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RoundUp

News and Ideas for Texas Lottery Retailers

10 Year Anniversary
TEXAS
LOTTERY

www.txlottery.org

Boasting an average Lotto Texas jackpot amount of nearly \$15 million, 2001 was certainly the Year of the Jackpot for the Texas Lottery and its steady core of retail locations.

A strong, 12-month campaign from *Lotto Texas* and a flourishing finish from the Instant tickets enabled a group of more than 16,700 retailers to sell over \$2.78 billion* in Lottery tickets in 2001.

Here's a look back at some of the highlights.

Paced by the largest jackpot amount in *Lotto Texas* history on March 7, 2001, *Lotto* sales saw a slight increase over the previous year, and the higher jackpots – including the \$85 million record-breaker – brought longer lines at ticket-selling stores across the state.

Retailers sold *Lotto* tickets by the dozens during the "March 7 Madness", and throughout the year, 24 6-of-6 tickets were purchased across the state including at such locales as Clint, Mission, Gun Barrel City, Texarkana, Seguin and Round Rock, just to name a few.

Total retailer commissions on *Lotto Texas* were \$31,324,884.25, and overall commissions finished at \$139,289,848.03.

Lotto Texas wasn't the only on-line game that benefited players and retailers in 2001.

Pick 3 saw a sales increase for the eighth straight year, going over the \$200 million mark for the second year in a row, while *Texas Two Step* hit the scene in May and concluded the year by reaching nearly \$63 million in sales in just over six months. Creating \$1 million jackpots along the way, *Texas Two Step* is already generating twice as many sales as the game it replaced.

Instant tickets ended the year on a high note in December, eclipsing the \$40 million mark in weekly sales three times – the first time that had been done since July 1997. Retailers played a big part as players made their way to locations to purchase *Jingle Bucks II*, *Cash Across Texas*, *Cowboy Cash* and many more.

Retailers had their voice heard at monthly Town Hall Meetings for the fourth-straight year and played a big part in making changes at the Lottery. Based on the suggestions of retailers who showed up in record-breaking fashion at 10 meetings around the state, the Lottery converted the *Winning!* newsletter to a regional publication and made it easier to highlight winners and retailers in the specific regions of our state.

With 2002 well underway, retailers are already pushing toward their sales goals and are prepared for the exciting year ahead as the Texas Lottery celebrates its 10th Anniversary.

Kicking off a slew of events, retailers will begin selling another \$10 instant ticket, *The 10th Anniversary Game*, in late March and can look ahead to many more events, including the historic 1,000th draw from *Lotto Texas* in June.

Also during the year, retail locations will receive new and faster lottery terminals to replace their current model. New Isys on-line terminals will replace the existing Tiffany on-line terminals.

Retailers will have the opportunity to choose to have the new Isys terminal equipped with either a 12-inch or 24-inch LED message light, and a customer display screen. Both of these features will further enhance the information provided to the retailers and the players. Retailers that currently utilize the GVT terminal will have that terminal replaced with the new GVT Extra terminal. The new

GVT Extra terminal will allow all retailers the ability to participate in all on-line games as well as the instant games.

Once again, we would like to salute all the retailers across our great state and acknowledge the efforts of the Top 10 Retailers in each of the sales districts.

Look inside to see if you made the list and be sure to check out the sales tips provided by some of your fellow retailers. Good luck in 2002 and be sure to join in the fun as the Lottery and you celebrate 10 years of winning for Texas!

The
Top

10
Retailers

APR 23 2002

Depository
Dallas Public Library

Locations
Documents

*Figure based on unaudited daily sales for Calendar Year 2001 (Jan. 1 – Dec. 31)

Lubbock

- Jackie's Exxon Seminole
- Hester Oil Seminole
- Perk's Convenience Store Higgins
- Hughes Auto Parts, Inc. Farwell
- Kings Food & Gas Lubbock
- Zacks Target Muleshoe
- Kountry Konvenience Center Lubbock
- Corner Serve Borger
- West 3rd Diamond Shamrock Amarillo
- Davis Minit Mart Pampa

Austin

- Melvin's 19th St Drive-in Grocery Waco
- E Z Shop Waco
- Your C Store La Grange
- A Stop Copperas Cove
- Chapman's Fruit Market Waco
- Shell Food Mart Austin
- Dutch's Double Kwik Rockdale
- DK's Quick Stop Caldwell
- 7-Eleven #1662-27860 Killeen
- Leo's Stop-N-Shop Schulenburg

