MESSAGE FROM THE SECRETARY

We are excited to reveal our Florida Lottery “Year of the Flamingo” logo, featured on the cover of this issue. On September 17, the Florida Lottery announced that celebrations are underway for the “Year of the Flamingo” that will include new partnerships and promotions and a series of Thank-You Florida events that will transpire across the state. We will continue to use this logo as part of the “Year of the Flamingo” campaign that will transition us to the Lottery’s 25th Anniversary on January 12, 2013.

Full Service Vending Machines Are Here!

This fall, the Florida Lottery is rolling out 500 Full Service Vending Machines (FSVMs) in retail stores across the state. The FSVMs provide players the convenience of self-service transactions for Terminal and Scratch-Off ticket purchases while keeping retailers from having to replace the inventory as often. Keeping the FSVMs stocked with Terminal ticket stock and Scratch-Off tickets is critical in order to achieve the desirable sales volume and benefits associated with the machine. If the FSVMs prove to be successful, retailers and players could be seeing more of them in the future.

Retailer Contract Renewal

As a Florida Lottery retailer your four-year contract with the Lottery enables you to sell Lottery products at your business while earning commissions and bonuses. Not following the proper steps to renew your retailer contract could result in contract expiration. An expired contract would lead to the termination of your Lottery ticket sales and the removal by the Lottery of your Scratch-Off ticket inventory. In order to reinstate your ticket sales, you would then need to submit a new Lottery Retailer Application along with the appropriate processing fee. To prevent this situation from occurring, you should be aware of your contract renewal date. The date can be found in the bottom right hand corner of your Lottery Retailer Certificate.

Please be assured that approximately 90 days in advance of your contract’s renewal date, the Florida Lottery will provide you with an Application for Contract Renewal. This is your opportunity to let the Florida Lottery know if any conditions have changed within your business. You should carefully review and confirm that the business information listed on the application is correct. Changes, including a new store name (doing business as) or new corporate officers should be noted on the application. The completed application, along with the renewal fee of $10 per location (paid in the form of a business check), should be submitted to the Lottery by the deadline set by your Lottery Sales Representative or Sales Executive, or within 45 days of your contract’s expiration date. This schedule allows the Lottery’s Retailer Contracting Office to process the application and conduct a business review, which includes a security check and an evaluation of your company’s standing with the Florida Department of Revenue for tax payments. Submitting your application on time will allow the Lottery to approve the renewal application well in advance of the contract expiration date.

Upon approval of your application, you will receive a new Lottery Retailer Certificate and executed contract that will contain the terms necessary for you to maintain your status as a valued Lottery retailer for the next four years.

For more information concerning your contract renewal, please contact the Lottery’s Retailer Contracting Office from 8 a.m. to 5 p.m. EDT at (850) 487-7714 or email your questions or concerns to the team at RCSupport@flalottery.com.

MESSAGE FROM SECURITY

A Reminder to All Florida Lottery Retailers:

The sale of Florida Lottery tickets to persons under the age of 18 is against Florida Law (Section 24.105, Florida Statutes). Don’t take a chance; and when in doubt, ask for identification.

This applies to over-the-counter, ITVM and FSVM sales.

Retailer Hotline: “We’re Here to Help”

When you call the Retailer Hotline at 1-800-226-3344, option 2, the Lottery’s Customer Service representatives in Games Administration are ready, willing and able to assist you! “Our goal is to offer service that is quick and efficient,” said the Director of Games Administration. “We appreciate that your time is important!”

Spanish-speaking retailers are also supported with bilingual associates ready to assist.

Call us from 7 a.m. to midnight (ET), seven days a week for help with:

- Misprinted ticket adjustments
- Weekly settlement
- Validation questions
- Scratch-Off inventory management
- Terminal operation

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SALES CORNER

Best Practice Tip: Lottery Products Make Great Gifts

It’s no secret that gas prices have impacted consumer shopping choices. People are driving less and making fewer trips to the store. With the holiday season just around the corner, the question is, how will this affect retailers? Two things are certain: holiday gifts will still be purchased and shoppers will be more selective in what they buy and how they spend their money.

Lottery products aren’t always the first gift ideas retailers suggest when preparing for the holiday season; yet Lottery products make excellent gifts for a number of reasons:

- They’re fun, unique, and with a little luck, they can provide the recipient with a gift that keeps on giving;
- They’re available in a variety of price ranges to fit anyone’s budget. Customers can spend anywhere from $1 to $25 on Scratch-Off tickets alone;
- These colorful tickets are natural stocking stuffers and great last minute gifts; they don’t need batteries or refrigeration; and best of all, there’s no “assembly required.”

This year’s Holiday Collection from the Florida Lottery combines the 25th Anniversary MILLIONAIRE RAFFLE™ with a fresh mix of Holiday Scratch-Off games featuring a variety of ticket designs, assorted price points and great prizes which will make perfect gifts for this holiday season.

As you stock your shelves for the holidays, don’t forget to include holiday-themed games from the Florida Lottery. Suggesting Florida Lottery products as gifts provides your customers with a unique gift idea and helps increase your bottom-line profits.

Good Selling and Happy Holidays from the Florida Lottery.

Corporate Feature – SWEETBAY SUPERMARKET

Sweetbay Supermarket, located in West Central Florida, has long been an important Florida Lottery partner. Now, with the support of their front-end operations management team, they have recently embarked on a “back to basics” strategy aimed at increasing overall Lottery awareness, sales, and commissions.

Working with the Florida Lottery, Sweetbay developed a program to educate its customer service staff on the importance of Lottery as a category to their overall business, challenging them to ensure Scratch-Off facings in their ITVMs and counter units are full at all times. As Donna Rae Berry, Customer Experience and Manager of Front End Operations, explains, “It’s not acceptable for an associate to walk by an empty bin in an ITVM and not notice it. Not only should they be noticing, but they should be doing something about it.”

The emphasis on shared responsibility for eliminating out of stock conditions has already paid dividends. Sweetbay has also successfully tested an auto-order Scratch-Off replenishment program, during which test stores saw an immediate increase in sales due to better attention to in-stock conditions, increase in commissions, and most importantly meeting customer expectations when stores are stocked for Scratch-Off games.

In celebration of its upcoming 25th Anniversary, the Florida Lottery is introducing a refreshed version of Florida’s first Scratch-Off ticket, MILLIONAIRE. The 25th Anniversary Edition MILLIONAIRE Scratch-Off game features more than five million winning tickets and the highest prize payout percentage ever! The new $25 game also offers 25 prizes from $1 million to $5 million and the best overall odds of any game currently available.

Additionally, players can enter non-winning MILLIONAIRE tickets into the 25th Anniversary MILLIONAIRE Second Chance Promotion for a chance to win up to $1 million! Five draws will be held between October 10 and December 12, 2012, and the Grand Prize winner in each drawing will win a trip to the Lottery’s 25th Anniversary Celebration Event, where four players will each win $250,000 and one lucky player will win $1 million. Plus, in each of the five drawings, one player will win $25,000 and 500 players will win a $25 coupon good for a free MILLIONAIRE Scratch-Off ticket.

Encourage Florida Lottery players at your store to continue the 25-year winning streak and purchase the new MILLIONAIRE ticket!