

# KENOTES

The Ohio Lottery newsletter for *KENO*  
bars, taverns, restaurants and clubs

Keno Extra Point  
promotion coming  
this November





# For Starters

## **Intralot terminal service**

1-866-710-2462

## **Hotline**

1-800-686-4208

General retailer services

Instant ticket ordering

Claims questions

## **Regional Sales Offices**

### **Region 1: Cleveland regional office**

216-774-5671

### **Region 2: Toledo regional office**

1-800-589-6442

### **Region 3: Dayton regional office**

1-800-589-6463

### **Region 4: Cincinnati regional office**

1-800-589-9882

### **Region 5: Columbus regional office**

1-800-589-6445

### **Region 6: Athens regional office**

1-800-589-6466

### **Region 7: Akron-Canton regional office**

1-800-589-6467

### **Region 8: Youngstown regional office**

1-800-589-6468

### **Region 9: Lorain regional office**

1-800-589-6469

## **Winning Numbers line**

1-800-589-6446

## **Website**

[www.ohiolottery.com](http://www.ohiolottery.com)

## *Check out:*



### **KENO Extra Point promotion.**

Suit up for the statewide promotion starting Nov. 2.

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### **Retailer spotlight**

Ale Haus Tavern, Mentor

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### **Get Holiday Game ready**

Check out the upcoming EZPLAY® and Touch & Win games.

Page 8



### **KENO Million Dollar Club members.**

See who made \$1 million in Keno sales as of June 30, 2019 from Youngstown, central and southern Ohio.

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## **Blog**

[www.ohiolottery.com/OH!-Lottery-Blog](http://www.ohiolottery.com/OH!-Lottery-Blog)

## **Twitter**

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/ohlottery/

Compulsive gambling can be treated. If you or someone you know has a gambling problem, call the Problem Gambling Helpline at 1-800-589-9966.

# Welcome to Kenotes

**a publication for bars, taverns, restaurants and clubs  
selling the Ohio Lottery KENO game.**

As fall begins, you'll find customers gathering for good conversation and time to kick back. In many bar/tavern-style businesses, you might find them cheering on their favorite sports team or deconstructing the results of the last game -- in hopes of pulling off another win.

As customers fall into a comfortable routine, consider adding an Ohio Lottery game promotion to the mix. Along with another in-house event aimed at encouraging midweek traffic, it's a way to increase visibility and boost mid-week sales.

We would like to take a few moments to acknowledge what you've accomplished in Fiscal Year 2019, which ran July 1, 2018 to June 30, 2019. With your support, *Keno* and progressive EZPLAY® Games continue to grow, and that's helped us all. In FY19, more than 100 bar/tavern-style retailers reached the \$1-million mark in *Keno* sales since joining the Ohio Lottery.

We offer our congratulations to each and every one of you. In this issue, we salute retailers from the southern, central and Youngstown regions of the state. Check out the current list on page 9. You'll find the list of northern Ohio retailers earning this distinction in the next issue.

We have some fresh point-of-purchase advertising and humorous holiday-themed coasters ready for your use as we get further into the holiday season. Your sales representative can update your displays and recent winner signage throughout this busy fall and winter season.

The last few months of the year go quickly. Keep in touch with your sales representative and regional office for any needs and have a great close to 2019!



*Ale Haus Tavern, Mentor's top draw game retailer, welcomes all as it nears 25 years of service to the local community.*







# KENO™

Enjoy your free \$1 KENO ticket!  
Don't forget to play The Lucky One,  
In between every KENO drawing!

20573 51168 00000 06144 18836 15XXX XXXXX

19 41 57 31 45  
52 77 -- -- -- AP

Draw Number XXX100  
Sun Nov 03 19  
FOR 1 DRAW  
\$1 KENO PER DRAW

BOOSTER - NO

\$0.00

Game Rule: 3770:1-9-55

FOR DRAWING RESULTS CALL: 1-800-589-6446  
WWW.OHIOLOTTERY.COM

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# Suit up for the KENO Extra Point promotion

