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2002/10

October 2002



www.txlottery.org

# RoundUp

News and Ideas for Texas Lottery Retailers

Each year the Texas Lottery™ takes the fun of winning and playing the *Games of Texas* to a variety of events around the state. All activities are designed to educate players, encourage product sampling and ultimately support Texas Lottery sales in specific areas. The Texas Lottery participates at traditional events like fairs and festivals, but can also be spotted at some out-of-the-ordinary events like the Cotton Ginners Trade Show in Lubbock, North Texas Golf Expo in Fort Worth, or the Powerboat Shootout in Corpus Christi. Reaching new markets and areas which may not frequently see the Texas Lottery trailer has also taken the promotional staff to such locations as Czhlispiel in Flatonia, Borderfest in Hidalgo, Rockport Seafair and FallsFest in Wichita Falls. Here's a glimpse of what the Texas Lottery's Promotions Team, retailers, and sales force do at these events.

## Spin the Wheel for Fun and Prizes

The Texas Lottery's focus at fairs, festivals and other special events is to educate the public and give them the opportunity to *Play The Games of Texas*®. A local licensed lottery retailer is invited to sell *Lotto Texas*™, *Texas Two Step*™, *Cash Five*™, *Pick 3*™, and *Scratch Offs*® from the Texas Lottery promotional trailer. When players visit the trailer at an event and purchase \$5 worth of tickets, they also earn a whirl on the Lone Star Spinning Wheel. Every spin of the wheel guarantees a prize. The prize could be a t-shirt, cap, insulated mug or one of many other fun prizes! One of the great benefits of buying tickets while at a fair or festival is that customers don't have to leave the festivities to play their favorite games. Even better, the selling retailer can often cash in winners right on site.



## Jalapeños, Cajun Catfish and Strawberries!

The Texas Lottery participates in a wide variety of events around the state: big to small, tasty to dusty. Some events\* where you might see the Texas Lottery include Quadrangle Craft & Music Festival in Texarkana, Border Run in El Paso, TurkeyFest in Cuero, Mex-Tex Menudo Cook-Off in Midland, or the Cajun Catfish Festival in Conroe. And, don't be surprised if you get the chance to play the Texas Lottery at the traveling Brooks & Dunn Country Music Festival, Jalapeño Festival in Laredo or Mardi Gras Upriver in Jefferson. One of the Texas Lottery's longest and most successful runs has been at the Poteet

Strawberry Festival south of San Antonio. For over 50 years, this festival has been crawling people to South Texas to celebrate the local berries. Over the years, this event has established and held the Texas Lottery's hourly sales record – over \$1,075 per hour, generating more than \$22,000 in sales each year for the local retailer!

## Free Tickets are Always Fun!

At some events in which the Texas Lottery participates, players may receive a coupon for a FREE ticket with the purchase of Texas Lottery tickets at local retail locations. In other instances, players may have the opportunity to win FREE scratch-off tickets when they participate in a Texas Lottery *Pick 3* Race at some sporting venues. The Texas Lottery's presence is felt at sporting events across the state, from baseball to soccer and hockey to rodeo. The El Paso Buzzards, the Corpus Christi IceRays, the San Antonio Missions, the San Angelo Outlaws, and the Round Rock Express are just a few of the teams the Texas Lottery's Promotions Staff have visited recently. Sporting events are big recreation in Texas and the Texas Lottery is all about fun. Another winning opportunity is realized when players receive a free bandana for a designated lottery purchase, giving them a chance to win a lottery prize package during special Texas Lottery Nights at select rodeos around the state. One thing is for sure, when you see the Texas Lottery at any event, there's sure to be fun and a chance to win!

\*Mention of a specific event does not constitute an agreement of participation.





# Ask the Executive Director...

A Question and Answer Forum for Retailers and Players of the Texas Lottery

Linda Cloud,  
Executive Director,  
Texas Lottery  
Commission

**Q: I am writing for information about whether the Texas Lottery has plans to expand, and if so, how it would be authorized? (S.C. in Purcellville, VA)**

Dear S.C.,

If you're asking if we'll be selling tickets out of state, there are state and federal laws that prohibit that activity. If you're asking about the number of games we offer, you can find information about upcoming games on our web site ([www.txlottery.org](http://www.txlottery.org)) by clicking the link for Scratch Offs on our home page, then clicking on Upcoming Games. We currently introduce at least one new scratch-off game per week, and some weeks see as many as two or three new games introduced.

