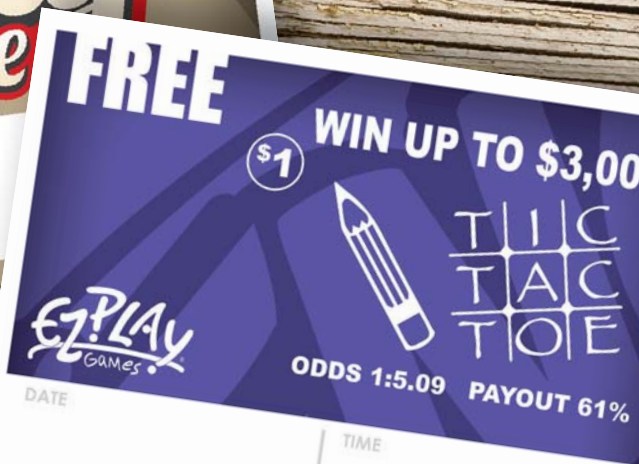


KENOTES

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



Add Ohio Lottery
promotions and see
your sales grow



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

Check out:

✓ **Tailor-made promotions**
Find out how the Ohio Lottery can enhance your special event or promotion. Page 4, 5

✓ **Retailer spotlight**
The Public House, Cleveland
Page 6, 7

✓ **Summer's new games**
Check out the latest EZPLAY® and Touch & Win games.
Page 9

✓ **KENO Winners**
Page 12

✓ **Retailer Incentive Program update**
View the high performers among bars, taverns, restaurants and clubs, and prepare for FY20 incentive program sign up.
Page 13

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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.

Summer's here! Your business can be a big part of what makes summer fun, bringing people together to offer some laughs, good times and a break from the routine. As you gather customers together, take part in a community festival, or celebrate a business anniversary or milestone, consider adding something extra – like an Ohio Lottery promotion to the mix.

In recent years, we've offered more than 350 tailored promotions a year to our bar/tavern style retailers. Want to learn more? We offer a variety of buy x, get y promotions for Keno and other popular Lottery games. Turn to page 5 and talk to your sales representative to see how we might tailor a plan that works for you.

Our featured retailer this month, The Public House, has great standing in its West Park Cleveland neighborhood. It's a popular place to play Keno and *The Lucky One*, and the owners take advantage of various opportunities to include Ohio Lottery items in periodic giveaways, especially during halftime of a Cleveland Browns game.

In this issue, we celebrate all our bar/tavern retailers who took advantage of the Retailer Incentive Program for the first quarter of 2019. Your hard work has paid off. We're now preparing for the FY20 incentive program period. Please see your sales representative if you need to discuss the agreement for the upcoming program year.

We have new EZPLAY® and Touch & Win games being released throughout the summer. Be sure to check out the new games available this month, and let the games begin.

Have a safe and happy summer!



Barberton Civitan Club
Incentive earner Q1 2019



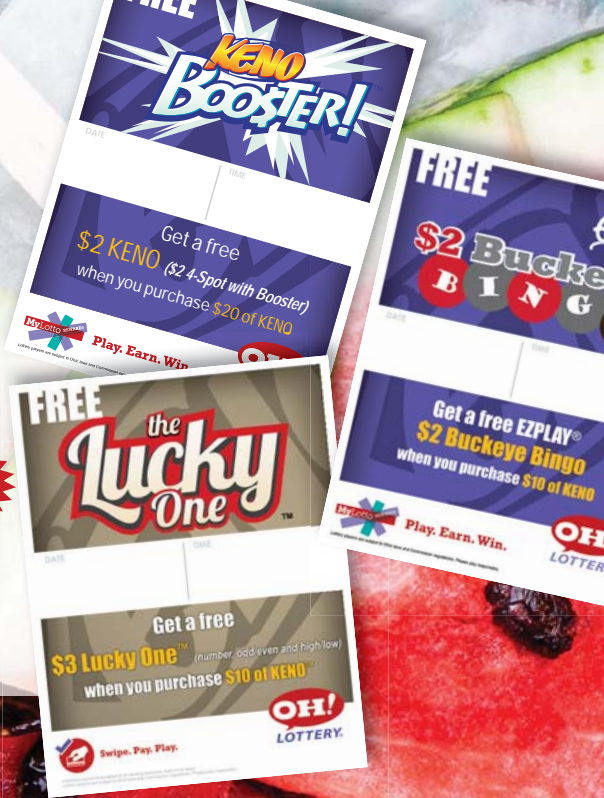
- Winners made **\$291.5 million** playing Keno, with much of that going back into your business. (FY19 est.)
- Keno makes an average of **440,000 winners per week**.
- Nearly **80%** of Keno prizes from \$1 to \$500 are reinvested into additional tickets or products in your establishment.

