini and all dispensers full. They average less than 3% in out-of-stocks and sales are up 70% and growing every week.

# WESTERN SPOTLIGHT

By Chris Green, Western Regional Sales Manager

The Western Region would like to thank all of our retailers for their continued support this past year. We had record sales in our region and led the entire state in online games. This is a huge accomplishment, especially given the circumstances everyone was under. Our region has four of the retailers in the top 10 in the state. Skyline Fuel, Pal's, Lotto Express, and 101 Lotto are all in the top 10 in sales. We want to congratulate them, but also all of our retailers for going above and beyond to help give us the record year we have had. FY21 was a great year and we look forward to doing better things in FY22.

In FY22 we plan to go above and beyond to make sure that all retailers are taken care of and assist in any way we can to see your revenue stream increase. We know that lottery is a valuable asset to your business, and are here to prove it. We want everyone to maximize their retailer incentive plan by staying on planogram, controlling out of stocks (also the Western Region led the state in controlling out of stocks FY 21), and activating new games as soon as they come in. Once again thank you for all you do and we are looking forward to making FY 2 special for all of our retailers.



Mike, Manager of Kentucky Tobacco Outlet in Paducah, attributes the overall increase in sales to being on the state border and great placement of their vending machine.



Amanda at Huck's #377 in Paducah says a best practice for her store is keeping at least 100 tickets in each bin at all times.



Kimberly Rhineburger, the Front-End Bookkeeper at Kroger L-770 in Owensboro, has a special delivery of lottery tickets and is getting ready to load them into the machines.

**TOP 3 RETAILERS IN THE WESTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q4 FY21 VS. Q4 FY20:**

- #1 WALMART FUEL STATION #5059**  
792.3%
- #2 DISCOUNT TOBACCO CITY & LOTTERY**  
423.4%
- #3 HUCKS #302**  
281.7%



Max Fuel Express #115 in Oak Grove recently sold several winning Pick 4 tickets. LSR Shannon Knight, Store Manager Teresa Broome and lottery player Kim Williams celebrate Kim's recent Pick 4 win. Kim won on 1-9-7-4 in May with multiple straight and straight-box tickets.



Ankit Mehla, store manager, and Aman Singh, store clerk, at Super A #2 of Owensboro do a fantastic job keeping their Gemini Touch full and on plan-o-gram. Their business has grown over 20% since it was placed in their store.



Morganfield Foodmart #29 Manager Kristen was thrilled to have a visit from Lottery President and CEO Mary Harville. Just recently on the last day of sales before the store was bought out by another chain, her store earned a FIVE STAR status. Kristen will continue serving as manager with the new company and offering her players the same great service.



Lorren, assistant manager Christina and Meagan at Thornton's #86 in Henderson were excited to show off a banner celebrating a \$100,000 Gold Rush ticket their store sold.



Dyno Mart in Hopkinsville sold a \$20,000 #723 \$20 Break Ft Knox ticket. LSR Shannon Knight is pictured with Charlie Patel with winner awareness.



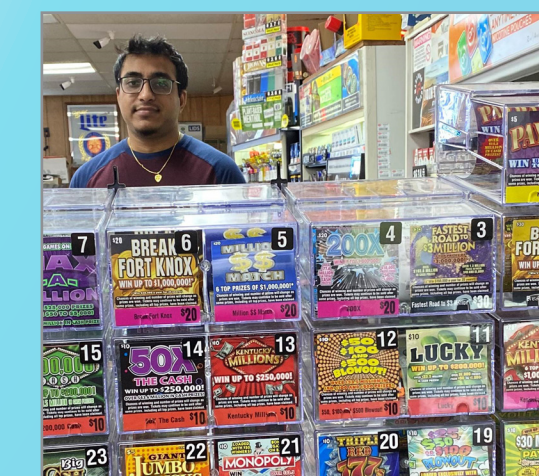
Gage and Jody show off the winner banner for selling a \$10,000 ticket at Gateway One Stop in Sturgis.



