

RETAILER OF THE QUARTER & RETAILER OF THE YEAR

Quarter 4 and FY20 Retailer of the Year winner is: Desert Springs Travel Center

This retailer has done all in its power to capitalize on the closing of Nevada casinos during COVID-19. Because of their proximity to the Nevada border, Desert Springs' sales were off the charts. James, the store manager, and the Territory Manager stayed connected via text or phone usually multiple times a week. James and his staff are absolutely amazing to work with. They have one person whose primary responsibility is to keep the vending machine full. In June, they added a second vending machine and are keeping it full, too. There's a digital jackpot sign on top of the vending machine and two lighted lottery signs facing out the front windows. Desert Springs also has a 3 x 4 lighted sign that Portrays the lottery logo on the outside of the building. To become the number one retailer in the state is quite an accomplishment and this was done in a just over a year! The team is always extremely happy to see their Territory Manager and are full of questions for him. The manager's office is located next to one vending machine and James is consistently talking to his players about games and answering their questions. All of the employees are great about helping their players with questions. Congratulations Desert Spring Travel Center, your team deserves retailer of the quarter and retailer of the year!



WELCOME TO THE RETAILER NETWORK!

- BLACK JACK'S
- GILLIGANS ON 69
- GILLIGANS ON COPPER BASIN
- GILLIGANS ON IRON SPRING
- COVEU DRINKERY AND EATERY
- JAVA JITTERS
- VFW POST 9907
- CC'S MESQUITE BROILER
- STANFORD INN
- FUZZY'S SPORTS GRILL
- MOBIL
- US GAS
- QUICK N EASY
- WINSLOW CONOCO
- HOLBROOK CHEVRON
- WICKENBURG CHEVRON
- WINSLOW CHEVRON
- PINETOP CHEVRON
- ALVIN'S SMOKE SHOP
- APACHE MINI MART
- QUICK SNACK AND GAS
- CIRCLE K 3388
- VFW POST 3713
- CARIOCA 69
- AZ ADCO
- LAST STOP CORPORATION
- LAST STOP TRAVEL CENTER
- SPEEDY MART
- BAD HABITS 601
- BLACK JACK'S LAUNDRY
- RIVER ROAD CHEVRON
- DOLLAR GENERAL
- WTF SMOKE SHOP
- DAILY STOP
- TAYLORS NORTHERN SERVICE CTR
- MY MOUNTAIN VIEW MARKET
- ONE STOP FOOD MART AND DELI
- THE MUMMY SMOKE & VAPE

Must be 21 or older to purchase or redeem tickets. Overall odds vary by game. All sales are final. In accordance 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™. Scratchers® is a registered service mark of the California Lottery.

The Register

News from the Arizona Lottery

ArizonaLottery.com/retailers July – September 2020

WE APPRECIATE YOU!

On behalf of the Arizona Lottery, we would like to extend our appreciation to you, our retail partners, for the hard work you have done to keep your stores open during the COVID-19 pandemic. We appreciate the efforts your organization made to provide the daily necessities for every community in our state throughout the stay-at-home order. We value our partnership and are grateful for your commitment to protecting public health in Arizona. Thank you for supporting your fellow Arizonans.

- Raynie Hosto, Deputy Director-Customer Service & Sales

With all of your efforts and hard work...

The Arizona Lottery was able to give back to our communities in an even bigger way to help those in need during the COVID-19 pandemic. Through ticket sales, your work helped fund ADHS' efforts to disseminate COVID-19 information. Your hard work also provided vital funds for CASS which operates homeless emergency and transitional shelters, rapid-rehousing and rental assistance to reduce homelessness and mitigate its effects on our communities. Money allocated to Arizona Competes Fund supported Local First Arizona, an organization that helps smaller businesses get the resources to drive our economy forward and help employers keep Arizonans working. The Arizona Lottery supports Court Appointed Special Advocates' (CASA) mission to speak for abused and neglected Arizona children as they navigate the court system. Organizations like the Arizona Association of



Foster and Adoptive Parents (AZAFAP) and their Recycle Your Bicycle program filled the gap as demand for bikes to help foster children grew substantially. The Arizona Lottery was able to give back to the community through your performance and support. WE THANK YOU!

PHOENIX OFFICE

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Phoenix, AZ 85034
480-921-4400

TUCSON OFFICE

2900 E Broadway Blvd.
Suite 190
Tucson, AZ 85716
520-628-5107

PHOENIX SKY

HARBOR OFFICE
Terminal 4 Baggage Claim
480-921-4424

KINGMAN OFFICE

3396 Stockton Hill Rd
Kingman, AZ 86409
928-753-8808

REPORT STOLEN TICKETS

877-483-2445

SCRATCHERS® HOTLINE

877-483-2445

Scratchers® is a registered service mark of the California Lottery.

