



SOUTH DAKOTA  
**LOTTERY**

# LINK

SPRING  
2021

NEWS & IDEAS FOR SOUTH DAKOTA LOTTERY RETAILERS



**CELEBRATE**  
*Retailers*

# Contents

## **3 CELEBRATING OUR NEWEST BIG WINNER!**

Rapid City resident claims \$168,007  
Dakota Cash Prize.

## **4 GAME CHANGES**

Games changes for Powerball and  
Lucky for Life coming this summer.

## **5 RETAILER SPOTLIGHT**

Gary Cones Sinclair

## **6 RETAILER SPOTLIGHT**

Circle S!

## **7 WINNERS**

See some of our big winners from  
across the state.

## **7 A NEW WAY TO PLAY**

Skip the line with the new Gemini  
Vending machine.

## **8 MEET THE TEAM**

Get to know the South Dakota Lottery  
family.



## Message from the *Director*

The summer months are here, and we are excited for some big changes on the horizon.

Those changes are highlighted by our Lucky for Life and Powerball lotto games. Beginning July 19, Lucky for Life will move to a daily draw, giving our players even more chances for Luck That Lasts a Lifetime.

Powerball also has more draws on the horizon. Beginning August 23, Powerball drawings will take place each Monday, Wednesday and Saturday. That's not all though as August 23 will also mark the debut of the Double Play add on!

You can read more about these changes on Page 3, and your sales reps will also provide more information in the near future.

We've also been excited to unveil our new vending machines at locations throughout the state. These vending machines give our players a new way to play, while also shortening the lines at counters. You can learn more about the vending machines on Page 7.

Last but not least, this edition of the Lottery Link highlights both retailers who have been with us since our inception, as well as new members of the Lottery family.

As always, please contact your sales rep if you have any questions. Our success wouldn't be possible without your hard work, so again, we thank you for all of your efforts!

A handwritten signature in black ink, which appears to read "Norm Lingle". The signature is written in a cursive, flowing style with some loops and flourishes.

**Norm Lingle**  
Lottery Executive Director

# \$168,007 WINNER IN THE RAPID CITY AREA

Terri Kirkpatrick's routine stop at a gas station soon proved to be a life-changing event after Saturday's Dakota Cash drawing.

The Rapid City resident recently became South Dakota's latest Dakota Cash jackpot winner after she claimed her \$168,007 prize. Kirkpatrick purchased her ticket at Big D Oil Company, located on Lacrosse St. in Rapid City.

"I bought them Saturday night at around 5," Kirkpatrick said. "I had been to my sister's house in Box Elder and stopped at Big D's to get gas and the tickets."

Kirkpatrick noted that she and her husband purchase Dakota Cash tickets on a weekly basis, but this time, she had some good omens that may have helped her win her first jackpot.

"When I bought them that night, I told the clerk that I'd come back over and give him some cash after I win," Kirkpatrick said. "That day was my deceased brother's birthday, so I think my brother was looking out for me too."

After her purchase, Kirkpatrick didn't put too much thought into her tickets as her husband checked them Sunday morning. That quickly changed when her husband's demeanor led her to believe she was about to experience a life-changing win.



**"At first I thought he was messing around with me because he likes to do that,"** Kirkpatrick explained. "Then I realized that he had a different tone to him and thought that he wasn't messing around. I ran right out of the bedroom after that. I was getting teary eyed. I was so excited."

Now that they have experienced their winning moment, the Kirkpatricks have specific plans in mind for their prize. The family plans

to take care of some bills, while also saving part of it for some fun.

"We have loans at our bank for my husband's truck and my car. We have a loan to help my daughter pay for college. We are going to pay all of that off," Kirkpatrick said. "We also plan on going fishing in Alaska next year."

Even after her big win, Kirkpatrick noted that she still plans to get her Quick Picks on a weekly basis. She also left a piece of advice for all of her fellow Lottery players.

"Never say never," Kirkpatrick said.

**"You could always have a winning ticket. This is awesome!"**

# GAME CHANGES

## POWERBALL & LUCKY FOR LIFE

Beginning July 19, players will have the chance for a lifetime of winning every day when Lucky for Life drawings are held daily. Lucky for Life drawings are currently held every Monday and Thursday night.