**Q: I can not fill out the Pick 3™ playslip to accept a multi-draw for Day and Night, Any Order, \$1, for all six days. No matter how I fill out the card, the machine will not accept it. It will take a card marked for 6 draws with neither Day nor Night marked. (T.B. in San Angelo)**

Dear T.B.,

To purchase a multi-draw ticket for both Day and Night drawings for six days, mark "12" in the Multi-Draw section. You do not have to mark either the Day or Night box. Leaving these two boxes unmarked will automatically cause the terminal to print your ticket for 12 consecutive Day and Night drawings. Then mark "\$1.00" and "Any Order" on the playslip, too. The ticket will cost \$12.

**Q: You probably already received numerous questions on this subject but why are we seeing double digits about 75% of the time since you went to two daily drawings? Doubles were a rarity; now we have seen them almost everyday and sometimes twice a day. (N.H. in San Antonio)**

Dear A.F.,

The odds of two like digits coming up in any Pick 3 drawing are 1 in 3.7. Thus, we would expect to see double digits in about 1 of every 4 draws. Since each drawing is a separate and independent occurrence, previous drawings have no effect on what numbers will be drawn. The drawings are entirely random, meaning that any set of numbers can be drawn at any

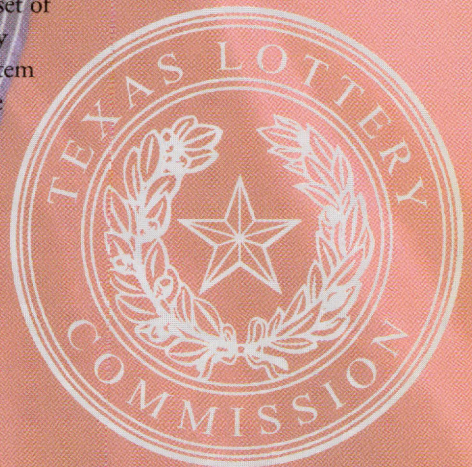
time. All drawings are open to the public and we invite you to attend when you're in Austin.

We take extreme care to be sure our games are completely fair and honest. Our security procedures are very strict, and it is illegal for anyone to interfere with those procedures. Davila and Schaubhut, Co. an independent accounting firm, oversees both our on-line game and instant game procedures. Each drawing is conducted by members of our Security Division, and certified by the independent auditor. Results are reviewed by an independent statistician, Dr. Randy Eubank of Texas A&M University, who must certify that the results are truly random.

**Q: I would like to know how it is possible that in less than a month's time buying 2 Quick Pick Lotto Texas™ tickets, that I could get eight sets of the same numbers? Four came from the same store, three from another store and the eighth from yet another. (B.B. in Austin)**

Dear B.B.,

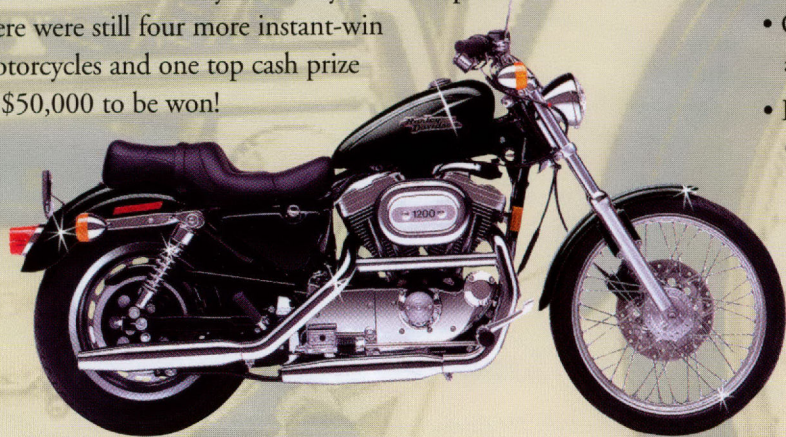
The Quick Pick random number generator for our on-line games has no built-in memory. Once a set of numbers is picked in one play, the random number process starts fresh for the next play. The fact that a number is picked in one play has no influence on the chances of it getting picked in following plays. Each set of numbers generated by the Quick Pick feature is unrelated to any other Quick Pick selection. This means that one or more numbers, or even the same set of numbers, can be chosen by the Quick Pick option on more than one play. If the random number generator was restricted to producing each set of numbers only once, the system would not be completely random.



