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2001/11

November 2001

RoundUp

News and Ideas for Texas Lottery Retailers

TEXAS
LOTTERY

www.txlottery.org

Jingle Bucks II

You could win up to \$100,000

1 Get 3 like amounts, win that amount.

2 Get 3 like amounts, win that amount.

3 If the total of YOUR NUMBERS equals 7 or 11 within a game, win prize shown.

4 **FAST CASH**
Get a tree "▲" symbol and win \$20 automatically. Get a jingle bell "🔔" symbol and win \$50 automatically.

5 If YOUR SYMBOLS match within a game, win prize shown.

6 Find 3 gift "🎁" symbols in any one row, column, or diagonal and win prize shown.

7 **BONUS**
Find the word "DOUBLE" in the BONUS and DOUBLE YOUR TOTAL WINNINGS on this ticket.

8 If YOUR NUMBER is higher than THEIR NUMBER within a game, win prize shown.

9 If the total of YOUR NUMBERS equals 7 or 11 within a game, win prize shown.

FOUR-HAND-TICKET INVALID IF SEPARATED
FOUR-HAND-TICKET INVALID IF SEPARATED

It's Back!

As the air starts to turn crisp and the leaves change colors, retailers have already begun gearing up for the upcoming holiday season. The Texas Lottery will launch a host of year-end festivities with the introduction of the second \$10 holiday game, *Jingle Bucks II*.

Starting on November 7th, players and retailers alike will get to experience another version of the wildly popular game from last year. Just like 2000's initial run of *Jingle Bucks*, the 2001 version offers ten different games on one ticket, with a \$100,000 top prize and overall odds of 1 in 2.46*.

Sequel To \$10 Ticket



Hits Streets This Month!

"Last year's *Jingle Bucks* sold beyond our expectations," Instant Product Manager Stephanie Goertz said. "There was such a demand for this game even after the holidays were over, we thought it would be a great idea to introduce

another version this year! We kept everything the same – only the name and graphics have changed."

Jingle Bucks II play styles will include match up, beat score and tic-tac-toe, plus the added features of 'Fast Cash' and 'Bonus' games that can win an instant prize or double the total winnings on a ticket, respectively.

(Cont. on pg. 3)



Linda Cloud,
Executive Director,
Texas Lottery
Commission

Ask the *Executive Director*...

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

Is it possible for clerks to scan the scratch-off tickets prior to sale, picking out the ones with high prizes? I once saw an off-duty clerk cashing in anywhere from 5 tickets to at least 12. This happened on several occasions. (J.S. in Katy)

Dear J.S.,

Our security measures are among the best in the nation. It's extremely difficult for a clerk to determine where any prizes are in a pack. Prizes are randomly distributed throughout the packs. It's not as easy as picking out every 4th ticket or every 5th ticket. Also, our tickets go through extensive security testing to be sure they can't be scanned or read without removing the latex coating over the play area. Clerks can play the Lottery, and they may think they have a method for finding winners. But there really is no such method. Our Security Investigators will investigate complaints of this type, and anyone who is altering tickets or scratching through the latex to determine winners will be subject to prosecution. You can be assured that our tickets have passed rigorous testing to assure the integrity of the games.

What are the most commonly chosen winning numbers selected in the Lottery?

(E.G. in Grapevine)

Dear E.G.,

I really can't tell you the most frequently picked winning numbers, but we do produce a chart showing which numbers have been picked most often in all drawings. That chart is available on our web site. From the home page (www.txlottery.org), look at the lower portion of the page where the winning numbers from the most recent drawings are listed. Click the blue, underlined name of the game you're interested in. That will take you to the main page for that game. From there, scroll down and click on Number Frequency. For *Lotto Texas*, there are two charts. One shows the frequency for all drawings up to July 16, 2000. That was when we changed from 50 to 54 balls. The second chart shows the frequencies since the change.

Closing Games Clear Way For Sparkling New Tickets

With the beginning of the new fiscal year, the Texas Lottery introduced some new plans for not only inventory customization, but also for the closing of many Scratch Off games that (236751) were sold out.

