



Photo courtesy of Melody Kramer, Philadelphia, PA

## Bingo Bug Infestation



In September a new charity game ticket—Bingo Bug—began spreading throughout the state's bingo halls. This progressive charity game ticket has a seal card, game play, and recordkeeping similar to Rock & Rollover.

This fun progressive jackpot game has quickly become a favorite with players! Each deal contains 22 sign up tickets, one of which will win one lucky player the instant top prize of \$150 and a 1-in-4 chance to win the jackpot prize. With only 400 tickets, multiple deals can be sold during one occasion. Excitement grows as each deal is sold and the jackpot is increased by \$25, up to a maximum of \$425. This ticket does not require a W2G for the player as the maximum payout to a single player is \$575 consisting of an instant top prize of \$150 and a maximum jackpot of \$425.

- ☐ House rules should indicate that all players will be provided with an equal chance to purchase Bingo Bug tickets so that no one can buy up the whole box (\$400) and be guaranteed the \$150 prize, other instant prizes, and the progressive jackpot.
- ☐ Prizes that are rolled over from one week to the next must be deposited into the licensee's bank account. (Start cash is not allowed to change from week to week.)

Linda McKay with the Bruin Club reports that they sell multiple deals of Bingo Bug per event but don't want to roll over prizes to the next week. When the last deal is being offered for the night, they make an announcement that the progressive jackpot will automatically be awarded to the ladybug winner. This helps them quickly sell out the last box and eliminates depositing rollover prizes. If your bingo would like to play Bingo Bug the same way, be sure to indicate in your house rules that the last box of the night will automatically include the rollover and announce when the last box is being sold.



Every day is a great day for a race with Michigan 100. With an average of one winning ticket for every four purchased, your players will put their pedal to the metal, hoping to get their hands on at least one of the six \$100 winners.

With only 1,600 tickets, players will be burning through each deal.

Contact your charity game ticket supplier for more details.



## Keeping Vendible Tickets Moving

**P**ull-tab vending machines are the primary means of selling charity game tickets at veteran and fraternal clubs. They are, in essence, sales staff. So when a column is not moving for one reason or another, it's like hiring a worker that isn't doing any work. For maximum sales, the machine must be mechanically sound and the tickets must be moving.

### 1. MACHINE MAINTENANCE

Often licensees report problems with ticket jamming. The best strategy in preventing a jam is a regular maintenance routine. The more tickets your organization sells, the more demanding maintenance will be. Each time a new deal is opened (or every 2,000 to 2,500 tickets), clean the belt. It is suggested that belts are cleaned with either rubbing alcohol or mild soap and water.

Before loading the tickets, as you remove the band from each bundle of tickets, lightly fan them. This not only straightens them a bit, it helps to release paper dust that might otherwise drop into your machine. While loading tickets into the machine, alternate which end is facing the front. This makes physically counting tickets easier because there is enough difference in the color to be able to count the bundles rather than counting every individual ticket.

### 2. TICKET QUALITY

Because tickets are a paper product, temperature and humidity are critical factors. The tickets are exposed numerous times to varying levels of heat and humidity—while they are printed, as they are transported (usually three times), and while being stored at the Lottery, supplier location, and gaming location.

To avoid moisture absorption, store tickets on shelves or pallets or in cabinets, rather than on the floor. Choose an area that's protected from extreme temperatures and humidity. It is ideal if tickets are able to adjust for a couple days.

Low temperature and high humidity cause *less* damage than high temperature and low humidity. Determining the best humidity level for your tickets based on the temperature of your location is difficult. High humidity causes damp edges and wavy appearance. Low humidity dries paper edges and makes it contract and become tight (bowing).

### 3. TICKET POPULARITY

Do you have a ticket that has stalled out? Charity game ticket rule 612(6) states, "A charity game ticket series shall not be withdrawn from sale until all charity game tickets from that series are sold." This rule is to ensure an organization does not pull tickets where the big winners have not been paid out. Still, it is more beneficial to replace the old stale ticket with a more popular or new game.

Sell slow tickets from a "fish bowl" behind the bar or other secure location to free up space in your machine and give the old game new appeal. Keep ticket sales separate from bar sales for accountability purposes.