# Harley® Game Keeps Its Motor Runnin'!

The fun's not over yet! There's still one more Harley-Davidson® Second Chance Drawing! The fifth and final Second Chance Drawing for the Harley-Davidson® game will be determined later in 2002. You and your players may still continue to mail in non-winning tickets as entries for this drawing. Exact details of the entry deadline and drawing date will be posted on the Texas Lottery web site ([www.txlottery.org](http://www.txlottery.org)) and in Texas Lottery retailer locations.

And if you don't win on the drawing, you still have a chance to win a Harley® instantly! As of September 4, 2002, there were still four more instant-win motorcycles and one top cash prize of \$50,000 to be won!



The most recent instant-win Harley® winners are

- Martina Vega of Bishop. The lucky Harley ticket was purchased at Circle K #7129 in Bishop.
- Martin A. Munoz of Lubbock. The winning ticket was purchased at Town and Country #206 in Lubbock.
- Gene P. Hooks of Lampasas who purchased his ticket at Tex's Mart in Lampasas.
- David E. Meyer of New Braunfels. Purchased his ticket at Pit Stop Food Mart #14 in New Braunfels.
- Carl McDaniel of Abilene. Purchased his ticket at Tiger Mart in Abilene.
- Everell Potter of El Paso. Purchased his ticket at Good Time Store #33 in El Paso.

*Remind players that they can enter the last Second Chance Drawing as many times as they want - ask for the sale and keep your customers in the game!*

## HARLEY-DAVIDSON®

## Austin Town Hall Meeting Update

Approximately 120 independent and small corporate retailers from the Austin District met to discuss issues with Texas Lottery officials and each other during the Retailer Town Hall Meeting held Tuesday, August 27, at the Doubletree Hotel in Austin (257867).

In addition to participating in the exchange of ideas, retailers expressed their thoughts regarding game development and Texas Lottery publications, and engaged Texas Lottery officials in a question-and-answer session (257781). To cap the festivities, sales awards were presented for total combined lottery sales for the period of January-June, 2002. The awards were presented to the following retailers: Melvin's 19th St. Drive-In Grocery of Waco (\$556,765.50), EZ Way of Killeen (\$534,763.50), and Your C Store of La Grange (\$486,007.50). Congratulations on a job well done (100775)!

## Upcoming Retailer Town Hall Meetings

### Tuesday, September 24th - McAllen

4:00-7:00 pm

Four Points Sheraton Hotel  
2721 South 10th Street  
McAllen, TX

### Tuesday, October 22nd - El Paso

3:00-6:00 pm

Radisson Suite Inn-El Paso  
1770 Airway Blvd.  
El Paso, TX

# Lubbock *Spotlight*

The five sales territories within the Lubbock district cover more than 32,000 square miles — that's about 6,400 miles per sales rep making sure that all retailers are visited twice a month in spite of icy roads, blizzards and the inevitable spring dust storm (436080). Providing effective sales and service to support such a vast territory requires a coordinated team effort between the sales force, technical services team, and office staff.

"We also have a very good relationship with the Claim Center personnel in Amarillo and Lubbock," said District Sales Manager Bob Burton (123358). "Their enthusiastic support of our retailers and winners is key to our sales efforts. They are quick to get us pictures and winner information which is important in letting people know we really do have winners up here!" (102577)

Although small in population, the Lubbock district is big on retailers. It consistently is home to three of the top 20 retailers in the state and five of the top 100—all five averaging more than \$10,000 per week in Texas Lottery sales (135082). These top performers provide a wealth of inspiration and enthusiasm to the entire district. Some of their innovative ideas include publishing their own winner awareness tip sheet, "car hop" clerks on busy jackpot nights, and additional drive-thru windows for Texas Lottery customer convenience.