Abilene

- Snappy Stop Inc. Burk Burnett
- The Food Barn 1 Wichita Falls
- Short's Grocery Byers
- Joe's Icehouse San Angelo
- Sundown Market Midland
- Burk Burnett Convenience Store Burk Burnett
- Fas - Pac Food Store Wichita Falls
- Western Food Store 3 Odessa
- Country Store Odessa
- Mr. T's Market Midland

Dallas

- Hilltop Service Gainesville
- Shop N Go Dallas
- Quick Shop Dallas
- Dave's Ski & Tackle Denison
- Shop-N-Go Duncanville
- B-Z Convenience Store Dallas
- Chuck's Grocery & Grill Arlington
- Love Freeway Mobil Dallas
- Swif-T #24 Garland
- Kwik Way Food Store #200 Dallas

El Paso

- Melek Service Center El Paso
- Kent Kwik #262 Monahans
- Cash It Here #12 El Paso
- Kent Kwik #272 Kermit
- Mr Dollar El Paso
- 7-Eleven #609 El Paso
- Circle K #1257 El Paso
- Food City 1 El Paso
- H & H Drive In Grocery #1 Van Horn
- 7-Eleven #635 El Paso

Top 10 Lottery Retailers by District

Tyler

- Total #4533 Texarkana
- M S Sales Madisonville
- Loretta's Hair Clarksville
- A M Twin Stop #5 Canton
- J J's #211 Palestine
- Buddy's Super Saver Paris
- J's Grocery Edgewood
- Winter's Friendly Food Mart #2 Corsicana
- M&M Minit Markets #2 Nacogdoches
- Short Stop #12 Gilmer

San Antonio

- Lucky's San Antonio
- Calaveras Lake Marine San Antonio
- Mini Mart 66 Kerrville
- Neal One Stop #7 San Antonio
- Ram Stores #7 San Antonio
- Shop N Save No. 10 San Antonio
- Jedco Food Mart San Antonio
- E-Z Stop Convenience Del Rio
- Stop 'N Go 02329 Converse
- American Discount Channel San Antonio

McAllen

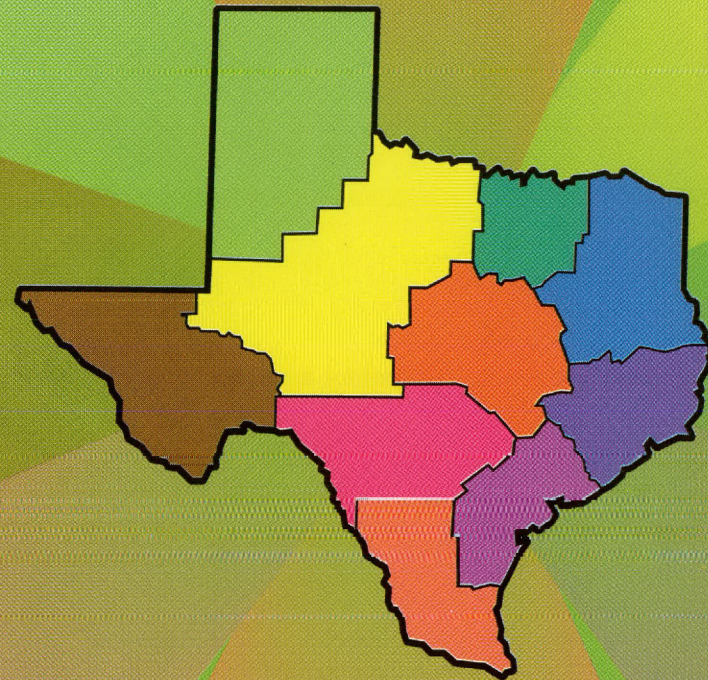
- Town & Country CS., Inc. McAllen
- United Drive Inn Tiffany #1 Mission
- Las Gueras, Inc. Brownsville
- International Money Exchange Laredo
- Quail Creek Texaco Laredo
- United Drive Inn Mission
- Endsley's Magic Mart Brownsville
- Sunrise Convenience Store Laredo
- Gordon's Bait & Tackle, Inc. Brownsville
- Economy Oil #637 Elsa

Victoria

- Adrian's Drive In Grocery Alice
- Stop & Save West Columbia
- Ed's Drive In Bay City
- L Stop El Campo
- Country Side Drive-In Weimar
- J&K's Corner, Inc. Engle Lake
- Bay City Food Mart Bay City
- Big Diamond #514 Columbus
- Fast Stop #1 Refugio
- Star Food Bay Bay City

Houston

- Rudy's Stop And Shop Rosenberg
- Fiesta Mart #11 Houston
- Fiesta Mart #18 Houston
- Fiesta Mart #17 Houston
- Jack's Grocery #2 Baytown
- Melbos Livingston
- W Orem Supermarket Houston
- Southland N, Inc. Houston
- Fiesta Mart #7 Houston
- Quick Way Grocery & Washateria Houston



Top Tips from Top Lottery Retailers

ABILENE - The Food Barn 1, Wichita Falls

Store owner David Bedingfield and his entire staff work hard at keeping customers updated on the latest games, which is just one of the reasons The Food Barn 1 ranks in the top 10 among retailers in the Abilene District for 2001.