### 4. VARIETY

What's worse than having a slow game in the machine is having a column with no tickets at all. Always keep your columns filled. Also, our sales reports confirm that those who offer the most variety generally have the most success in ticket sales.

By keeping your machine maintained, being aware of the impact of temperature and humidity on your tickets, and providing a current variety of games, your club will maximize the benefits of selling charity game tickets.



HIGHLIGHTS is an official publication of the Michigan Lottery, Charitable Gaming Division. Articles from HIGHLIGHTS may be reprinted with prior approval of the Michigan Lottery.

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Total copies printed: 5,750; Total cost: \$3075.68; cost per copy: \$0.535.





## Honoring Our Veterans

Veteran clubs generated over \$10 million in net profits for their lawful purposes during FY2009. In addition to paying for their facilities, veteran organizations contribute to veteran hospitals and offer a variety of services to veterans. The photos below were taken at the Veterans Day Parade in Detroit.





## The New World of Smoke-Free Bingo



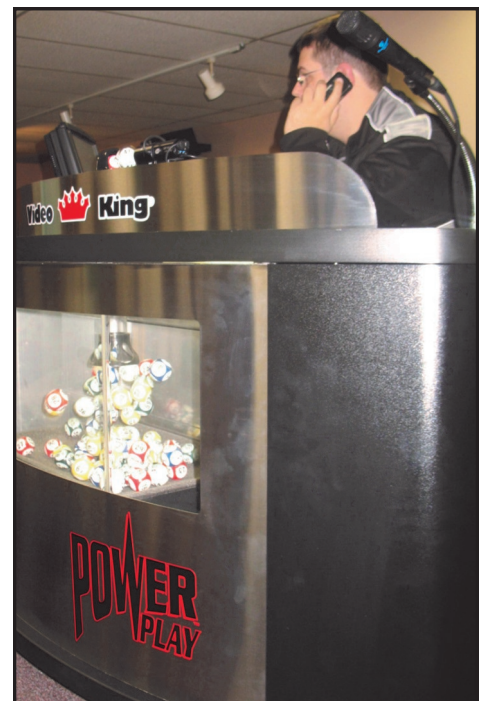
On December 18, 2009, Governor Granholm signed into law House Bill 4377, amending Act 368 of the Public Acts of 1978, otherwise known as the “Public Health Code.” Beginning May 1, 2010, not only will smoking be prohibited in Michigan bars and restaurants, bingo halls will also be impacted. Interestingly enough, an exemption was made for the gaming areas of the Detroit casinos. Also, Native American casinos do not fall under the jurisdiction of state law. While it seems bingo halls will get the short end of the stick, it may be just what the doctor ordered.

Bingo has been dying slowly for the last twenty years, primarily because it caters to a small and an ever-shrinking percent of the population—smokers. Most bingo halls and organizations have not taken the leap to a non-smoking program for fear of losing their players to another bingo. Now that all bingos will be in the same boat, the change will be much easier.

Your potential new player market will increase substantially. Bingos have an opportunity to give Michigan residents a viable “new” alternative to their entertainment. Now is the time to consider what the general public would find entertaining. If it is difficult for you or the other workers to “think outside the box,” talk to young adults you know and ask them what they would find entertaining at bingo. Do not allow your bingo’s potential to be limited by those who are unable to try new ideas.

Once a hall goes smoke-free, the ceiling tiles should be replaced and the walls should be washed and painted. When the hall is ready for the non-smokers, advertise using media that targets non-traditional bingo players, retirees, and young adults. Give new players a great first impression, solicit player feedback, and don’t be afraid to make changes.

## Three Venues in One



**Bingo City** on Dixie Hwy in Waterford is a new addition to Stix billiard hall and Card Sharks poker room. All venues are accessible to each other from inside the building. The bingo hall boasts a state-of-the-art bingo machine with a 50” plasma TV and four projection screens. For more information call 248-674-4131.



## The Gladstone Centenarian

The Gladstone Senior Center has a golden treasure. On January 10, 2010, bingo worker, player, and friend Lydia MacKenzie turns 100 years old. Over 30 years ago, the senior center's administrator, Molly Cassidy, was looking for ways to raise money for the struggling senior center. Lydia suggested they start up a bingo game at the American Legion. After two weeks of being in the hole, bingo finally caught on.

