

# The Register

News  
from the  
Arizona  
Lottery  
March - May 2016

[ArizonaLottery.com/retailers](http://ArizonaLottery.com/retailers)



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**TECHNICAL PROBLEMS  
AND SUPPLIES**  
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Send suggestions and feedback to  
[GrowYourSales@AZLottery.gov](mailto:GrowYourSales@AZLottery.gov)

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## Meet the New Equipment



Wave terminal and printer

The Arizona Lottery and Scientific Games look forward to delivering the latest in Lottery technology to our valued retail partners.

New system features include faster transaction processing, a cellular connection, expanded availability of sales reports, and easier ticket cashing validations.



New equipment training for retailers will begin in late May and run through July 2016.

- ◇ New Lottery equipment will be installed after store training is verified complete.
- ◇ New equipment can be used in training mode to train additional employees and to practice using the equipment.

Retailers will have both Scientific Games and IGT equipment at their location for a period of time during transition.



Ticket  
Checker

- ◇ All equipment must remain active for system testing.
- ◇ New playslips and paper stock will be delivered prior to conversion.
- ◇ IGT will schedule to pick up old equipment after conversion.

**New equipment "goes live"  
Sunday, August 28, 2016.**



20" Lottery InMotion (LIM) monitor

# New For Our Players

## New Trucks & Bucks® Scratchers® Game

**Launches:**  
March 1, 2016

**\$5 price point:**  
Game #1037

**Top prize:**  
Win a 2016 truck of your choice - Ford F-150 XLT SuperCrew®, Chevrolet® Silverado™ 1500 Double Cab LT, Ram 1500 Big Horn Quad Cab, or \$50,000 cash.

**GM** Official Licensed Product  
Chevrolet, Silverado, the Chevrolet Bowtie and the related vehicle body designs are General Motors Trademarks used under license to MDI Entertainment, LLC.

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**A total of six top prizes will be awarded!**

# INTRODUCING PLAYER REWARDS

NOW YOUR SCRATCHERS® PLAYERS CAN JOIN PLAYER REWARDS BY ENTERING ANY \$1, \$2 OR \$3 NON-WINNING TICKETS. THIS ENTERS THEM INTO SECOND CHANCE DRAWINGS TO EARN CASH PRIZES AND POINTS REDEEMABLE FOR APPAREL, JEWELRY, ELECTRONICS AND MORE.



ArizonaLottery.com Enter at [ArizonaLottery.com/PlayerRewards](http://ArizonaLottery.com/PlayerRewards)  
Must be 21 or older to purchase or redeem tickets. Scratchers® is a registered service mark of the California Lottery.

# Information to Know

## Now is the Time to Grow Sales by Reducing Ticket Out-of-Stocks

Historically, Lottery sales peak each year from January through April. Out-of-stocks also peak during these busy Lottery sales months.

- ◇ Ticket out-of-stock reduction with improved monthly Lottery schematic follow-through are key to driving additional sales.

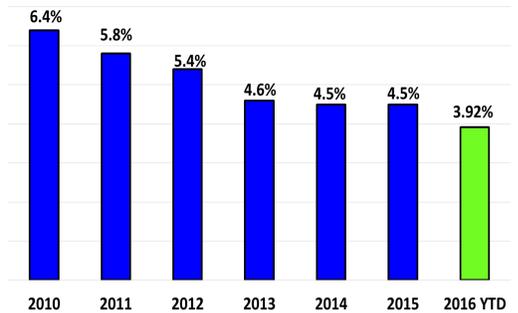
### Room to Improve:

In the first six months of FY 2016, lost sales due to ticket out-of-stocks were \$3,996,425, for an average of more than \$4,600 per store.