New internal procedures have allowed the Lottery to close more Scratch Off games each month than before, helping us to clear games out of the computer system and giving the retailers an opportunity to make dispensers available for new inventory to boost sales.

On October 1, Lottery Sales Reps began picking up ten games: #166 *Sunny Money*, #171 *Lucky Duck*, #173 *Weekly Grand*, #181 *Gold Fever*, #182 *Texas 2000*, #191 *WinMill*, #198 *Piece Of Cake*, #199 *Run For The Money*, #215 *Break The Bank* and #227 *9's In A Line*. These games will officially close on November 30, 2001 and players will have until May 29, 2002 to redeem any winning tickets.

Beginning November 1, the Texas Lottery will close about five games a month to (269201) make room for all the fun, new games that will be introduced during the year.

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

(*Jingle Bucks II - Cont. from cover*) To keep the excitement and momentum running high for *Jingle Bucks II*, the Texas Lottery is conducting a retailer contest from Sunday, November 11th - Saturday, December 8th.

Retailers that settle ten (10) packs of *Jingle Bucks II* starting November 11th will receive **six Texas Lottery nylon jackets**. Plus, as an added bonus for the holiday season, retailers (133462) will earn a free pack of **#245 Big Bucks** for every 15 packs of *Jingle Bucks II* settled from November 11th through December 8th.

“We have found that the pack settlement contests generate a lot of excitement and talk among the retailers,” Goertz added. “Retailers work really hard for us and we want to offer prizes that encourage participation in all our contests.”

During last year’s holiday pack settlement contest, Lottery retailers across the state sold over 8,900 packs of *Jingle Bucks* (nearly 667,500 individual tickets) in the span of 28 days.

“In addition to the free packs of tickets, which the retailers have told us they love to win, the

jackets are a great item,” Goertz said, “and will come in handy during the colder weather, which is right around the corner.”

During the contest, retailers (101541) will also be given a supply of holiday envelopes to give away with every purchase of a *Jingle Bucks II* ticket or any \$10 Texas Lottery purchase, while supplies last.

In addition to the \$10 game, the Texas Lottery will introduce a \$1 holiday game during November called *Merry Money*. The game is a simple key number match with a top prize of \$1,000 and overall odds of 1 in 4.75*.

**The odds listed here are the overall odds of winning any prize in a game, including break-even prizes.*

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. Must be 18 years or older to purchase a ticket.

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November 2001 RoundUp Survey

Please mail or fax your completed survey to:

Liz Jambor

Marketing Resources Manager

Texas Lottery Commission

P.O. Box 16630 • Austin, TX 78761-6630

or fax to: 512-344-5242

The deadline to submit your completed survey is December 15, 2001.

Thank you for your participation!

1) What are your selling points for the new on-line game, *Texas Two Step*?

2) Have you noticed any changes in the sales of other games since the start of *Texas Two Step*?

3) Do you think the sales of *Cash 5* would be helped by having the game two (2) days per week rather than four (4) days per week? If yes, Why?

Victoria

District Spotlight

The Victoria district encompasses the heart of the Texas Gulf Coast. From Freeport's sandy beaches to the vast, grazing country of Falfurrias and Kingsville, the dedicated Lottery sales staff services more than 850 retailers.

Victoria District retailers have consistently ranked among the highest per cap areas in the state for Texas Lottery sales. Much of their success is attributed to enthusiastic and creative participation in statewide retailer contests, clerk incentives and player promotions as well as (469991) support of local fairs and festivals.

The Texas Lottery has educated players and sold tickets at numerous events including the Cuero Turkeyfest, Rockport Seafair and Shiner's Half Moon Holiday.

With over 50 combined years of Texas Lottery experience, the Victoria team will continue to provide the dedicated sales and technical support required to maintain notable sales.



Adrian's Drive Inn - Alice

by Eric B. Moreno, LSR

If *Lotto* fever gets to be too much for players in Alice, they can stop by Adrian's Drive Inn for a drink. Owner Arnoldo Salinas (pictured left) has patented a drinking water label

which states "Adrian's, the Luckiest *Lotto* Store in Alice, Texas."