## Zack's Target, Muleshoe

By Maria Villanueva, LSR

Cathy Robinson (pictured below) and her husband own Zack's Target in Muleshoe (466210). The store is a small convenience store without gasoline and yet they have customers come in on a regular basis to buy Texas Lottery tickets. One of the draws to Zack's is Cathy's display of winners on the back wall. Cathy said, "Customers like to see winners no matter how much they won."



## Toot N Totum #11, Amarillo

By Ilda Cuevas, LSR

The 5th Annual June Festival Harley Party (pictured right and below) took off with a big roar of Harley-Davidsons® and the Texas Lottery™ on historic Route 66 and 6th Street, in Amarillo. Harley-Davidson® lovers from across Texas and surrounding states rode in for the weekend event. With an estimated 10,000 people in attendance, there was plenty of music, food and Texas Lottery fun for all (104886). Local-owned and operated Toot N Totum staffed the promotional trailer where they sold all Texas Lottery products, including a wide variety of scratch-off tickets (107095). Of course, the Texas Lottery's first Harley-Davidson® scratch-off ticket was a huge favorite. Sales for the event topped \$1,500.

## Just Smokes #3, Lubbock

By Randy Hudman, LSR

May started out as a bad month for Johnnie Alsup, manager of Just Smokes #3 in Plainview (225447). First, her son was in the hospital for open-heart surgery. Then, right after she had just cashed her paycheck, a thief reached through the window of her store and stole all of her cash (216054). Looking forward to hearing some new information and visiting with Texas Lottery representatives at the Town Hall Meeting May 21, she took time off to drive to Plainview for the meeting (438714). Feeling pretty positive about the Texas Lottery, a week later she purchased some tickets for her favorite game, *Money Suits Me*. Even though the month started out as a downer, it ended on a definite positive note as Johnnie scratched the last ticket and uncovered a \$5,000 winner.



## Taylor's #64, Canyon

By Randy Hudman, LSR

The seventh month of the year was just one of the best for Brant Moore (225451). Playing the new \$7.00 game, *Best Of 7's*, in July, paid Brant \$577 two times in the same day (131976). He started out buying just two tickets at the Taylor's #64 in Canyon and discovered he won \$577 on one of them (135306). After cashing in his winner, he bought more *Best Of 7's*. And, after scratching those, found that he had won another \$577. Not a bad day's work—both retailer and customer was extremely excited (426935).

# LUBBOCK

## District Highlights

### DSM:

Robert Burton

### LSRs (6):

Wayne Bufkin, Ilda Cuevas, Gary Gattis, Randy Hudman, Glynda Markham and Maria Villanueva.

### CSRs (5):

Larry Bradley, Terry Bussey, Lee Edwards, Ignacio Ramirez and Orlando Ramirez.

### Support Staff:

Mary Alice Salaz - Administrative Assistant

### Claim Center Locations:

AMARILLO	LUBBOCK
7120 IH-40 W. Suite 110	4630 50th Street
(806) 353-0478	(806) 797-8830

# of Lotto Texas 6-of-6 Winners:	13
# of Texas Two Step 4 + Bonus Ball Winners:	0
# of Cash 5 5-of-5 Winners:	103
Total Sales Since Startup:	\$1,196,402,734
% of Sales:	4%
Retailer Commissions Since Startup:	\$59,820,136
On-line Retailers	582
No. of GVT Retailers:	19

(All figures as of 8/29/02)

REMEMBER: If you find your retailer ID number hidden in this issue of RoundUp, call 1-800-37-LOTTO and press \*2 when the recording starts to receive a prize package of Lottery promotional items! To claim your prize, you must call by October 31, 2002.

# Pointing It Out!

## New Drawing Results Feature on the Texas Lottery Website

Were you aware that more than 92% of the Texas Lottery's web viewers are checking out the Drawing Results? It's a fast way to keep connected to the Texas Lottery drawings, numbers and where the winning tickets are sold (236740).

Now, the Texas Lottery provides a new way to check numbers on the Drawing Results web page. This exciting feature, called If Your Numbers Have Ever Matched, allows you and your players to enter a set of numbers for *Lotto Texas*<sup>™</sup>, *Pick 3*<sup>™</sup>, *Cash Five*<sup>™</sup>, and *Texas Two Step*<sup>™</sup>, and see if that set has ever matched for a cash prize (426124). If the number combination keyed in comes up a winning one, you can enter your winning information on the online version claim form, print it out and mail it to the Texas Lottery to claim a prize!\* Just go to [www.txlottery.org/WinningNumbers](http://www.txlottery.org/WinningNumbers).

