

The Game Plan

Spring 2018

Executive Director

Danny Rachek

Commissioners

Sabina Haskell (Chair)

Burlington

Term Expires 02/20

Ed Flanagan (Tri-State Commissioner)

Montpelier

Term Expires 02/19

Michel Consejo

Sheldon Springs

Term Expires 06/18

Susan Popowski

Northfield

Term Expires 02/20

Robert Campo

Barre

Term Expires 02/20

Welcome to our new agents:

Montgomery Jolley
Jiffy Mart #53 Ascutney
Kamuda's Country Market
Benson Village Store
Hot Shots Beverage Ctr
Montpelier Jolley
Montpelier Mart

Instant tickets for March



(\$1) Winning Star, (\$1) Triple Your Luck!, (\$2) Lucky 13,
(\$3) Tripling CashWord, (\$5) \$500 Fever!, (\$5) \$10,000 Taxes Paid.

Contact Us

Phone: (802) 479-5686 or 1-800-322-8800 (in Vermont)

Hours: M-F 7:45 AM – 4:30 PM (excluding legal holidays)

Email: staff@vtlottery.com

Website: vtlottery.com

Follow Us On:

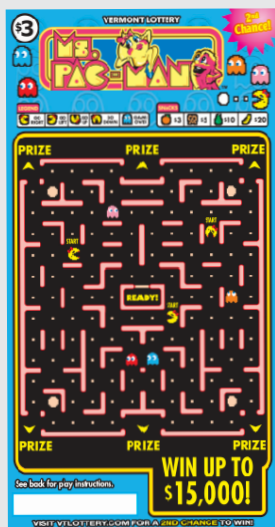


Looking forward spring 2018

Powerball Power Cruise #2.



\$3 Ms. Pac Man Instant ticket.



The Big Event

The final Big Event 2nd Chance drawing is on, April 6, 2018.

What is the Big Event?

The Big Event is an invitation only celebration of the Vermont Lottery's 40th Anniversary. Tell customers if they are invited to the Big Event they can look forward to, giveaways, games, entertainment, and a chance to win prizes of cash and merchandise totaling \$500,000! The Big Event celebration is taking place at the Champlain Valley Exposition Center in Essex Junction, Vermont, on June 1, 2018. Doors open at 4:00 PM EDT and the Big Event starts at 6:00 PM EDT.

Big Event FAQs

Will instant tickets be sold at the Big Event?

Yes, instant tickets will be sold during the event, including validation.

Will food be provided?

Yes, a concession stand will be open for invitees to purchase food at their own leisure.

Will there be handicap accessible seating?

Yes, handicap parking and seating will be available.

Can plus ones win prizes?

Yes, plus ones have a chance to win door prizes.

How can you continue to increase sales and keep lottery players interested?

- Remind customers the more 40th Anniversary instant tickets they submit into 2nd Chance, they increase their chance of winning an invitation to the Big Event.
- Continue to display the promotional materials given to you by your sales representatives.
- Think of creative ways to increase sales of the 40th Anniversary instant ticket. Perhaps hang up a countdown calendar near the registers as the last drawing gets closer.
- Tell customers about the fantastic prizes they have a chance of winning if they are invited to the Big Event (see below).

Big Event Prizes

- One (1) Pickup truck (TBD.)
- One (1) Fishing boat and gear package (TBD.)
- One (1) LL Bean camping package (subject to change.)
- One (1) Outdoor Living Center.
- Two (2) John Deere ZTrak lawn mowers.
- Six (6) Flat screen TVs and sound systems (door prize.)
- Six (6) iPads (door prize.)
- One (1) Prize of \$250,000.
- One (1) Prize of \$50,000.
- Four (4) Prizes of \$5,000.
- Six (6) Prizes of \$2,500.
- Twelve (12) Prizes of \$1,000

Last Chance Promotion

Do you have customers who don't have a 2nd Chance account, or haven't won an invitation to the Big Event? Have no fear, the Last Chance promotion is coming soon! The Vermont Lottery has set aside 25 Big Event invitations for a special Facebook® (only) promotion, in April 2018. Encourage customers to check into Facebook® regularly for updates.

Agent tips

Looking for more up-to-date information before the next Game Plan issue? Check out the monthly Agent Info newsletter. Find it under the retailer's tab on top of the Vermont Lottery website. <https://vtlottery.com/VLCagents>

Agent Info

Introductions

Danny Rachek - Vermont Lottery's new Executive Director

I am a native New Yorker who has lived in Essex, Vermont, since 1995. Prior to accepting my position with the Vermont Lottery, I was employed with the FBI for 22 years. The first 16 years were spent investigating various federal crimes with a specialty conducting financial crime investigations. My last six years were spent as the supervisor of the Burlington and Rutland offices of the FBI. Prior to the FBI, I worked for an accounting firm in New York City. I have a college degree in accounting and I am a certified public accountant. Starting my position during our 40th Anniversary year, will give me a chance to participate in the Big Event, a truly unique way to celebrate the special milestone year. I am looking forward to getting out on the road with the Lottery Sales Representatives to meet the players and agents. This summer we will have several outreach programs planned, such as the Lottery appearing at several Lake Monsters games and our summer Cash Explosion Tour. These events will be fun and give me a chance to hear what games and promotions are enjoyed most by the players and hearing new ideas about where we can improve the Lottery and increase our contributions to the Education Fund.

