

The Raven in Woodburn shares anniversary with Lottery

30 YEARS OF IMPORTANT LESSONS

The past year has been one of reflection for Tina Wiltsey-Trevizo. The owner of The Raven Bar & Grill in Woodburn shares more than just Video Lottery games with the Oregon Lottery, she also shares an anniversary.

"I grew up with the Oregon Lottery," Tina said standing in her bar. "The Lottery has been around for 30 years and I have owned this place for 30 years."

Tina took the bar over from her mother 30 years ago, and had to borrow \$250 just to have money for the till. Today, Tina says the bar is successful, thanks in part to her partnership with the Oregon Lottery.

"Partnering with the Lottery gives you options and revenue coming in every month," she said. "Over the years, the Oregon Lottery has allowed me to employ several people. In addition, I am able to donate to families in need during the holidays."

Customers say they enjoy The Raven because of the people and the camaraderie. Rosario Rios, who has been visiting The Raven for the past 30

years, said that he likes playing lottery games at the bar and restaurant because it is like visiting friends.

"I live very close, so it's easy for me to stop by and this place is always clean and friendly," Rosario said. "I put a few dollars in the machines and catch up with people. It's fun."

Those are the basic rules of Tina's business – keep it clean, provide customer service and provide products her customers want.

"The one thing I would tell people who have lottery games is to not be afraid of the Platinum Series of games," Tina said. "At first I was nervous about the payouts, but it works. The Oregon Lottery handles the higher-tier winners, so there really isn't anything to be too concerned about and you can see your sales increase."

While Tina says that customer service is important, it's also important not to "hover" around players and be intrusive.

"It's a delicate balance of providing good service, and yet giving your players privacy," she said. "If you give them the opportunity, people who play the lottery games are great customers who will buy food and drinks."



Tracy Yazzolino, head bartender, said a smiling face always helps when selling Oregon Lottery games.



Raul Trevizo, manager and co-owner, pulls the first beer of the day.



Tina Wiltsey-Trevizo says the Raven also celebrated its 30th anniversary along with the Oregon Lottery.