"Everyone who works here always asks the customer about buying a ticket and mentions the newest games as they arrive," Bedingfield said. "We even hold weekly second-chance drawings for \$25 in tickets. Something we've done every Friday for a long time." The Food Barn 1 started selling tickets when the Lottery began back in 1992.

"We carry a lot of games - in fact, we have 29 right now - and cash all winning tickets," Bedingfield continued. "We've even kept a running total of how much we've paid out to winners over the counter," he said, and that figure is closing in on \$4 million.

IRVING - Dave's Ski & Tackle, Denison

At Dave's Ski & Tackle, it's mastering the simple tasks that make this store one of the 10 best in the Irving District.

"We just take care of business," owner Dave Parkey said. "My employees use the utmost integrity when it comes to checking tickets. That's our main priority."

Dave's, which started selling tickets when the Lottery started in 1992, thrives in its location near the Oklahoma border and often sees a swell of "Sooner State" customers when the jackpot gets large.

"We're on the Oklahoma line and when the jackpot gets over \$30 million, there's a group from there that always buys \$1,000 worth," Parkey said.

Parkey and his staff use all the latest Lottery signage, and some of their very own, to promote the Games of Texas to customers while also keeping track of the most important statistics of all - big winners and customer pay outs.

"Keeping a full line of all the tickets is a great asset. People may come in and ask, 'Give me three of everything,' and I want to be able to do that," Parkey explained.

With an excellent location, superior customer service and an honest approach, Dave's keeps its players coming back for more. "We just do the little things, and we do them well."

McALLEN - United Drive Inn, Mission

Store owner Juan Flores is a very busy man, overseeing four Lottery stores in the Mission area, and all his hard work has paid

off, as two of his United Drive Inn stores are ranked in the top 10 in the McAllen District for 2001. One of the stores is ranked No. 3 in sales for the entire state.

"We have a new truck out front in the parking lot and a sign that says, 'Play Lotto and win this truck,'" Flores said about what attracts customers to the location.

"About 80 percent of the folks that come in buy a ticket," Flores said. "They buy a breakfast taco and a ticket."

Flores makes it a point to pay all winners from his register. In fact, about a month ago he had a player come in and buy ten Pick 3 tickets with the numbers 5-5-0 on them.

These numbers happened to be the winning numbers that came out on the drawing that night and he paid out \$500 on each of those tickets the next day.

LUBBOCK -

Jackie's Exxon, Seminole

Putting the customer first, especially when it comes to the Lottery, is why Jackie's Exxon ranks in the top 10 in the Lubbock District.

"We're very friendly and very accommodating to our customers," owner Faye Cooper said. "We're on the ball and we get the customers the tickets they want."

Specializing in scratch-off ticket selection and utilizing a drive-thru window with two openings, Jackie's is close to the New Mexico border, and most of its customers come from there. Jackie's even holds an annual event that even attracts media attention.

"We have a big Customer Appreciation Day every year," Cooper said. "I'll have a Lottery trailer out front and radio stations do remotes from the parking lot. This past year, a customer and I even made quets to give away as prizes."

TYLER - Total #4533, Texarkana

Thriving sales at Total #4533 in Texarkana are attributed to location, or at least that's what store manager Debbie Watson says.

"Our location is wonderful and we get a lot of people from Arkansas," she said. And, the staff at Total also possess a 'winning' attitude that's second-to-none.

"We all really enjoy selling the Lottery and we get as excited as the customers do when they win," Watson said. "Many people around here call us 'The Lottery Store'."

"We have 62 instant ticket dispensers and it's our top priority to keep them all filled," Watson said. "If somebody wants a ticket - any ticket - we'll get it for them."

Top 10 Retailers

- 1 Town & Country CS, Inc. McAllen
- 2 Total #4533 Tyler
- 3 United Drive Inn Tiffany #1 McAllen
- 4 Rudy's Stop and Shop Houston
- 5 Hilltop Service Irving
- 6 Lucky's San Antonio
- 7 Snappy Stop, Inc. Abilene
- 8 Shop N Go Irving
- 9 Adrian's Drive In Grocery Victoria
- 10 Fiesta Mart #11 Houston

Statewide