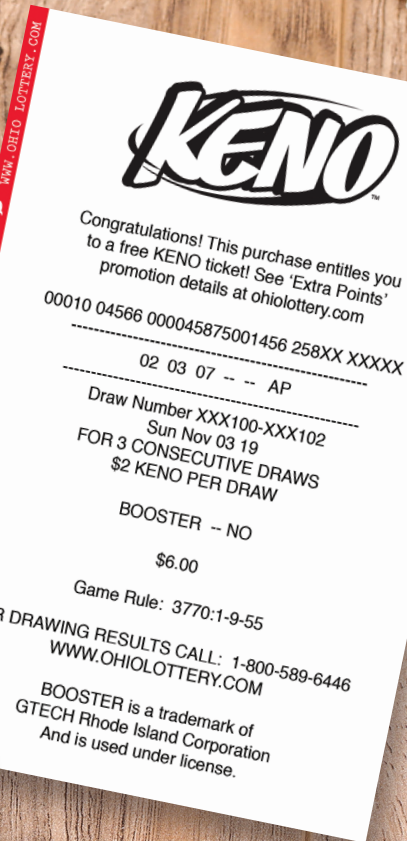
*Saturdays and Sundays,  
noon to midnight,  
Nov. 2-Dec. 1*

Get ready to huddle for the *Keno* Extra Point promotion coming this November. In celebration of all things football, customers who make a \$6 *Keno* purchase receive an “extra point” for a free \$1 (7-spot) *Keno* play for the next drawing.

The promotion runs Saturdays and Sundays from noon to midnight, Nov. 2 to Dec. 1.

## Special note to retailers

- This is a repeat promotion. The purchase of a \$6 *Keno* ticket provides one \$1, 7-spot *Keno* wager; a \$12 *Keno* ticket purchase provides two, \$1 7-spot *Keno* wagers etc.
- Multi-draw wagers can be placed.
- No *Keno* ticket cancellations are allowed during the promotional period.



*For illustration purposes only.*

# Retailer Spotlight:

## Ale Haus Tavern, Mentor

Deep neighborhood ties and a close-knit staff have made **Lisa Horten's** venture into the bar business a satisfying second career.

"We moved into the neighborhood at the right time almost 25 years ago," she says. A trusted assistant and secretary in her past life, she earned the respect of her employers. She also learned a great deal about accounting and taxes. That helped when she opened the Ale Haus Tavern almost 25 years ago.

She talks about her two mentors, **Larry** and **Brad**, fondly.

"They helped me launch my business and provided ongoing encouragement," Lisa says. "They were always there for me."

Ale Haus Tavern of Mentor is a powerhouse in sales representative **Carl Lee's** district. Sales are up almost 53% from the prior year and the tavern has the highest draw game sales of any retailer – bar/tavern style or other -- in his district. It's in a growth area to be sure, as all three retailers nearby have also seen sales rise, but not like Ale Haus Tavern.

"It's absolutely incredible," says Carl. "They sell a lot of winners. They had a number of \$20,000 winners, which is one reason why I think people keep coming back. It's just a nice atmosphere."

Ale Haus Tavern seats 82, and along with Lisa, has seven employees on staff, including a fulltime manager, who she added last year to give her more time to spend with her six grandchildren. Many employees have been with her for years.

"Everyone knows each other and watches people's back. I am very fortunate," Lisa says.

While some bar/tavern-style retailers shy away from scratch offs, the Ale Haus Tavern sells instants through a vending machine and does well, with these games



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making up close to 20% of its Lottery business.

She makes a point of paying all winning customers up to the \$599 per wager limit. Even if it means a trip home, she says she makes sure her customers are paid.

"No one wants to go elsewhere when they're having a good time," she says.

With the boom in sales and winners, her business has frequently earned bonuses in the Retailer Incentive Program. "They're thrilled about it and they thrive on that," says Carl.

Lisa has used the bonus to put a bit back into the business, adding coolers, a new floor and air purifier to

improve the experience of customers and employees.

While occasionally, she'll have an impatient patron or two wanting to check their tickets with the wait staff, it's few and far between, and her staff is happy to help them out.

"The positives are everything," she says, referring to the Lottery. "New people come in and stay longer."

Now she's planning for Ale Haus Tavern's 25th year celebration in March 2020.

It's her opportunity to give back to the customers, employees and friends who have given her so much.



It's one big family at Ale Haus Tavern of Mentor. Left to right: General manager Danielle Bartel, sales representative Carl Lee, owner Lisa Horten, mentor and longtime friend Larry DiDonato.

# WANTED

ENTER FOR CHANCE TO WIN

*Your best Keno stories wanted.*

KENO Bars, Taverns, Restaurants and Clubs...  
we want to HEAR from you.

What's your most exciting Keno story? What does Keno do for your business? How has Keno benefited your wait staff?

Tell us and you'll be placed in a drawing to receive a prize! **Just complete the survey at**  
**<https://www.surveymonkey.com/r/OhioKENO>**  
**between Nov. 10-Dec. 31, 2019 and you'll have**  
**a chance to win one of 3, \$100 gift cards.**



# Coming Soon: Take advantage of KENO for the holidays

Look for “Naughty and Nice” coasters for the holidays in an upcoming delivery.

