

TICKET TALK

NEW GAMES

Tuesday, January 2:



Tuesday, February 6:



DATES TO KNOW

LAST DAY TO SELL

Wed., January 17: \$300,000 Bonus Scratch (#1485) & Black Diamond Dazzler (#1495)
 Wed., January 24: Hit \$50 (#1475)
 Wed., January 31: Bingo X20 (#1487) & Junior Jumbo Bucks (#1491)

LAST DAY TO RETURN

Fri., January 12: 100X (#1463)
 Fri., January 19: Money Multiplier (#1494)
 Fri., January 26: Fastest Road to \$2,000,000 (#1464)

LAST DAY TO CLAIM

Tues., January 2: Hit \$100 (#1441) & Win Big Money (#1430)
 Tues., January 9: 50X (#1462)
 Tues., January 9: Cash Flurry (#1438)
 Tues., January 23: Blue Diamond Dollars (#1468), \$30,000 Bonus Scratch (#1483), Super 7-11-21 (#1480) & \$5,000 Bonus Scratch (#1482)

CLOSINGS: Mon., January 1, 2024 - SCEL will be closed on Mon., Jan. 1 to observe New Year's Day. Tickets ordered on Fri., Dec. 29 will be delivered on Tues., Jan. 2.



SERVICE WITH A SMILE MAKES PLAYERS AT THIS STORE HAPPY

ELLIOT Exxon in Rock Hill is thriving! Under the ownership of Ramesh Patel and the management of Akshay and Kupra Patel (pictured), it quickly became a top lottery retailer in York County! Their eagerness to give the best customer service is appreciated by their players.

They pay attention to their customers and share information like when the jackpot gets high. And, they celebrate their players' successes, because their enthusiasm is awesome and rewarding, said Kupra and Akshay!

The location always aims to have a ticket dispenser full of current games, pays out winning tickets, suggests new games to customers, answers players lottery questions, displays winner posters with pride, and offers kindness with a smile. The friendly smile is the key to their success.

- Monica Moreira, Upstate MSR

PLAYERS' CLUB REWARDS

“SCEL COIN” DRAWINGS:

\$10,000 Cash – 10 winners – Entry Deadline 1/3/24
 \$2,024 Cash – 24 winners – Entry Deadline 1/3/24
 \$25,000 Cash – 3 winners – Entry Deadline 1/31/24

ACHIEVEMENTS TO EARN EXTRA “SCEL COIN”:

January 1-31

- Enter \$50 worth of any tickets
- Enter \$12 worth of \$3 scratch-offs
- Enter \$5 worth of Powerball & a \$10 scratch-off
- Enter a \$10 scratch-off & a \$20 scratch-off

January 1-7, 8-14, 15-21, & 22-28

- Enter \$15 worth of Mega Millions tickets

THE GAMEPLAN

IT'S 2024 CHEERS AND HAPPY NEW YEAR!!!

TOAST TO THIS UPSTATE STORE

2023 was an incredible year at the Garden Spot #4 in Taylors. You can learn from their story.

MAKE THE NEW YEAR SPARKLE

Tell players to enter their *Sapphire Blue* and *Emerald Green* scratch-offs for a chance to win \$100K!

A LOOK BEHIND THE COUNTER

A Rock Hill retailer reminds us that a smile goes a long way when making a sale.



THE GAMEPLAN

The Game Plan is published monthly by the South Carolina Education Lottery. Every effort is made to ensure the information presented is accurate. Due to print lead times and delivery, certain information may not be the finalized product or version. For questions about this publication, call 803-737-4419.

REMINDERS

BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE. This information is included in the piece called "Odds of Our Games."

Display the Top Prizes Remaining Report: Every morning when you sign in the terminal will generate a "Top Prizes Remaining" report. Post this updated report in the clear sleeve or change mat on your counter. The clear sleeve must be on your dispenser or near the point of purchase.

The Lottery provides updated, weekly prizes remaining and end-of-game information. It is also sent out in all ticket orders. Make sure you review and display the most current information in your play station.

Scratch-off fact sheets with odds and prize information are attached to a ring on the play station. Encourage players to read the information, but discourage them from removing this resource.

The Scratch-off Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

CONTACT INFORMATION

Ticket Orders: Contact Your MSR

Stolen/Missing Tickets: 1-866-269-5668

IGT Help Desk: 1-844-458-8535

Customer Information: 1-866-736-9819

Licensing: 1-866-737-7235 (Option 4)

Gambling Addiction Services: 1-877-452-5155

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HEAR FROM THE BIGGEST TICKET SELLER IN THE UPSTATE ON HOW TO SUCCEED AND HAVE FUN

As we start 2024, we're going to take a look back at a retailer that had a good year. Actually, it was a great year at the Garden Spot #4.

The neighborhood store in Taylors sold more lottery tickets than any other place in the Upstate. It's surprising, considering the store isn't located on a busy road and doesn't have gas pumps either. And that's exactly why we think

anyone can learn from their success and be inspired by their story.

When the doors are open at the Garden Spot #4, it's a safe bet someone is inside playing their lucky numbers or scratching a lottery ticket or two. Store manager Mike Baldauff says his family has run the store since the 1960s. It all started with his grandfather, passed to his uncle and then his mom Betty took over the business.

"I grew up in the store, was a bag boy when I was little kid and a cashier in high school," said Mike. After practicing law for two decades, Mike decided to move from Georgia back home to South Carolina to help his mom operate the store after its longtime manager left. Today he works alongside his mom and

wife Kathleen.

The store was selling a ton of lottery tickets before Mike's return, but last year alone they did \$370,000 more in ticket sales. They also cracked the Lottery's list of Top 5 retailers.

"It's amazing how much business we do, it blows my mind," Mike said. "Some customers come in every day and buy a couple of tickets and others hang out for hours with us."

But why this place? What makes it special? If you've ever watched the 80s television show *Cheers*, Mike says the "where everybody knows your name" feel is what separates the Garden Spot #4 store from the rest. "We know 99 percent of our custom-

ers," said Mike. "My wife has their names and numbers in her cell phone. If someone is having surgery, we are going to check on them. If we haven't seen someone in a few days, we are going to make sure they are all right. We have a great relationship with our customers."

Their other secret weapon is laughter.

Nothing gets more laughs than the messages Kathleen thinks up to go on their outdoor sign. One of her recent creations is pictured above. She wrote this one when the Powerball® jackpot was ridiculously high. "Our customers love them," Mike said. "It brings people in and is something to talk about. And we like to goof off with them."



Garden Spot #4 in Taylor's Amanda Heier, Kathleen Baldauff, Lauren Harmon, Betty White and Mike Baldauff grace this month's cover. The Upstate retailer is coming off a successful 2023 that included getting lottery-supplied signage installed. Learn more about that in next month's newsletter.

Mike's got a sense of humor too. He told us his first year back at the store they sold winning tickets worth \$100,000, \$375,000 and \$200,000, so he figured winning the lottery must not be that hard.

All kidding aside, everyone at the Garden Spot #4 in Taylors puts tremendous effort into creating a welcoming environment where players want to play and come back and play some more. And starting this year, you can do the same at your store.

All of us at the South Carolina Education Lottery wish you a winning year ahead, filled with new friendships and laughter like you'd find when you step inside the Garden Spot #4.

Special thanks to Renee Lean, Upstate MSR who contributed on this story.