Melissa and Kaila at Huck's in Madisonville have seen their Scratch-off sales increase 78% over last year since they have been taping their ticket packs together in the Gemini.



Bobbie, store manager for Minit Mart 543 in Mayfield, has 56 facings using in-counter dispensers and a menu board. She also tapes her tickets in her Gemini.



John, owner of Aurora One Stop, has 40 facings on his counter and stays on plan-o-gram. He always keeps his bins full and uses plenty of POS in his store.



# KENTUCKY LOTTERY NAMED BEST PLACE TO WORK IN KENTUCKY

The Kentucky Lottery has been ranked the 2021 Best Place to Work in Kentucky (medium-size company) by the Kentucky Chamber of Commerce and the Kentucky Society for Human Resource Management.

An unranked list of companies who made the 2021 list was announced in March. The ranked list was announced in June during the 17th Annual Best Places to Work in Kentucky awards ceremony in Lexington.

The award is given based on results of an employee survey of workplace satisfaction and an evaluation of policies, practices, and demographics. The Kentucky Lottery competed in the medium company designation of businesses with 150 to 499 employees.

The Kentucky Lottery was previously named to the list in 2005, when they were ranked 18th in the medium-size company category.

"To have the designation as the best place to work in the entire state – even in light of circumstances no one ever could have imagined possible – is such a tremendous honor for all of us," said Kentucky Lottery President and CEO Mary Harville. "We've worked hard to create an atmosphere that is a great place to work while at the same time shattering sales records. Those two goals can successfully coexist, and we're now an example of that. The best interest of our employees has always been top of mind for us as we've navigated the challenging times of the last year, and it's reaffirming to see our employees appreciating what we've been able to accomplish."



# NEW FACES

WELCOME TO THESE NEW FIELD SALES REPRESENTATIVES!



**David Wix**  
Central Region



**Chad Frank**  
Western Region



## NEW CENTRAL REGION SALES MANAGER

Garrett Trabue has been promoted to regional sales manager for the Central Region. Garrett joined the Kentucky Lottery as a sales rep in the Western Region in December 2017, and was promoted in August 2020 to senior sales rep in the Western Region. He is a natural leader, always willing to jump in and do what needs to be done to help not only his peers in his own region, but in other regions as well. With his eagerness to mentor, coach and teach others as well as his drive to reach goals, Garrett will be an asset to the Central Region.

# AMY'S CLOSING THOUGHTS

Fiscal Year 2021 was an incredible year! It will certainly go down in the record books to be sure:

- OVER \$1.5 Billion in Sales! Over \$300 Million more than FY20!!!
- Record Breaking Scratch Off Sales - \$960 Million!!!
- New vending machines placed!
- Cashless expansion
- Over \$7 million in retailer incentive payments!
- Over 500 retailer trainings from our Sales Support staff!

As if all the above items were not enough to celebrate, we have moved to our “new normal” and can now be together, catch up and acquaint ourselves with one another in person.

The Kentucky Lottery Sales team is excited to be in the field full-time to assist you with all your lottery needs. We will soon be closing out the summer months and head into the fall! Our GEMS five game launch in July was a “sparkling” success with over \$56.9 million in prizes for your customers and our players.

I celebrated my three-year anniversary with the Kentucky Lottery this year. I am so grateful to be a part of this fantastic organization that partners with people like you. We have many exciting game enhancements and opportunities that will continue to drive traffic to your locations and fund education for the students of the Commonwealth.

A BIG “thank you” to everyone that makes it possible to Fuel Imagination and Fund Education!

Amy Drooker  
Kentucky Lottery Vice President of Sales





## HOW'D THEY DO IT?

**KEEP DISPENSER FACE CARDS DISPLAYED**

**“Using the face cards helps players have less questions. It keeps our line moving and gets customers in and out.”**

**- Jesal Patel, Manager  
Eagles Convenience Store, Owensboro**

***Eagles grew Scratch-off sales by 47% in FY21.***

