In the Spring 2016 issue of The Winning Ticket, the Florida Lottery Division of Security announced its efforts to become an accredited law enforcement division. We are excited to announce that the Florida Lottery, Division of Security, received this accreditation through the Commission for Florida Law Enforcement Accreditation (CFA) on October 26, 2016.

The Florida Lottery prides itself on maintaining the established reputation it has earned over the past 29 years. We are committed to increasing crime prevention activities to ensure the integrity of the Florida Lottery and its retailers, while also protecting Florida Lottery players through effective and efficient delivery of law enforcement services.

It is imperative that Lottery retailers understand the importance of complying with the terms of the Lottery retailer contract and Lottery rules. Retailers are expected to uphold the integrity of the Florida Lottery; the sale of Lottery tickets; payment of prizes; and interaction with players and the general public. The Florida Lottery’s very existence and mission is predicated on the public’s trust, confidence, and transparency in our operations and activities.

The Division of Security investigates every complaint received in an effort to ensure the integrity and fairness of the operation of the Lottery and with players’ interactions with Lottery retailers. Any information regarding criminal activity that is discovered by the Division of Security is either acted upon the by the Division or forwarded to the appropriate law enforcement agency. Regular operations are also conducted to ensure Lottery retailers are properly handling, paying, and instructing players on winning/non-winning tickets. Any retailer who is found to be involved in criminal activity, including deceiving Florida Lottery players, will be subject to arrest and prosecution as well as suspension and/or termination of their retailer contract.

A list of Florida Lottery Retailer Rules can be found at: http://www.flalottery.com/exptkt/retailerRetailerRules.pdf

Staff members within the Division of Security are available 24 hours a day, seven days a week for assistance by calling (850) 487-7730 or (850) 487-7752.

\[ \text{**MESSAGE from SECURITY**} \]

\[ \text{America’s favorite game is back with more winning tickets, larger prizes, and better chances to win! Players will be spinning their way to top prizes of up to $2 million when they play the new $10 WHEEL OF FORTUNE® Scratch-Off game, going on sale April 11! The new game features over $75 million in cash prizes, including four top prizes of $2 million, and more than 2.9 million winning tickets. In addition to prizes for players, WHEEL OF FORTUNE also offers more than $5 million in retailer commissions!} \]

\[ \text{WHEEL OF FORTUNE crosses the bridge between niche and the Florida Lottery’s “money-themed” Scratch-Off games; therefore, it is sure to attract new customers to your store while also appealing to regular, and even infrequent, players with its well-established brand.} \]

\[ \text{Soon PICK 2” and PICK 5” players will be able to miss their numbers by one and still win! The 1-OFF® play type will be available on PICK 2” and PICK 5” Draw game purchases beginning April 3, 2017, to join PICK 3” and PICK 4”, which currently offer 1-OFF.} \]

\[ \text{1-OFF players win by matching their numbers in exact order (Straight) or by being one number off (higher or lower) on any or all of their numbers.} \]

\[ \text{Players who select 1-OFF as their PICK 2 play type will have 8 additional chances to win a cash prize; and those who select 1-OFF as their play type for PICK 5 will have 242 additional chances to win cash prizes.} \]
The Florida Lottery is off to an impressive start in 2017. I am proud to announce that last month [February] we reached another incredible education milestone; since the Florida Lottery began 29 years ago, we have generated more than $31 billion for education in Florida! Additionally, the Lottery has reached $1 billion in contributions to education for the 15th consecutive year – earlier than any other year in Florida Lottery history. We could not have achieved these milestones without our loyal players and dedicated retailers like you. I understand that helping you grow your business with fun and exciting Lottery products leads to an increased bottom line for everyone, and in turn, more dollars generated for Florida’s students and schools.

We had many exciting games launch during the third quarter of this fiscal year including the GOLD RUSH DOUBLER family of Scratch-Off games, the new $25 $10,000,000 WORLD CLASS CASH Scratch-Off game, and even a new multistate Draw game, CASH4LIFE®, and we have just as many exciting games planned for the fourth quarter as well!

1-OFF® will be added to the PICK 2® and PICK 5® Draw games in April, giving players the chance to miss their numbers by one and still win. Also debuting in April, is the new $10 WHEEL OF FORTUNE® Scratch-Off game; a follow up to the wildly popular $5 WHEEL OF FORTUNE ticket that launched last spring; the new game features larger prizes, increased chances to win, and more winning tickets.

These game launches are just another step in maintaining the fun and intrigue of playing the Florida Lottery that keeps people coming back to your stores for Lottery and more!

**SECRETARY**

**CONTRACT RENEWAL**

Florida Lottery retailer contracts are renewed every four years. Approximately 90 days before your contract expires, the Lottery will deliver or mail your contract renewal package, which contains an application for contract renewal and a retailer contract. The application and contract need to be signed by an owner or authorized officer, and the application must be notarized.

Retailers can return the contract and application to your sales representative, or the Lottery directly, with the appropriate fee: $10 per location and $25 for any officer added since the last application. The application package must be returned at least 45 days prior to the contract expiration date in order for our Retailer Contracting Division to complete its processing. This process includes the Lottery working with the Florida Department of Revenue to check for any significant outstanding Florida tax payments, and with the Florida Department of Law Enforcement to check for any security matters. It also includes a review by the Division of Corporations and Alcoholic Beverage Licensing records where applicable.

Should you have any questions about your contract renewal process, please contact your sales representative, or call the Florida Lottery’s Retailer Contracting Division at (850) 487-7714.