*\*(All prizes must be claimed during the 180 days following the date of a drawing.)*

Winning numbers, jackpot information and prize payouts are updated on the main page of our website within 10 to 20 minutes after a drawing (100564). All other information, including retailer information, is released the following business day.

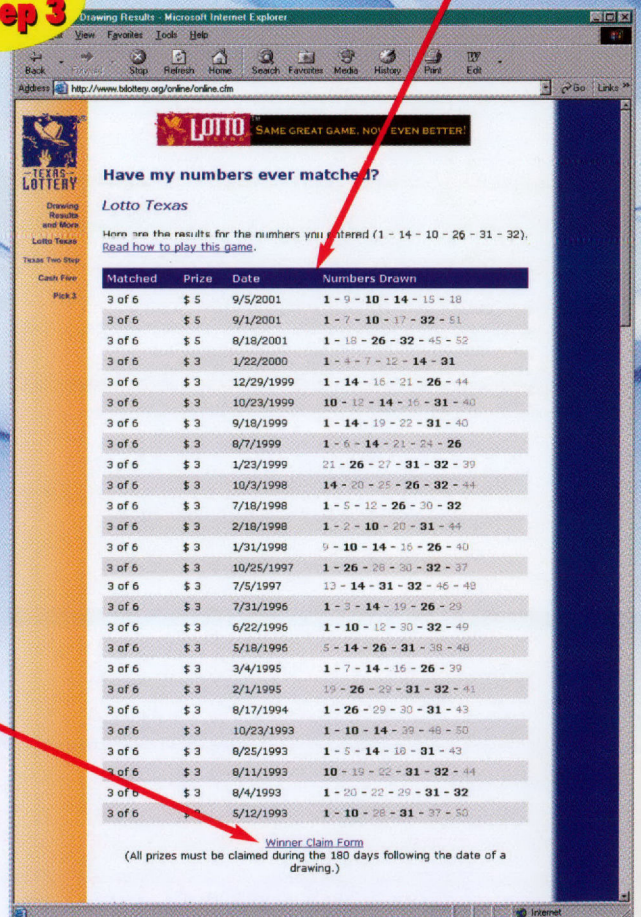
If your set of numbers have ever come up a winner, the screen will tell how many of the numbers matched, the prize amount, the date the numbers matched, and what numbers were drawn.

### Step 1

Click on "If Your Numbers Have Ever Matched"

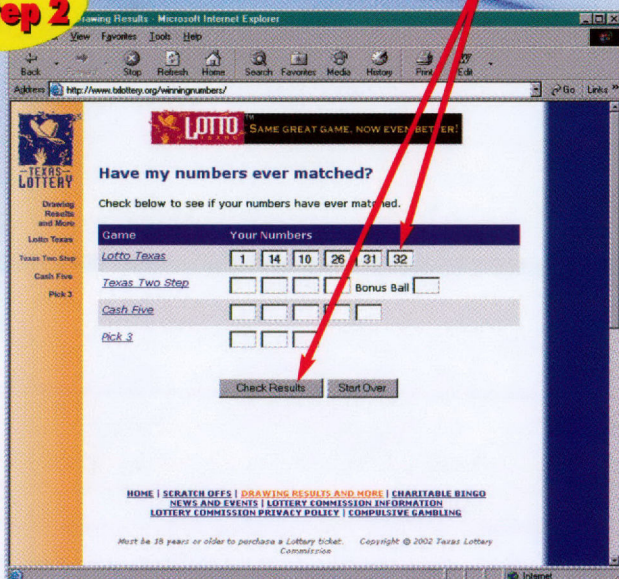


### Step 3



Enter your favorite set of numbers for each of the games, and click on the "Check Results" button

### Step 2



Click on the "Winner Claim Form" button to fill out the online version. Print out the claim form, and mail it in. It's that easy!