Interested in having a Lottery game promotion?

Here are a few promotions to choose from:

- Buy \$20 Keno, Get \$2 4-spot w/Booster
- Buy \$5 Keno, Get \$1 Tic Tac Toe
- Buy \$10 Lucky for Life, Get \$1 Pick 5
- Buy \$10 Keno, Get \$2 Buckeye Bingo

Popular!



TAX RELIEF KENO PARTY

Friday, April 12 • noon - midnight
Monday, April 15 • noon - midnight

Second chance drawing
Friday and Monday at 9 p.m. Win a huge prize pack with Ohio Lottery and Fricker's merchandise!

Get a \$1 KENO 3-SPOT with BOOSTER with every \$5 KENO purchase all weekend, April 12-15 noon - midnight

PARTY YOUR TAXES OFF!

KENO

Swipe. Pay. Play.



Summertime is Here!

*Take advantage of
promotional opportunities*

Customer appreciation days

- Bike Nights
- Happy Hours
- Fundraisers
- Anniversaries
- Sporting events and tournaments

Have a special date or event in mind? Take advantage of tailored Keno and other Lottery game promotions to generate comradery, good times and fun – and keep customers coming back.

We'll provide special deals on Lottery game play and/or point-of-sale and giveaway items to support your success.

Here are a few examples:

- Tee shirts
- Baseball caps
- Keno coasters
- Keno napkins

(Please check with your sales representative or regional office for current availability.)

Questions? Please contact your sales representative or regional sales office.



Retailer Spotlight:

The Public House, Cleveland

Nestled in the West Park neighborhood of Cleveland, The Public House is a well-known gathering place.

"It was a hot spot for years," says owner **Kevin Arth**, who purchased the business, along with his wife and two other couples, in 2002.

The revenue Ohio Lottery games generate is put back into the business," says Kevin Arth, owner of The Public House. "It's a good partnership."

It's got the benefit of a vibrant, tight-knit community where neighbors grow up, go to school and come back to raise families of their own. Kevin grew up in the neighborhood, as did **Sean Hearn**s, a longtime bartender and cook, who became an owner in 2017.

The transition in ownership, after one of the founding couples retired, was pretty easy, says Kevin, mostly due to Sean's years on staff. "It's a good operation, we've known each other for a long time, we know what we're doing," he says. "It's like family."

Keno came to The Public House in 2009 after Kevin noticed the availability and convenience of *Keno* and other Lottery games through self-serve vending on a trip to Put-In-Bay. That's what sold him – the ability to offer the entertainment option without taking up too much of his staff's time serving customers food and beverages.

The last three years have been incredibly good for his Lottery business, with Lottery sales up almost 48% over the last three years.

Kevin and Sean believe that the growth of group play, as well as familiarity with *Keno* and other Lottery games, has made a difference.

"You might have 7 or 8 guys throw in a \$20 for a 10-spot play," says Kevin.



Kevin

Keno makes up a little more than half of his Lottery sales, with *Lucky One*, the Ohio Lottery's newest monitor game, another 33%. Progressive EZPLAY® Games, like *Twenty 20s*, whose recent jackpot broke \$600,000, are also popular.

"The operation of Lottery goes fairly smoothly, and our rep is great," says Sean. "Bob helps translate what's going on (back at the Lottery), and keeps things simple," he says, complimenting the bar's sales representative **Bob Suhayda**.

All in all, both Kevin and Sean feel good about the business and its place in the community's social fabric. In fact, Kevin and Sean shared how two bartenders at The Public House recently got engaged and brought the celebration with them to the bar. As a neighborhood gathering place, Sean says that The Public House hasn't changed that much.

"The technology may have changes, but the people are the same. It's just organic."