In 1982, the Senior Corporation bought a building at 303 N. 8<sup>th</sup> Street and they are still at that location. Two years later a second bingo was started for the Senior Citizens MDS Community Action Agency, which works hand-in-hand with the senior center—providing meals on wheels, homemaker aid, assistance to senior citizens in weatherization programs, and assistance in filling out Medicaid and Medicare forms.

Until the late 80's, the senior center played bingo *without* lighted boards, monitors, blowers, or microphones. Wooden bingo balls were hand-turned in a small tumbler nicknamed "Little Joe" and drawn numbers were shouted out to the crowd of over 100 players. In the 90's, the development of Native American casinos wiped out many bingos in the upper peninsula and cut the senior center attendance in half.

Over the 30-plus years of having bingo, most of the workers at both bingos were trained by Lydia. In fact, Terry Bovin, chairperson of the Community Action Agency bingo recalls being trained by Lydia 25 years ago. "I was calling bingo too quickly and she told me to slow it down. She was intimidating—that is—until I got to know her and learned how to make her smile."

Lydia's daughter Joyce brings her to the senior center each day, where she enjoys her lunch along with 25 other senior citizens. On the days they play bingo together, they split the cost on the "rip-off" tickets and enjoy sharing any prizes.

When asked what the biggest change to bingo has been for her, Lydia says, "the Balls tickets!" Their bingos of 45 to 60 players easily sell three to four deals of Lucky Bingo Balls during the event. She says, "I suppose the players like them. Otherwise they'd stop buying them."





## ADMINISTRATIVE ACTION

### ANNUAL CHARITY GAME TICKET LICENSE SUSPENDED

Organization Name	City	Effective Date(s)
AMERICAN LEGION 179	Grandville	1/11/09 - 2/21/09
MOOSE 1570	Benton Harbor	1/11/09 - 4/4/09
VFW 9455	Owosso	1/11/09 - 1/24/09
VFW 6252	Comstock	6/14/09 - 8/8/09
LAKESIDE VETERANS CLUB	Muskegon	6/24/09 - 8/11/09
VFW 3901	Algonac	7/12/09 - 8/15/09
VFW 2144	Holland	7/19/09 - 9/26/09
MOOSE 2529	Greenbush	9/13/09 - 10/10/09
AMERICAN LEGION 404	Harrison	9/20/09 - 10/3/09
MOOSE 1278	Mt. Clemens	10/11/09 - 1/2/10
VFW 4406	Belding	10/25/09 - 10/31/09
40 ET 8 VOITURE 946	Lansing	12/6/09 - 12/26/09
EAGLES 2427	Lapeer	1/3/10 - 1/23/10