# Retailer Bonuses

**Housco Tech Inc.** Store Manager Mohammed Hossain (center) accepts a bonus check for \$100,000, presented by Texas Lottery Commission On-Line Product Manager Robert Tirloni (left), and GTECH Representative Jason Hernandez (far right), for selling a 6-of-6 ticket in the June 22, 2002, *Lotto Texas*™ drawing.



**Allsup's #86** District Manager Roy Silvey, Store Manager Grace Griswold, and Allsup's Supervisor Tom Stacey, pose with a retailer bonus check of \$90,000 for selling a 6-of-6 ticket in the July 3, 2002, *Lotto Texas*™ drawing.

**Stop N Go #2069** Austin Zone Manager Valero Energy Corporation Mark Smith (left) accepts a bonus check for \$100,000, presented by Texas Lottery Commission Executive Director Linda Cloud (right) for selling a 6-of-6 ticket in the June 22, 2002, *Lotto Texas*™ drawing.



## More Bonuses

(as of 8/28/02)



Presentation Date	Retailer	Location	Bonus
<i>Lotto Texas</i>			
8/07	Stop & Shop	Longview	\$100,000
8/23	McDonald's Fuel Station	Terrell	\$100,000
8/23	Stop & Go #2392	Houston	\$40,000



<i>Texas Two Step</i>			
8/26	Stop N Get One	Richard Hills	\$1,666.66
8/07	Mr. T's Market	Midland	\$4,500
8/26	Total #4511	Longview	\$8,000



# Upcoming Games

**\$30,000  
GRAND  
PRIZE!**

#288 **\$30,000 Grand Prize** (\$2)  
Top Prize: \$30,000



#325 **Instant Cash** (\$5)  
Top Prize: \$50,000



#315 **Blue Ribbon Bucks** (\$1)  
Top Prize: \$2,000



#357 **Harvest Moon** (\$2)  
Top Prize: \$25,000

*Home For  
The Holidays*

#319 **Home For The Holidays** (\$10)  
Top Prize: \$100,000

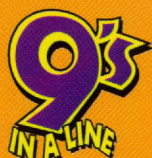


#361 **Wild Turkey** (\$1)  
Top Prize: \$800

**NOTICE:** A scratch-off game may continue to be sold even when all the top prizes have been claimed. For current information on prizes remaining in a scratch-off game, call 1-800-37-LOTTO.

## Games Closing

Call Date: 9/01/02    Close Date: 10/31/02    End Validations: 4/29/03



Game #265 (\$1)  
**9's In A Line**  
\*Overall Odds are 1 in 4.68.



Game #275 (\$2)  
**Double Lucky Number**  
\*Overall Odds are 1 in 3.61.



Game #282 (\$2)  
**Cash Reward**  
\*Overall Odds are 1 in 3.61.



Game #284 (\$1)  
**Deuces Wild**  
\*Overall Odds are 1 in 4.77.



Game #298 (\$1)  
**Red Hot & Blue Tripler**  
\*Overall Odds are 1 in 4.87.



Game #710 (\$5)  
**Show Me The Money**  
\*Overall Odds are 1 in 3.04.

**Call Date:** Sales reps have 60 days to bring in all remaining tickets for these games. A physical inventory must be conducted at each store to make sure all packs are picked up. Partial packs may not be returned prior to this date.

**Close Date:** Games have ended. No tickets may be distributed to, or sold by, retailers after this date. An auto settle will be run on this date to ensure that all packs are accounted for.

**End Validations:** The last date that players can redeem any prizes for these games.

**NOTICE:** A scratch-off game may continue to be sold even when all the top prizes have been claimed. For current information on prizes remaining in a scratch-off game, call 1-800-37-LOTTO.

## Texas Lottery Event Calendar

## October 2002

Date	Event	City	Promotion
October 5	Brazoria County Fair	(Angleton/Victoria)	Selling Event
October 5 - 6	Fina Confederate Air Force Airsho	(Midland/Abilene)	Selling Event
October 12 - 13	Conroe Cajun Catfish Fest	(Conroe/Houston)	Selling Event
October 12	Rockport Seafair Festival	(Rockport/Victoria)	Selling Event
October 25 - 26	Czhilispiel	(Flatonia/Austin)	Selling Event
November 2	Magic in the Mall	(San Antonio/SA)	Selling Event