Sean



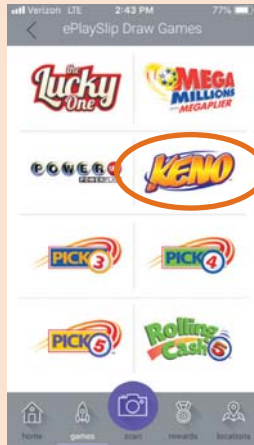
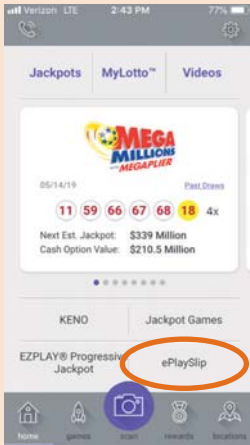
The Public House, Cleveland

- Current operation since 2002
- Employees: 30, mostly part-time
- Joined the Ohio Lottery in 2009
- **Owners Kevin Arth and Sean Hearn**s take care of the two Lottery vending machines on site – MP and Touch & Win vending. The main, clerk-operated terminal, which adjoins the kitchen and bar, is used by the rest of the staff for cashing winning tickets for customers.
- **Held Survivors Day promotion** on March 18, 2019 – the day after St. Patrick's Day – offering a \$3 *Lucky One* wager free with the purchase of \$10 in *Keno*. Currently, The Public House is the top *Lucky One* retailer in the state.
- **Provides giveaways**, including Lottery, for half time during Browns games.
- A sponsor of the Hooley, the neighborhood's community block party held in June, celebrating the community's spirit and Irish heritage.

Go mobile: Digital playslip processing

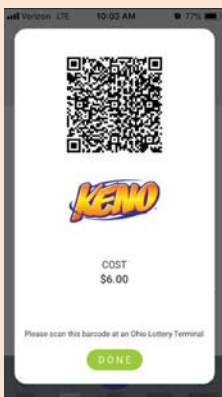
It's easy for customers to create an "ePlaySlip" using their mobile phone. Check out these easy steps to help your players:

1. Press "ePlaySlip" on the home screen.
2. Choose what you want to play and spend.



3. The final step creates a QR code with the wager.

Retailers: Scan the wager's QR code using your handheld scanner or place it in the Photon's camera bed to capture the transaction. Collect the payment, provide your customers with their tickets and they're good to go!



New Games: Just Out

EZPLAY Games

NEW \$1 Hot Dice

Top prize: \$1,000

Odds: 1 in 4.87

Payout: 61.3%

Play style: Sum match.

\$2 Cornhole

Top prize: \$20,000

Odds: 1 in 4.58

Payout: 63.5%

Play style: Number/points match.

\$2 OH My Stars

Top prize: \$20,000

Odds: 1 in 3.38

Payout: 71.0%

Play style: Number match.



Touch & Win



Summer Blast™

Top prize: \$400

(for \$1 wager)

Blended payout: 78.9%

Play style: Three symbol match.



Jackpot Drop

Top prize: \$1,000 (for \$1 wager)

Blended payout: 79.9%

Play style: Tile/number match.



Smooth Sailin'

Top prize: \$1,000 (for \$1 wager)

Blended payout: 79.8%

Play style: Symbol match.

Big Winners!

Chris, Eastlake,
won \$6,003
playing Keno.



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

Date won	Prize won	Winner	Retailer
3/1/19	\$10,000	Thomas Colter, Perrysburg	Jed's Perrysburg, Perrysburg
3/3/19	\$10,000	Jackie Bell, Newark	Dew Drop Inn, Newark
3/5/19	\$8,200	Don Glaros, Lakewood	Game On Lakewood, Lakewood
3/8/19	\$8,208	Susan Dankworth, Troy	Submarine House Bar & Grill, Troy
3/8/19	\$6,002	William Iddings, Irondale	American Legion Post 70, Wellsville
3/11/19	\$8,200	Jerry Suttles, Jackson Ctr	The Heidout Restaurant & Bar LLC, Jackson Ctr
3/12/19	\$5,017	Walid Iwais, Cleveland	Pit Stop Deli, Cleveland
3/14/19	\$10,006	Vicki Kandle, Massillon	Loby's, Canton
3/15/19	\$5,050	Earl Chapman, Racine	Glockner's Café, Pomeroy
3/18/19	\$5,004	Kevin Allen Jr, Bowling Green	Al-Mar Lanes, Bowling Green
3/19/19	\$11,000	Robert Ward, Springboro	Roosters Springboro, Springboro
3/19/19	\$15,000	Jon Plunkett, Lebanon	Fricker's Mason #128, Cincinnati
3/19/19	\$8,001	Edward Miller, Columbus	Hale's Ales, Hilliard
3/23/19	\$20,008	Christina Roark, Mentor	Ale Haus Tavern, Mentor
3/27/19	\$5,505	Dean Poole, West Chester	By Golly's, Milford
3/27/19	\$5,505	Kenneth Langford, Cincinnati	By Golly's, Milford
3/27/19	\$5,505	Donald Zwisler, Akron	American Legion Charles Faust Post 281, Cuyahoga Falls
3/30/19	\$10,000	Glenn Shannon, Erie	Vermilion Valley Plaza #06, Amherst
3/30/19	\$5,500	Gregory Harnist, Harrison	Dew Drop Inn Bar & Grill, Cleves
3/31/19	\$5,505	Jonathan Schleuder, Canton	The Basement of North Canton, N Canton
4/3/19	\$11,010	Kathleen Verdream, Canfield	Coaches Austintown, Youngstown
4/4/19	\$6,150	Kailey Shuba, Strongsville	Bar Code, Parma
4/5/19	\$10,000	Ronald Kamer, Pickerington	Shade on the Canal, Canal Winchester
4/9/19	\$6,002	Shery Snell, Xenia	Roosters Xenia, Xenia
4/14/19	\$5,000	Mark Anderson, Xenia	Slim's Neighborhood Bar and Grille, Spring Valley
4/15/19	\$8,002	Bryan Kennedy, Temperance	Fricker's #104, Sylvania
4/20/19	\$10,010	Richard Cohen, Cincinnati	Bramble Patch, Cincinnati
4/20/19	\$10,000	Jerry Long, Mount Orab	Double E Café, Williamsburg
4/29/19	\$6,604	Philip McFadden, Dayton	American Legion Post 598, Kettering