Lucky for Life, which offers players a top prize of \$1,000 a day for life, debuted in South Dakota on June 5, 2017. Since sales began, South Dakota has been home to one top prize winner, as well as six second prize winners of \$25,000 a year for life.



“Throughout the last four years, Lucky for Life has generated a lot of excitement among our players and retail partners,” South Dakota Lottery Executive Director Norm Lingle said. “We hope that excitement continues to grow with drawings now taking place every night.”

Powerball will also have additional draws on the horizon Beginning August 23, Powerball drawings will be held each Monday, Wednesday and Saturday night. Currently, drawings are held each Wednesday and Saturday.

But that’s not the game’s only change coming. Powerball will also debut a new add on feature to the game. For \$1 more each play, players may add the Double Play feature. The add on will incorporate an additional drawing,

in which players can win up to \$10 million.

Players will have the same numbers for both the regular Powerball and Double Play drawings if they choose the add on.

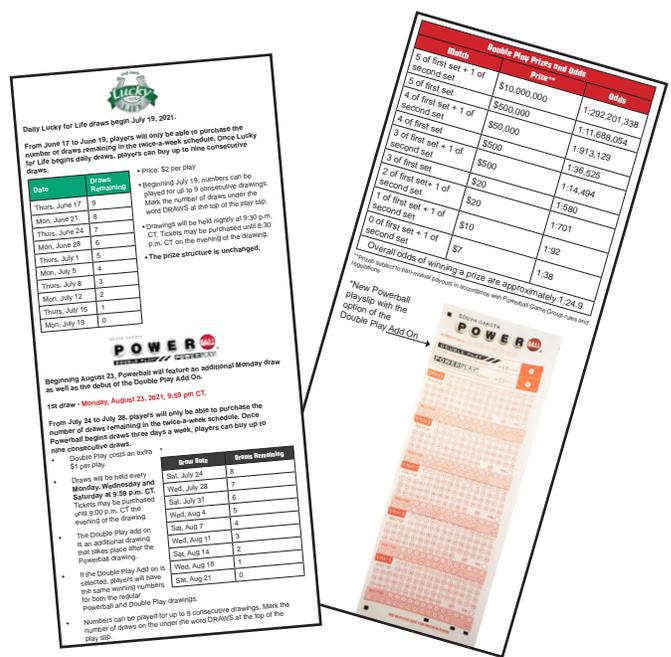
“Powerball has been a staple of the South Dakota Lottery for decades,” Lingle said. “We anticipate this next evolution of the game will appeal to our players.”

The state’s Capital Construction Fund receives 65 percent of net revenue from lotto games such as Powerball and Lucky for Life. This supports the Water and Environment Fund, the Ethanol Fuel Fund, and the State Highway Fund. The state’s General Fund, which supports K-12 schools, state universities and technical institutes, receives the other 35 percent of lotto revenue.

### Coming your way!

Soon all South Dakota Lottery retailers will be receiving a retailer cheat sheet with details about the upcoming game changes.

- Game change dates
- The step down process
- Double Play prizes and odds
- The new Powerball play slip



# Retailer Spotlight

## Gary Cones Sinclair



Wanda and Gary Cone are the owners of Gary Cones Sinclair in Sioux Falls. After 33 years as a South Dakota Lottery retailer, Wanda and Gary are retiring from the business.

Wanda and Gary have been selling SD Lottery tickets since they first opened in September 1987. They started with what was then called Gary Cones Amoco. Gary said he began selling lottery tickets because his customers wanted a service and a challenge.

"We had fun with the lottery. We enjoyed being part of the lottery experience," Gary states. "My customers liked dreaming about being the next big winner. Our 'wall of winners' was a big hit with the customers. Where can you get that excitement for \$2."

Gary's favorite part of working with the lottery is the lottery promotions, especially the Spin N Wins.

If Gary could give advice to other retailers it would be "Be truthful and fair with your customers. Play for fun. If you're not playing, you can't win. Be responsible."



New Games!