When players purchase a designated amount of lottery tickets, Arnold gives them a free bottle of water. Arnold jokes that when needed, (200876) he can cool off his customers' scratch fever with the drinking water.

Lagarto Store - Sandia

by Eric B. Moreno, LSR

If you're going fishing near the Seale Dam be sure to stop by the alligator store in Sandia. You can't miss the bright green building called

Lagarto Store or the Texas Lottery wall sign.

Step inside and Faye Goula, manager (pictured at right) will gladly help you with your Lottery selections. The rural store has no trouble attracting customers or keeping them (229306) coming back for all their fishing and Texas Lottery purchases.



Navigation Exxon - Corpus Christi

by Sharla Hansen, LSR

When retailers partner with their Lottery Sales Rep for a promotion, everybody works to introduce players to the newest games, reward loyal customers and hopefully sell a big winner. Jodi Hoelsher (pictured below) accomplished all three during her *Texas Two Step* (250906) kick-off spin in May. Players were introduced to the newest jackpot game and then rewarded with a spin on the wheel when they purchased \$5 or more of lottery tickets.

Jodi was happy to learn later that she had sold a *Texas Two Step* ticket that matched four numbers – earning the player a great prize of \$1,968.



Lozano Liquor Store - Corpus Christi

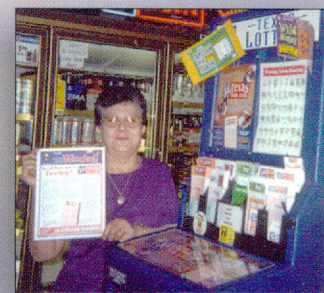
by Sharla Hansen, LSR

Some of the best fun for retailers is when they sell a winning ticket to a regular customer. That's exactly what happened to Frances Lozano (pictured below) when she sold Barbara Smart a jackpot-winning ticket for the first *Texas Two Step* drawing.

Barbara, who has been buying her Lottery tickets at Lozano Liquor store since the Lottery started, won \$91,258 when she (119068) hit the May 18 jackpot.

It's not her first big win. Barbara also has matched 5 of 6 on *Lotto Texas* to win \$2,300.

Mrs. Lozano now has lots of regular customers "Two Steppin'" on in for their chance to win a big one.

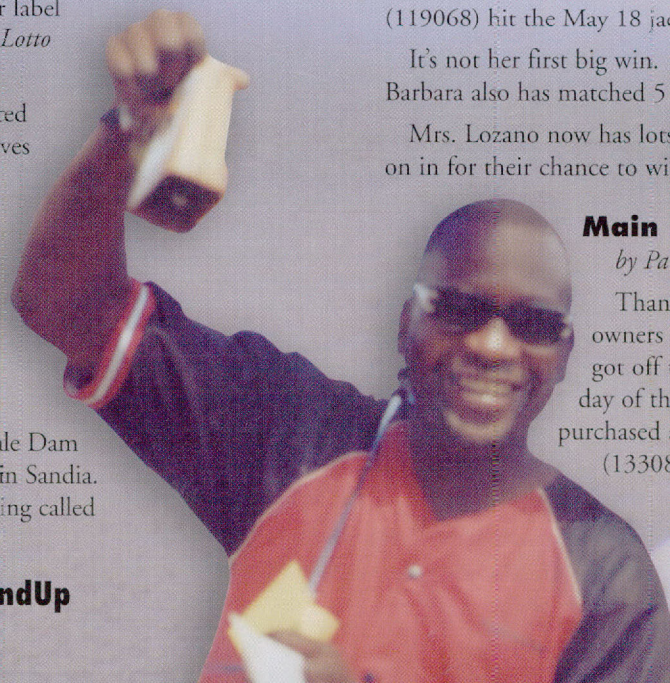


Main Package - Weimar

by Pam Knebel, LSR

Thanks to Gary and Janell Helmcamp, owners of Main Package, the *Texas Two Step* got off to a kickin' start in Weimar. On the day of the first drawing (May 18) customers purchased almost \$400 of the game during the (133085) promotion.

A happy Main Package customer rings the "lucky bell" before taking a spin on the Lone Star spin wheel.