Brian McLaughlin - Vermont Lottery's new Director of Security

In 2000, I decided to move to Vermont from New Hampshire. I worked at Maple Grove Farms, until I got a job at the Northeast Regional Correctional Facility in 2001. I worked my way up through the ranks and, in 2014, I was promoted to Volunteer Services Coordinator. In January of 2018 I was offered the Director of Security position at the Vermont Lottery. I look forward to keeping the Vermont Lottery a safe and secure way for Vermonters to enjoy playing while upholding the integrity of the games. I hope to build strong relationships with co-workers, outside vendors, agents, and players. I welcome questions and comments to the practices that the Lottery has in place, please don't hesitate to call. I hope all agents have great success in their partnership with the Vermont Lottery.

Phone: (802) 479-8596 Cell: (802) 272-9834

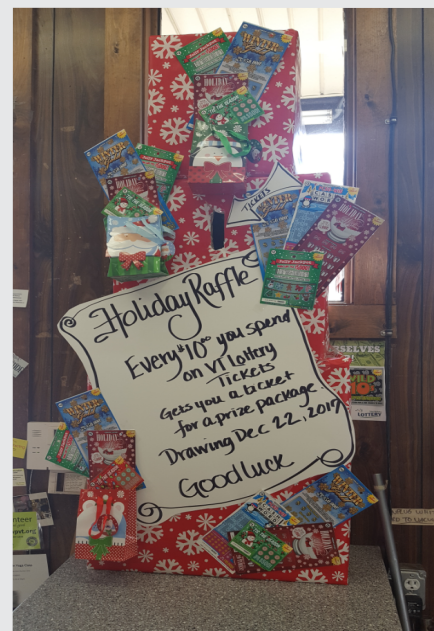
Selling tips

Struggling to find creative and more efficient ways to sell Vermont Lottery games? Check in with your Sales Representative. They can help you customize strategies to fit your store's unique needs. Does your store use social media? Follow Vermont Lottery on Facebook®, Twitter®, and Instagram® and we will follow you back.



Shout out to Willy's Variety, for their awesome winter promotion.
We want to see your store's creative promotion, send them our way.

Send us pictures of your winners
VLC.DigitalMarketing@Vermont.gov
or on:



Vermont Lottery Commission
1311 US Route 302, Suite 100
Barre, VT 05641



**PLEASE PLAY
RESPONSIBLY**
problemgambling.
vermont.gov

The Vermont Education Fund receives 100% of lottery profits.

Top 20 by instant ticket sales

St Albans Go-Go Mart #157 (St Albans)
Colonial Deli Mart (St Albans)
Stewart's Ice Cream #194 (Rutland)
Mina Mart (Springfield)
Cumberland Farms #8019 (Burlington)
Milton Short Stop Exxon #122 (Milton)
Maplewood Convenience Store (Barre)
Cumberland Farms #8025 (Barre)
Breakyard (St Albans)
Stewart's Ice Cream #195 (Bennington)
Bennington Shell #145 (Bennington)
Fairgrounds Beverage (Essex Jct)
Maplewood Ltd (Berlin)
Coles Discount Beverage & Redemption Center
(St Johnsbury)
South Main Grocery (St Albans)
Ste Maries (Swanton)
Swanton Short Stop #111 (Swanton)
Simon's Downtown Quick Stop (Burlington)
Penguin Market 2 (Bellows Falls)
Maplefields at Chimney Corners (Colchester)

Top 20 by draw game sales (including Fast Play and Fast Play Pro)

Bayside Triple M (Colchester)
Center Rutland Sunoco #283 Center (Rutland)
Hannaford Superstore #8306 (Rutland)
Simon's Downtown Quick Stop (Burlington)
Rivers Edge Quick Stop LLC (Marshfield)
Terrill St Discount Beverage (Rutland)
Price Chopper #131 (Rutland)
Shaw's Colchester #7515 (Colchester)
Small City Market (Vergennes)
Hardwick Kwik Stop & Deli (Hardwick)
Hannaford Food & Drug #8161 (Burlington)
Fairgrounds Beverage (Essex Jct)
Parker's Quick Stop (Montpelier)
Maplewood Ltd (Berlin)
Georgia Market (Georgia)
Penguin Market 2 (Bellows Falls)
Hannaford Food & Drug #8398 (Williston)
Shaw's Williston #7518 (Williston)
Hannaford Food & Drug #8353 (Essex Junction)
Milton Short Stop Exxon #122 (Milton)