Must be 18 years or older to play. Please play responsibly.



*South Dakota Lottery*  
**VIP Only**  
**SECOND CHANCE**

The VIP Only 2nd Chance Drawing has gotten a new look to its logo. This newest interpretation is a sleeker design going for a more elegant look.

Currently, VIP Only is the only 2nd Chance Drawing that the South Dakota Lottery is offering its players. This drawing allows players to enter non-winning scratch tickets for a chance to win either \$300 or \$100 in scratch tickets.

At this moment, there have been 14 drawings to the VIP Only drawing, with 84 winners in total. Winners have won on multitudes of tickets covering the full range of tickets offered, from \$20 tickets to \$1 tickets,

Drawings take place on the last Thursday of every month. Players can enter their non-winning scratch tickets either via the Players Club website or the SD Lottery mobile app. All tickets must be entered by 11:59 pm the Wednesday before the draw to be eligible.

# Retailer Spotlight

## Circle S

One of the newest South Dakota Lottery retail locations is the Circle S in Sioux Falls. Although the retailer's doors have been open for 20 years, a change in ownership at the beginning of April brings a new perspective as a South Dakota Lottery retailer.

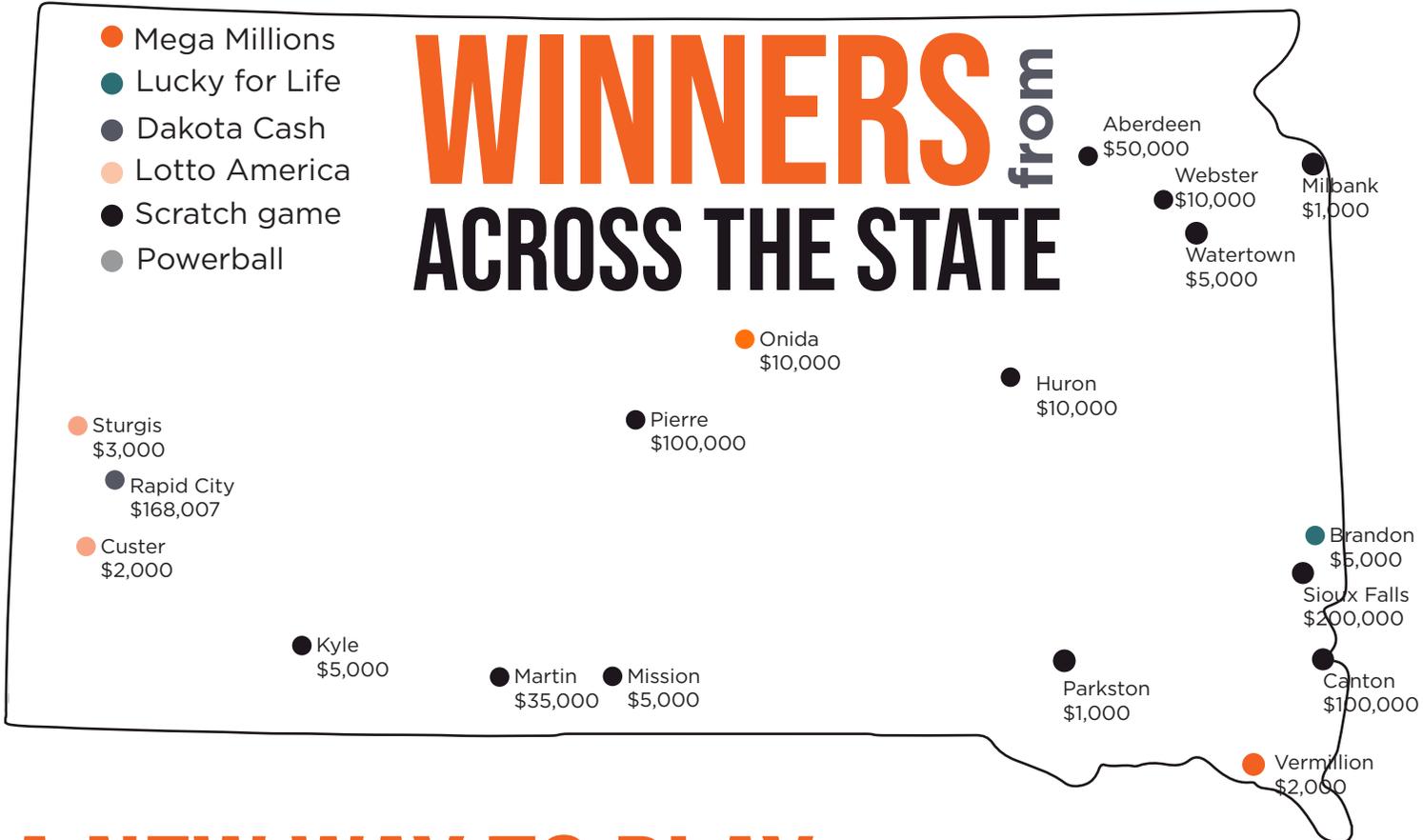
"I like getting to know my customers. Knowing what they want", says Manager Johnathan Shelnut "Some of the regulars say they like that they don't have to tell me. They just walk through the door and their favorite smokes, favorite bottle of liquor, favorite scratch off tickets, usually are pulled and ready to go for them".