## Sell Holiday scratch offs?

If you'd like a supply of holiday envelopes, please see your Lottery sales representative. Holiday scratch offs make great stocking stuffers for friends and family 18 years of age and older.



## Upcoming Seasonal and Holiday Games

### Featured Touch & Win Games



Nov. 15, 2019

**Snowman Surprise**

**Blended payout:** 78.9%

**Play style:** Match three



Dec. 20, 2019

**Jackpot Town**

**Blended payout:** 81.2%

**Play style:** Interactive  
prize/symbol match

### EZPLAY® Games

Nov. 10, 2019

\$1 Santa's Snowball

\$2 Snowflake Melt

\$2 Stocking Stuffer

\$3 Jingle Bell Bucks

\$10 Blustery Bucks

Dec. 8, 2019

\$2 New Year's

Celebration



# The FY19 Class of the KENO Million Dollar Club

This year, 105 bars, taverns, restaurants and clubs reached the \$1-million mark in Keno sales since joining the Ohio Lottery. In this issue, we recognize the hardworking retailers from Youngstown and central and southern Ohio who've made the list this year. *Congratulations to all!*

## Athens Region

American Legion Post #64, Marietta  
Golden Nugget, Bridgeport

## Cincinnati Region

Augie's Tavern, Cincinnati  
Buffalo Wings and Rings, Fairfield  
Buffalo Wings and Rings, Maineville  
Cherry Grove Lanes, Cincinnati  
JD's Honky Tonk & Emporium, Cincinnati  
Jocko's Pub, Cincinnati  
Johns C's Carryout, Cincinnati  
Lebo's of California, Cincinnati  
Mac's Pizza Pub, Maineville  
Nick & Tom's, Cincinnati  
Silvert's Cafe, Cincinnati  
The Elbo Room, Fairfield

## Columbus Region

Average Joe's Taphouse, Powell  
Finnegan's Wake, Pickerington  
Galloway Tavern, Galloway  
Gatsby's Bar & Grille, Gahanna  
Gibby's, Circleville  
Hale's Ales, Hilliard  
Lindy's Inn, Columbus  
Lockbourne Bar and Grill, Columbus  
Loyal Order of Moose #1626, Chillicothe  
Lucky's Bar and Drive Thru, Zanesville  
No Attitude Bar & Grille, Columbus  
Pappy's, Heath  
Patio Grill, Columbus  
Robey's Pub & Patio, Pataskala  
Robey's Pub, Reynoldsburg  
Scoreboard Pub & Grill LLC, Delaware

Kensington Golf Club, Canfield  
Jessica, employee  
Keno Million Dollar Club, FY19



Dub Pub, Dublin  
South Town Café, Zanesville  
Spoonz Pub, Columbus  
The Derby, Grove City  
The Woods, Canal Winchester  
Wayne Webb's Columbus Bowl, Columbus  
Wendell's Pub, Westerville  
Worthington Moose Lodge 1427, Columbus

## Dayton Region

Bracken's Pub, Urbana  
Dayton Moose #73, Beaver Creek  
O'Conner's Irish Pub, Springfield  
Oscar's Sports Bar & Grill, Vandalia  
VFW Post 657, Riverside

## Youngstown Region

Broadway Brew House, New Philadelphia  
Crow's Nest, Ashtabula  
Gameday Grill, Strasburg  
Kensington Golf Club, Canfield  
Olde Dutch Mill Golf Course, Lake Milton  
Pour House, Poland  
Tangier, Struthers

# Big Winners!

Golden Nugget, Bridgeport  
Gloria Barcalow, owner  
Keno Million Dollar Club, F/19

June-August 2019 *KENO* winners of \$5,000 and up at Ohio's bars, restaurants, taverns and clubs.