### NUMBER OF SPECIAL BINGO LICENSES REDUCED

Organization Name	City	Effective Date(s)
VFW 4461	Lake Odessa	9/3/09 - 12/31/09

### MILLIONAIRE PARTY LICENSE SUSPENDED

Organization Name	Location	Effective Date(s)
MOOSE 1620 WOMEN	Westgate Bowl	3/6/09 - 10/1/09
MOOSE 1939	Westgate Bowl	3/6/09 - 1/1/10
STRATEGIC PARTNERS IN COMM. ATHLETIC DEVELOPMENT	Shark Club (Canton)	3/13/09 - 6/1/09
LITTLE LEAGUE BIG LEAGUE DIV. DISTRICT 9	Spectrum Lanes	3/17/09 - 1/1/10
FARWELL LABOR DAY COMMITTEE	Spectrum Lanes	3/17/09 - 1/1/10
DETROIT SKATING CLUB, INC.	Shark Club (Canton)	3/26/09 - 10/1/09
PNA 54	Shark Club (Canton)	3/27/09 - 6/1/09
K OF C 1536 4TH DEGREE ASSEMBLY	Shark Club (Canton)	3/27/09 - 10/1/09
MID MICHIGAN CHILDREN'S MUSEUM INC.	Big House Poker Room	4/13/09 - 10/1/09
VFW 830	Westgate Bowl	4/14/09 - 1/1/10
MARINE CORPS LEAGUE DEPT. OF MICHIGAN	Big House Poker Room	4/14/09 - 4/1/10
MARINE CORPS LEAGUE AUX. DEPT. OF MICHIGAN	Big House Poker Room	4/14/09 - 1/1/10
K OF C 4513	Shark Club (Canton)	4/17/09 - 10/1/09
K OF C 5446	Thunderbowl Lanes	5/5/09 - 1/1/10
DEARBORN FIREFIGHTERS BURN DRIVE	Thunderbowl Lanes	5/5/09 - 1/1/10
DEARBORN HOCKEY ASSN.	O'Kelley K of C / Thunderbowl Lanes	5/20/09 - 1/1/10
MEDIA NETWORK OF WATERFORD	Shark Club (Waterford)	5/20/09 - 1/1/10
FRIENDS OF MILFORD SKATE PARK	Shark Club (Waterford)	5/22/09 - 1/1/10
BLUE WATER HOCKEY LEAGUE	The River	5/26/09 - 1/1/10
LAKELAND BAND BOOSTERS	Shark Club (Waterford)	5/26/09 - 1/1/10
KIWANIS CLUB OF SHOREWOOD	Sunnybrook Golf & Bowl	12/18/09 - 12/31/09

### BINGO LICENSE REVOKED

Organization Name	City	Effective Date
CORNERSTONE MISSION	Bay City	2/11/09
CORNERSTONE MISSION	Bay City	2/11/09
CORNERSTONE MISSION	Bay City	2/11/09
CORNERSTONE MISSION	Bay City	2/11/09
CORNERSTONE MISSION	Bay City	2/11/09
CORNERSTONE MISSION	Bay City	2/11/09

### BINGO LICENSE SURRENDERED

Organization Name	City	Effective Date
MILFORD HIGH SCHOOL BAND PARENTS	Milford	12/30/08
OPTIMIST CLUB OF GREATER MUSKEGON	Muskegon	1/25/09
EAGLES 612	Jackson	1/31/09
EAGLES 612 AUXILIARY	Jackson	1/31/09

### BINGO LICENSE SUSPENDED

Organization Name	City	Effective Date(s)
MILFORD HIGH SCHOOL BAND PARENTS	Milford	1/25/09 - 2/14/09
DEMOCRATIC EXECUTIVE COMM. CALHOUN COUNTY	Albion	5/17/09 - 6/20/09
HUDSON TOWNSHIP AUXILIARY	Elmira	6/28/09 - 7/11/09
MOOSE 350 WOMEN	Portage	9/20/09 - 10/10/09

### SUPPLIER LICENSE SUSPENDED

Supplier Name	City	Effective Date(s)
ROUNDERS POKER & GAMING SUPPLIES LLC	Rockford	3/7/09 - 3/20/09
ACES GAMING SUPPLY LLC (NORTHVILLE DOWNS LOCATION)	Lansing	9/27/09 - 10/3/09
CHARITABLE SERVICES (SPECTRUM LANES LOCATION)	Grand Rapids	10/25/09 - 10/31/09

## Federal Income Tax

Organizations that sell charity game tickets may be subject to Federal taxes. For information on Unrelated Business Income Tax (UBIT), stamp tax, and excise tax, visit our website at [www.michigan.gov/cg](http://www.michigan.gov/cg) and select the link on the right menu for "IRS Federal Tax Information."