TECHNICAL PROBLEMS AND SUPPLIES

800-786-0791



Send suggestions and feedback to
GrowYourSales@AZLottery.gov

- Arizona Lottery
- @AZLottery
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- Arizona Lottery

ArizonaLottery.com



CUSTOMER SERVICE CENTER OPENS IN KINGMAN

The Arizona Lottery was the first in the nation with a vision to open a full service Lottery Customer Service center inside a Walmart Supercenter. With nearly 1 million residents in Northern Arizona, Southern Utah and Las Vegas, the center is the perfect option for players in our high country and surrounding States without Lotteries. The center, located near the general merchandise entrance, offers services similar to our Phoenix and Tucson offices. Players can purchase lottery and redeem prizes up to \$9,999. This saves players travel time as it's no longer necessary to travel to Phoenix to claim prizes below \$9,999. The center is open 7 days and is located at 3396 Stockton Hill Rd in Kingman. This office is staffed with Arizona Lottery personnel, and it may be our luckiest location yet! On its second day, the center sold a \$100,000 winning Scratchers® ticket! Be sure players in Northern Arizona know about this convenient, full-service Customer Service center!



GLENDALE CIRCLE K SELLS WINNING \$410 MILLION JACKPOT

On June 9, a very lucky customer won Arizona's first-ever Mega Millions jackpot! The \$410M winning ticket was sold at a Circle K store on N 67th Avenue in Glendale. This lucky store also received a \$50,000 incentive for selling the winning ticket, which was generously donated by Circle K to United Cerebral Palsy of AZ.



BEAT THE HEAT GIVEAWAY

The hotter the temperature, the higher the prize!

Through the end of August, players can enter eligible, non-winning Fast Play and Scratchers tickets into bi-weekly drawings for a chance to win \$10X, \$100X or \$1,000X the highest temperature. In each drawing, three lucky winners will be selected to win a prize based on the highest temperature for that entry period! For example, a high temperature of 100 degrees would be multiplied by \$1,000X for a total prize of \$100,000!

Players will receive entries based on the price point of the ticket:
\$1 = 1 Entry, \$2 = 2 Entries, \$5 = 5 Entries, \$10 = 10 Entries.

Visit AZPlayersClub.com for more details.



LOTTERY PACK NOT ACTIVATED? (PNA)

Did you know Confirming a pack of Lottery tickets *is not the same* as Activating a pack?

Confirming a pack means you've accepted delivery of the tickets. Activation is the step that must occur before Lottery tickets can be loaded in a bin and sold to players. Activation makes the Scratchers® live in your dispensers and gives your players a seamless experience when attempting to collect their winnings. If Activation does not occur, your players cannot redeem their tickets, become frustrated and may lose confidence in your store as their go-to Lottery location. When a pack is not activated, players typically wait more than 24 hours to claim their winnings.



OUT OF STOCKS

Out Of Stocks are calculated on a daily basis. The lottery vending machines scan through the Scratchers inventory about every 15 minutes and utilize a sales algorithm, which then calculates your percentage of out of stocks and lost sales. Each week your Territory Manager reviews their route's Out of Stock averages and the estimated loss of sales per retailer. They identify retailers who are missing opportunities or are in need of additional guidance.

How to Reduce Out of Stocks

- Identify staff who will assist with the lottery vending machine. Train them on ordering, activating, and loading the vending machine. A full vending machine will increase sales and customer satisfaction.
- Watch out for the lights on the machine. A red light signifies there is at least one empty bin. A flashing blue light signifies there is at least one bin with 5 or fewer tickets available for purchase. A solid light signifies there are no low stock or empty bins.
- Identify your best-selling games and double-up on those orders. You may call [\(877\)483-2445](tel:8774832445) any time during business hours. Proper inventory levels will reduce out of stocks and ensure the flow of the sales for that game will not face disruption.
- Taping packs together is an effective method to minimize Out of Stocks. It will help ensure the bins stay full and lessen the number of times the machine needs to be loaded. You may obtain this tape in multiple ways, so please reach out to your Territory Manager for details. You may tape multiple packs together per bin. Your Territory Manager is happy to train you on the proper use of tape and how to be most effective in taping.

Work with your Territory Manager to learn and understand the loss of sales. A low Out of Stock average means your customers will have access to a larger variety of games, and a higher rate of commission for your location.

Prize Validations

As a reminder according to the Arizona Lottery Retailer Rule R19-3-215 B, "A retailer holding a full product license shall pay all winning prizes for instant scratch tickets or on-line tickets up to and including \$100..." failure to do so may lead to an investigation of said retailer.