Vicky, of Beaver, OH, is paying bills and buying tools for her home with her recent EZPLAY Quick Spot win.



Patricia, Parkersburg, WV, won a Rock'n 7s jackpot prize.



Retailer Incentive Program, Q1 2019

Congratulations to all our bar/tavern retailers who've earned a bonus this quarter. Here are our top performers.

Region 1

Thistledown, North Randall
Islander, Middleburg Hts
Merry Arts Pub & Grille,
Lakewood
American Legion Post 91,
Berea
Inn Cahoots, Seven Hills

Region 2

Bellevue Eagles, Bellevue
FOE Aerie 2246, Montpelier
Good Times Sportsbar & Grill,
Toledo
Sylvania Lodge 1579, Toledo
Knotty Pine Café, Toledo

Region 3

Amvets Post #726, Eldorado
BPOE Lodge 51, Springfield
The Union Club, Springfield
Moose 1645, Miamisburg
Fricker's #123, Troy

Region 4

Miami Valley Gaming, Lebanon
Fricker's #107, Cincinnati
Pat's Place, Waynesville
Bramble Patch, Cincinnati
Curnayn's Tavern, Cincinnati

Region 5

Coaches Bar & Grill, Columbus
Classics Sports Bar Westerville,
Westerville
Scioto Downs, Columbus
Moose Lodge #1167,
Delaware
Roosters, New Albany

Region 6

Loyal Order of Moose Lodge
#701, Ironton
Loyal Order of Moose #2263,
Waverly
Shade on State Street, Athens
Denny's Blue Angel, Bellaire
Roosters, Waverly

Region 7

Knights of Columbus, Massillon
Brubaker's Pub #3, Hudson
306 Lounge, Mentor
Barberton Civitan Club Inc.,
Barberton
Walther's Café, Canton

Region 8

Hollywood Gaming Mahoning,
Youngstown
Loyal Order of Moose #1012,
Cortland
Spirits Ultra Lounge,
Youngstown
Iroquois Lounge, Ashtabula
Veterans of Foreign Wars
#1445, New Philadelphia

Region 9

Mansfield Eagles, Mansfield
The Lone Tree Tavern, North
Ridgeville
Roosters, Mansfield
Village Inn, Chippewa Lake
Grafton VFW Hicks-Hysell P
#334, Grafton

***Talk to your sales representative
to finalize Retailer Incentive
Program opportunities for
Fiscal Year 2020.***



Classics Sports Bar of Columbus is an Ohio Lottery executive earner.

THE OHIO LOTTERY
615 West Superior Ave. Cleveland, Ohio 44113-1879

Talk to your sales representative on tips to earn more in the Ohio Lottery's Retailer Incentive Program.



The Ohio Lottery is an Equal Opportunity Employer and Service Provider

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Please Play Responsibly

Patrick McDonald, Director

A publication of the Ohio Lottery's
Office of Marketing/Communications

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1-800-589-9966

Total copies printed: 3,500 Unit Cost: \$0.515 Publication Date: 07/19

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