Date won	Prize won	Winner	Retailer
6/1/19	\$8,200	Craig Shanower, Middlefield	Middlefield Tavern, Middlefield
6/8/19	\$100,000	Theodore Oldiges, Cleves	Aston Oaks Golf Club, North Bend
6/12/19	\$8,001	Cory Ramer, Cleveland	Woody's Bar & Grille, Cleveland
6/12/19	\$5,002	David Ross, Massillon	Towpath Cabinn, LLC, Massillon
6/14/19	\$5,002	William Hearn, North Royalton	Bleacher's Sports Grill, Parma
6/21/19	\$5,002	Shawn Schatz, Columbus	Crazee Mule Saloon, Columbus
6/21/19	\$5,000	Debra Beckett, Canton	Meyer's Landing Bar & Grill, Canton
6/23/19	\$10,000	Brandon Hinch, Conway	Panini's, Cleveland
6/23/19	\$5,000	Dena Zavakos, Dayton	Froggy's, Monroe
6/23/19	\$5,004	Raymond Weisbrodt, Kettering	Hollywood Gaming at Dayton Raceway, Dayton
6/24/19	\$5,000	Victoria Capizzi, Bellevue	VFW Post #1238, Bellevue
7/5/19	\$22,002	Jared Schaaf, New Richmond	Skipper's River Cafe and Steamboat Marina, New Richmond
7/13/19	\$5,005	Nick Kinder, Streetsboro	Thistledown, North Randall
7/13/19	\$5,510	Martin Cossin, Centerburg	PJ's Original Family Restaurant, Sunbury
7/15/19	\$5,535	Lesha Strichko, Brook Park	Teamz Bar and Grill, Middleburg Hts
7/16/19	\$6,150	Steve Shamblin, Brook Park	Slim & Chubby's, Strongsville
7/17/19	\$20,008	Laurali Cortinas, Lexington	Milton Athletic Club, Dayton
7/17/19	\$5,000	James Dorr, Akron	Red Fox Party Center, Cuyahoga Falls
7/19/19	\$5,500	Jacklyn Ferner, Orient	Reel Bar, Put In Bay
7/20/19	\$10,035	Frederick Hayes, Dayton	Romer's Bar and Grill, Dayton
7/22/19	\$5,508	Alan Sebor, Aurora	Station 43 Tavern, Solon
7/23/19	\$15,000	Brian Nevling, Reynoldsburg	Red Rock Pub, Blacklick
7/25/19	\$50,007	Frances Wemmer, Wadsworth	Main Street Saloon, Akron
7/26/19	\$5,002	George Morrison, Lakewood	Legends Sports Bar & Grill, Parma
7/27/19	\$6,633	Casey Williamson, Grafton	Hawa Hawa Inc, North Ridgeville
7/29/19	\$5,000	Tara Latella, Columbus	Roosters W Broad, Columbus
8/1/19	\$20,004	Timothy Fidelholtz, Cincinnati	Chicken on the Run, Deer Park
8/3/19	\$5,000	Jennifer Townsend, Canton	American Legion Post 44, Canton
8/8/19	\$10,014	Nathan Heffelfinger, Upper Sandusky	Fricker's #105, Findlay
8/9/19	\$8,210	Don Glaros, Lakewood	Game On Lakewood, Lakewood
8/14/19	\$5,000	Brandy Davis, Caldwell	Oasis Bar & Grill, Belle Valley
8/18/19	\$6,025	James Heichel, Mansfield	Duke's Bar, Mansfield
8/22/19	\$8,200	Adam Welden, Canton	Jersey's Sports Grill, Canton
8/25/19	\$11,010	Steven Buchholz, Dayton	Brownie's Tavern, Huber Heights
8/28/19	\$8,240	Louis Ganz Jr, Hamilton	Hamilton Lodge #36, Hamilton
8/30/19	\$25,085	Dennis Hatvany, Berea Bradley Bindas, Berea Frank Kaplan Jr, Brecksville Nicholas Hatvany, Parma Hts	Mulligan's Bar & Grille, Strongsville

Tangier, Struthers  
Dawn, bartender  
Keno Million Dollar Club, F/19







# Boost mid-week sales with an Ohio Lottery game promotion

**Want to increase midweek activity at your bar, tavern, restaurant or club?** Consider adding a Keno or other Ohio Lottery game promotion tailored to your business.

You might tie in an Ohio Lottery game promotion to fall community events, anniversaries, big league basketball, football, hockey and more. See your sales representative for information.



← Pour House, Poland  
lan, GM  
Keno Million Dollar  
Club, FY19



## Schedule a Lottery review

***Want to make the most of Lottery game fun before the rush of the holidays?*** Schedule a 5-minute walk through with your Ohio Lottery sales rep to make sure Lottery games, equipment and point-of-sale are set to maximize your business.



# Attention current and future KENO Experts



The Ohio Lottery is updating training materials for our certified *Keno* Experts and looks forward to bringing new *Keno* experts on board. We value your insight and support for *Keno*. Stay tuned to learn what's next.

The Ohio Lottery is an Equal Opportunity  
Employer and Service Provider

1-800-686-4208 | [www.ohiolottery.com](http://www.ohiolottery.com)  
Please Play Responsibly

Patrick McDonald, Director

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