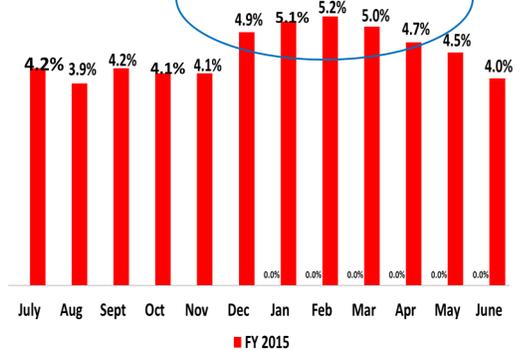
### The Bottom Line:

- ◆ Keep your dispensers filled and set to schematic, just as you would any other product for sale on your shelf.
- ◆ Use your monthly Game Menu for top-selling game selection and suggested ticket schematic.
- ◆ If you have a vending machine, tape packs together at the \$5, \$10, and \$20 price points. It takes a little longer initially, but it will keep you in-stock longer and require less frequent servicing of the machine.
- ◆ Always have a back-up employee or two trained to maintain Lottery when the primary is off or unavailable.

Arizona Lottery  
Annual Out-of-Stock Averages



Annual Out-of-Stock Spike



## \$50,000 Keep 'Em Full Retailer Incentive

December 1, 2015 through January 22, 2016

Fifty qualifying stores were randomly selected to win \$1,000.

Retailers received winnings by electronic funds transfer.



**And the  
Winners  
are:**

**Congratulations to the  
Fifty Keep 'Em Full  
Winners!**

4 Sons Store 601  
4 Sons Store 504  
4 Sons Store 801  
Chevron Self Serve 14  
7-Eleven Store 23765D  
Giant 662  
Giant 6003  
Safeway 272  
Safeway 1605  
Fry's Fuel Center 17  
Fry's Fuel Center 84  
Circle K 805  
Circle K 1198  
Circle K 1200  
Circle K 1247  
Circle K 1345  
Circle K 1793

Circle K 3386  
Circle K 6639  
Circle K 6651  
Circle K 6672  
Circle K 9167  
Bashas' 48  
Bashas' 51  
Bashas' 160  
Food City 25  
Food City 37  
Food City 135  
Food City 143  
43rd Ave. Market  
A B Check Cashing  
ARCO AMPM 82219  
Austin's Cash Market  
Biltmore Chevron

Chevron  
Cornville Market  
Country Store  
Dottling's Paseo Village Shop  
Fast Mart  
Gallagher's Dining and Pub  
Jo-Bis Market  
Kings Convenience  
Parks Feed and Mercantile  
Planet Zong Smoke Shop  
Shope's IGA Market  
Taylor Pine Service Center  
Valero In the Zone III  
Wizz Mart  
Maverik 201  
Maverik 445

# Special Retailer Recognition

## Retailer of the Quarter

### Congratulations to Fry's 51 in Chandler

Highlights: Total sales up 22.0%  
Draw game sales up 21.6%  
Scratchers® sales up 49.7%  
Out-of-stocks average below 2.0% YTD

Lisa, the bookkeeper, is passionate about managing Lottery in her store.

Two tips she uses to drive sales:

- ◆ Tape packs together to reduce out-of-stocks.
- ◆ Train a back-up employee to maintain Lottery when the primary is off.



Lisa -  
Bookkeeper

Tom -  
Store Manager

An advertisement for the Arizona Lottery. The top left features a banner that reads "FROM LAKE POWELL TO NOGALES ARIZONA THANKS YOU". Below this is a graphic of the state of Arizona with a house icon and the text "THE RECORD POWERBALL RUN". The background is a desert landscape with a large rock formation. On the right side, there is a graphic for "POWERBALL" with three people icons and the text "MORE THAN \$5.5 million IN RETAIL COMMISSIONS". Below that, it says "MORE THAN \$22 million RETURNED TO AZ" with a graphic of money. At the bottom right, it says "ALMOST \$85 million IN POWERBALL SALES" with a graphic of money bags. The bottom left contains a message of thanks: "ON BEHALF OF EVERYONE AT THE ARIZONA LOTTERY AND OUR MANY BENEFICIARIES STATEWIDE, THANK YOU SINCERELY FOR YOUR EFFORT DURING THE HISTORIC POWERBALL JACKPOT RUN. IT IS BECAUSE OF YOU, OUR VALUED RETAIL PARTNERS, THAT SO MUCH WILL RETURN TO THE STATE." The bottom right has a small asterisk: "\*Unaudited Numbers".



ArizonaLottery.com    

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game.  
All sales are final. In accord with ADA, these materials may be made available in an alternative format.  
Gambling problem? Call 1.800.NEXT STEP (1-800-639-8783) Please Play Responsibly.™