# ADMINISTRATIVE ACTION

## MILLIONAIRE PARTY LICENSES REDUCED

Organization Name	Location	Effective Date(s)
VFW 4357	Shark Club (Howell)	6/26/09 - 12/31/10
BAILEY LAKE PTA	Shark Club (Waterford)	6/26/09 - 12/31/09
WARREN MOTT HOCKEY BOOSTER CLUB	Sunnybrook Golf & Bowl	6/26/09 - 12/31/10
FREE SPIRIT WORSHIP CENTER	Lincoln Country Club	6/30/09 - 12/31/09
JOHN WIGMAN MEMORIAL SCHOLARSHIP FOUNDATION	Shark Club (Waterford)	6/30/09 - 12/31/09
F & AM 151	Shark Club (Waterford)	7/1/09 - 12/31/09
PAWS WITH A CAUSE	T.J.'s Charity Card Room	7/1/09 - 12/31/09
AMERICAN LEGION 326	Sunnybrook Golf & Bowl	7/1/09 - 12/31/09
HESPERIA LIONS CLUB	Sunnybrook Golf & Bowl	7/30/09 - 12/31/09
ROTARY CLUB OF NORTHVILLE	Shark Club (Canton)	7/30/09 - 12/31/09
HOPKINS HIGH SCHOOL	Poker Zone	7/30/09 - 12/31/09
LAPEER TEAM WORK INC.	Gloria's Poker Palace	7/30/09 - 12/31/09
MOOSE 2426	Gloria's Poker Palace	8/12/09 - 12/31/10
OUTREACH EAST	Gloria's Poker Palace	8/17/09 - 12/31/09
BENTLEY HIGH SCHOOL	Gloria's Poker Palace	8/17/09 - 12/31/09
MENTOR 1 INC.	Century Lanes	8/20/09 - 12/31/09
LAKE SHORE FOUNDATION FOR EDUCATIONAL EXCELLENCE	Sunnybrook Golf & Bowl	8/20/09 - 12/31/09
K OF C 587	Poker Palace	8/25/09 - 12/31/10
BEER MIDDLE SCHOOL	Sunnybrook Golf & Bowl	8/26/09 - 12/31/09
BUTCHER COMMUNITY HIGH SCHOOL OF WARREN	Sunnybrook Golf & Bowl	8/26/09 - 12/31/09
BE CULTURALLY EXPOSED	Rounders Poker Room	8/26/09 - 12/31/10
COMM ALLIANCE NETWORK THOROUGHbred EX-RACEHORSES	Sunnybrook Golf & Bowl	9/1/09 - 12/31/09
GARDEN CITY YOUTH ATHLETIC ASSOCIATION	Oak Lanes	9/1/09 - 12/31/09
AMERICAN LEGION 192	Dollar King	9/3/09 - 12/31/09
AMVETS 23 SONS	Dollar King	9/11/09 - 12/31/10
BANBURY CROSS THERAPEUTIC EQUESTRIAN CENTER	Uptown Grille	9/11/09 - 12/31/09
K OF C 609	Garage Bar & Billiards	9/24/09 - 12/31/09
40 ET 8 VOITURE 957	Poker Palace	9/24/09 - 12/31/10
F & AM 293	Garage Bar & Billiards	9/24/09 - 12/31/09
F & AM 89	Poker Palace	9/24/09 - 12/31/09
ST. JOHNS WRESTLING CLUB	Ryan's Roadhouse	9/24/09 - 12/31/10
WALKERVILLE PUBLIC SCHOOLS	Wayside West	10/29/09 - 12/31/09
ALLEN PARK ADULT BOOSTER CLUB	MVP Sports Grill	10/29/09 - 12/31/09
K OF C 5460	Rounders Poker Room	11/10/09 - 12/31/10
F & AM 60	Shark Club (Waterford)	1/1/10 - 12/31/10
F & AM 121 COMMERCE LODGE	Shark Club (Waterford)	1/1/10 - 12/31/10
MERRITT ACADEMY	Rounders Poker Room	1/1/10 - 12/31/10
GOLDEN GLOVES ASSOCIATION OF METRO DETROIT	Northville Downs	1/1/10 - 12/31/10
CLINTON VALLEY LIONS CLUB	Rounders Poker Room	1/1/10 - 12/31/10
VFW 3943	Garden Lanes / Woodhaven Lanes	1/1/10 - 12/31/10