The impact of advertising to influence purchase decisions is undeniable. Successful Florida Lottery retailers understand the value advertising of Lottery products brings to their overall portfolio, ensuring Lottery products are featured in the point of sale rotations in their stores.

To support our retail partners, the Florida Lottery continues to work with retailers to develop unique, eye-catching, and impactful point of sale materials that will drive the purchase decision of consumers. Creative items such as bollard covers, pump promoters, cooler door clings, and other custom items have been used effectively with corporate convenience store partners such as Circle K, Thorrnons, Sunoco, Wawa, and Murphy USA to drive Lottery sales.

A recent study shows that 95% of Lottery customers buy at least one other item inside the store. So whether inside or outside of the store, advertising Lottery products makes sense, as customers that purchase Lottery products also purchase other products in your store. Be sure to talk to your Lottery sales representative about including Florida lottery products in your point of sale plan!

**RETAILER CONTRACT RENEWAL**

Florida lottery retailer contracts are renewed every four years. Approximately 90 days before your contract expires, the Lottery will deliver or mail your contract renewal package, which contains an application for contract renewal and a retailer contract. The application and contract need to be signed by an owner or authorized officer, and the application must be notarized.

Retailers can return the contract and application to your sales representative, or the Lottery directly, with the appropriate fee: $10 per location and $25 for any officer added since the last application. The application package must be returned at least 45 days prior to the contract expiration date in order for our Retailer Contracting Division to complete its processing.

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**SCRATCH-OFF SHIPMENT REMINDER**

Upon receiving a Scratch-Off shipment, remember to always open and verify the contents immediately. If any books are missing, you must call the Retailer Hotline at 1-800-226-3344 within seven days of receipt or you will be charged a service fee equal to 50% of the net sale value of each missing book.

Remember to always follow these steps when a shipment is delivered to your store:

1. Scan the barcode or delivery receipt at your terminal to receive the shipment into your inventory. (Scratch-Offs > Shipment Order)
2. Count the number of physical books received in the shipment, and compare it to the total on the delivery receipt.
3. Generate a “Received Books” report from your terminal. (Scratch-Offs > Instant Reports > Received Books). This report will document the game/book and date all of the books you just received into your inventory based on the barcode you scanned.
4. Check each physical game/book number against the “Received Books” report or delivery receipt.
5. Report any discrepancies to the Retailer Hotline immediately at 1-800-226-3344, Option 2, in order to receive assistance in correcting your inventory.

In the event the delivery receipt is not in the package or is misplaced in your store, the Received Books report is a good resource to use for checking the actual books against shipments received on your terminal for a specific date.
The sole mission of the Lottery is to maximize revenues for education and we couldn't do it without you, our retailers.

The Florida Lottery has already exceeded $1 billion in education contributions for this fiscal year, and we've done it earlier than any other year in Florida Lottery history. This marks the 15th consecutive year the Lottery has contributed more than $1 billion to Florida's education system. In its 29-year history, the Florida Lottery has generated more than $31 billion dollars to support the state's commitment to providing the best education possible to its citizens.

Lottery revenues benefit education programs in all of Florida's 67 counties at every level from K-12, to state colleges and universities, and serves as the primary funding source for the Florida Bright Futures Scholarship Program. This program, created in 1997, continues to provide assistance to Florida's best and brightest students as they pursue higher education at state colleges and universities. To date, more than $5 billion in Lottery funds have helped more than 750,000 students receive a Bright Futures scholarship to pursue their degree.

Each time you help us sell a Florida Lottery ticket, you are helping students and teachers across our state excel. We thank you for partnering with us.

CELEBRATING MILESTONES

$31 BILLION TO EDUCATION SINCE 1988

$6 BILLION IN SALES FOR FY 2015-2016

$1.6 BILLION TO EDUCATION FOR FY 2015-2016

First Grade
College Graduation!

1-OFF®
OVER 356
MORE WAYS TO WIN!

Now with
Pick 2
Pick 5

Be 1-OFF® by any
or all numbers and still WIN!

Pick 2
Pick 3
Pick 4
Pick 5

Must be 18 or older to play. 
Play responsibly. 
©2017 Florida Lottery.
Congratulations to the winning corporate and independent retailers from the Holiday MILLIONAIRE RAFFLE™ retailer drawing promotion!

**DISTRICT 1, TALLAHASSEE:**
- Panhandle Package #2
- Publix #1427

**DISTRICT 3, PENSACOLA:**
- M&M Market V
- Publix #1343

**DISTRICT 4, JACKSONVILLE:**
- Golden Ox Liquors
- 1507 7-Eleven #36682

**DISTRICT 5, GAINESVILLE:**
- Quick King Food Store #21
- Kangaroo Express #2643

**DISTRICT 6, ORLANDO:**
- Orange City Gas and Food Mart
- K&D Discount Food & Beverage
- Winn Dixie #2329
- Town Star #54

**DISTRICT 9, TAMPA:**
- Quick Fuel of Largo
- New Tampa Shell
- Publix #1471
- Publix #0497

**DISTRICT 10, FORT MYERS:**
- Access Lock & Key
- Publix #0384

**DISTRICT 11, WEST PALM BEACH:**
- Dollar Value Store
- Publix #1046

**DISTRICT 13, MIAMI:**
- Davie Food Market
- Crystal Lake Chevron
- Tropical Supermarket #5
- Discount Food Stop
- Publix #549
- Sunshine #147

**$2,000 RETAILER INCENTIVE WINNERS**