The relationship with the South Dakota Lottery "has been very profitable to the store. It's been awesome. It's been a chance for upselling."

Jonathan mentions that they have some regulars that play the lottery. One such regular recently won \$500 on the 50X Wild ticket that he purchased from Circle S. This was an exciting event for Johnathan and his establishment.



When asked about the future with the Lottery, Jonathan was pretty positive about what was to come. "I think it will be great, it helps bring in business, you're cornering a market for getting people out and about which is what the economy needs in my opinion."



# A NEW WAY TO PLAY

## *With Gemini Vending Machines*

The South Dakota Lottery installed new Gemini vending machines in 47 locations across the state, giving players a new way to purchase their favorite scratch and lotto games. Players activate the machine by scanning their driver's license, inserting the cash, and selecting the lotto or scratch game of their choice. Once they receive their game, they can use the ticket scanner to find out if they are a winner. For locations, instructions, and more visit <https://lottery.sd.gov/vendingmachine/>.



1. Chris Schaeffer (left) and staff member (right) of Lil Feller showcase the newest addition to the SD Lottery line up in Winner.



2. Store Manager Kayla (left) and Assistant Manager Tiffany (right) show off their new Gemini vending machines at Common Cents #17219 in Rapid City.



3. The C-Express #14886 in Aberdeen is excited about the new addition to their store. Assistant Manager Lindsay Maunu and clerk Rhiannon Lunghi give it a thumbs up.

- MEET THE TEAM -

# SCOTT HOWARD



**How long have you worked for the South Dakota Lottery and what made you want to work here?**

2 ½ years. It was a great chance to put my previous marketing skills to work and to return to and work in my hometown.

**What is the best part of your job?**

Being on the road on beautiful spring and summer days when everyone is happy and enjoying the day.

**What is your favorite lottery game?**

Lucky for Life. There was a top prize winner in my region two months after I started working at Lottery.

**Do you have a lucky number?**

8.

**Where's a place you like to go for vacation and why?**

Southwestern USA. Photography is my hobby. I have a sister in Arizona, so I drive there and stop along the way to take photos. Amazing scenery.

**What is your favorite sports team?**

Dodgers.

**If you were a dinosaur, what dinosaur would you be?**

Hmmhh..not into dinosaurs. Maybe a Lottosaurus, or a Casharaptor? Scratchatops?

## Play Responsibly KEEP THE FUN GOOD

The South Dakota Lottery is all about Good Fun. But too much fun is not good fun. That's why we remind you to always play only for fun. And if you can't help is available and always confidential. Because too much fun, is not good fun. Play responsibly. Keep the fun good.

Resources are available online at [www.KeepTheFunGood.com](http://www.KeepTheFunGood.com)



Learn More at [KeepTheFunGood.com](http://KeepTheFunGood.com)  
Must be 18 to play. Please play responsibly



## LOTTERY LINK NOTE

While this and all future editions of the Lottery Link will be provided electronically, the winner's posters will still be printed!