## MILLIONAIRE PARTY LICENSES REDUCED

Organization Name	Location	Effective Date(s)
TRI-CITY LITTLE LEAGUE, INC.	Garage Bar & Billiards	1/1/10 - 12/31/10
HANDS ACROSS THE WATER, INC.	Poker Palace	1/1/10 - 12/31/11
DEPOT TOWN ASSOCIATION	Poker Palace	1/1/10 - 12/31/10
VFW 6756	Regal Lanes	1/1/10 - 12/31/10
ANCHOR BAY BASEBALL CLUB	Sunnybrook Golf & Bowl	1/1/10 - 12/31/10
MOOSE 1795	Garden Lanes	1/1/10 - 12/31/10
MASON HIGH SCHOOL	Dollar King	1/1/10 - 12/31/10
MASON MIDDLE SCHOOL	Dollar King	1/1/10 - 12/31/10
EXCHANGE CLUB OF WYANDOTTE	Garden Lanes	1/1/10 - 12/31/10
SS CHARLES & HELENA CHURCH	Lucky's Poker Room	1/1/10 - 12/31/10
VFW 7546	Garden Lanes	1/1/10 - 12/31/10
SOUTHWEST ELEMENTARY PTO	Shark Club (Howell)	1/1/10 - 12/31/10
YMCA OF LENAWEE COUNTY	Dollar King	1/1/10 - 12/31/10
VFW 9656	Dollar King	1/1/10 - 12/31/10
HANLEY INTERNATIONAL ACADEMY	Rounders Poker Room	1/1/10 - 12/31/10
SHRINE OF THE LITTLE FLOWER PARISH	Uptown Grille	1/1/10 - 12/31/10
JACKSON EYEOPENERS LIONS CLUB	Garage Bar & Billiards	1/1/10 - 12/31/10
CLAWSON CHAMBER OF COMMERCE	Sunnybrook Golf & Bowl	1/1/10 - 12/31/10
ST CLAIR SHORES SAIL AND POWER SQUADRON	Sunnybrook Golf & Bowl	1/1/10 - 12/31/10
VFW 7910	Garden Lanes & Woodhaven Lanes	1/1/10 - 12/31/10
RESURRECTION PARISH	Garden Lanes	1/1/10 - 12/31/10
VFW 9885 AUXILIARY	Oak Lanes	1/1/10 - 12/31/10
SEAHOLM HIGH SCHOOL	Kicker's All American Grill	1/1/10 - 12/31/10
K OF C 13703	Lucky's Poker Room	1/1/10 - 12/31/10
GENESEE LANDLORDS ASSOCIATION	Fisher Hall II	1/1/10 - 12/31/10
POTENTIAL DEVELOPMENT HOMES, INC.	Garage Bar & Billiards	1/1/10 - 12/31/10

## MILLIONAIRE PARTY LOCATION VIOLATION CLOSURES

Location Name	City	Effective Date(s)
MANHATTAN CLUB	Lansing	4/13/09 - 4/19/09
TJ'S CHARITY CARD ROOM	Grand Rapids	9/13/09 - 9/16/09
LINCOLN COUNTRY CLUB	Grand Rapids	9/20/09 - 9/26/09
NORTHVILLE DOWNS (ACES GAMING)	Northville	9/27/09 - 10/3/09
BIG HOUSE POKER ROOM	Bay City	10/8/09 - 10/22/09
SPECTRUM LANES (CHARITABLE SERVICES)	Wyoming	10/25/09 - 10/31/09
RYAN'S ROADHOUSE	St. Johns	11/8/09 - 11/14/09
POKER PALACE	Ann Arbor	11/16/09 - 1/10/10
GARDEN LANES	Southgate	1/10/10 - 1/30/10
GLORIA'S POKER PALACE	Flint	1/11/10 - 1/25/10
HALL OF FAME BILLIARDS	Warren	permanent



## AREA TRAINING MEETINGS

The Charitable Gaming Division conducts training sessions to provide the most current information to our licensed organizations. Organizations conducting a Texas Hold'em are strongly encouraged to attend one of the following sessions, which are scheduled noon-4 p.m.

**January 12, 2010**

Eagles 612  
301 Detroit Street  
Jackson

**February 24, 2010**

West Point Plaza  
1479 S. Linden Road  
Flint

**March 10, 2010**

K of C 2022  
601 Columbus Avenue  
West Branch

**April 19, 2010**

American Legion 245  
3564 South Reserve Road  
Houghton Lake

**May 6, 2010**

Lenewee County Fairgrounds  
Merchants Building  
602 North Dean  
Adrian

**June 2, 2010**

Poker Zone  
12330 James Street  
Suite H80  
Holland

*Compulsive gambling can be treated. If you, a family member, co-worker, or a friend need help or would like to learn more about problem gambling and the programs available, please call the Michigan 24-hour Help Line at 1-800-270-7117.*



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