Players also enjoyed ringing the "lucky bell" before their turn on the Lone Star Spin wheel. The Helmcamp's hard work and enthusiasm, along with that of their employees' generated over \$2,200 in lottery sales at the three-hour (117527) event.

Cobra Corner - Vanderbilt

By LeeRoy Campos, LSR

To celebrate their one-year anniversary, the staff of Cobra Corner in Vanderbilt pulled out all the stops. The party included a live radio remote, free food and drinks, drawings every ten minutes and the Texas Lottery (232271) Lone Star spinning wheel.

Customers had the chance to win great prizes including free gas and, if they landed on the boot, the retailer provided a free \$5 Texas Two Step ticket.

The big story of the day came when regular customer Wendy Lahey (shown above) bought a Break The Bank ticket and scratched off a \$1,000 winner during the party. Wendy joined a growing list of big winners at Cobra Corner - a \$10,000 Rake in the Cash and a \$4,000 Moolah Magic. The event was a great way to celebrate one year ...and fun to boot!



Jonny's Mini Mart - Alice

by Eric B. Moreno, LSR

Texans really like to have a good time and the Texas Lottery's new jackpot game, Texas Two Step, delivers that and more. To keep the good times rolling at his store, the manager of Jonny's Mini Mart (pictured at left) in Alice created a special promotion just for the (278030) introduction of the game.

Any time a customer bought \$10 worth of Texas Two Step, he put on his cowboy hat and danced the two-step. Customers got a kick out of Mr. Ali's energy and enthusiasm for the game.

"After the promotion I should be a better dancer or at least a little thinner!" he said.

Kwik Pantry #51 - Alice

by Eric B. Moreno, LSR

Lottery players are always dreaming of their "lucky day," and (441009) for one regular customer in Alice, it finally came.

"It's great to share enjoyment with customers, especially the ones who say 'It would be great if today was my lucky day,'" said Kerry Gonzalez, manager of Kwik Pantry #51. "Mr. Rosales is a regular customer. Everyday he walks into the store and says today is the day," said Kerry (pictured at right).



That day came in May for the loyal Cash 5 player, who won \$68,650.

Victoria District Sales Staff



VICTORIA

District Highlights

DSM: Al Ledesma

LSRs (8): Lee Roy Campos, Lilevon Govea, Keith Skow, Pam Knebel, Sharla Lucas, Eric Moreno, Brenda Simpson and Johnny Villarreal.

CSRs (4): Rick Garcia, Amy Lansford, Floyd Srubar and Henry Voldan.

Support Staff: Betty Sutton

Claim Center Locations:

Corpus Christi
4639 Corona, Suite 19, 78411-5436
361/853-4793

Victoria
2601 Azalea, Suite 16, 77901
361/573-4185

# of 6-of-6 Winners:.....	27
# of 4 + Bonus Ball Winners:.....	2
# of 5-of-5 Winners:.....	140
% of Sales:.....	6%
Total Sales Since Startup:.....	\$1,575,878,230.50
On-line Retailers	841
No. of GVT Retailers:.....	28

(All figures as of 7/14/01)

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 November 30, 2001.



Where On The Web?

Q:

I noticed on your Web site that you can now view the drawings on the Web. How do I do this?

A: Since September 1, 2001, all the drawings are available on the Web. Go to our home page at www.txlottery.org and click on [See Webcast of Drawings](#). There are two ways you can (127732) view the drawings:

1) **Streaming video.** This means that you can view the drawings as they actually happen (Wednesdays and Saturdays only). Please note there is a 10 or 20 second delay.

2) **On demand videos** of the drawings are available every draw day an hour or two after the drawings actually happen. Just select the date and the (130502) format you want to view.

Drawing videos are available in the following formats: QuickTime, RealPlayer, Windows Media Player, and MP3.

If you have a question about where to find (447502) specific information on our web site, e-mail us at customer.service@lottery.state.tx.us and we'll be happy to help you.

Summer Town Meeting Tour

Over the sweltering Texas summer, the Lottery met with retailers and store owners in three Sales Districts. Visiting the Houston, Austin and Abilene regions, Lottery and GTECH representatives (225539) met with nearly 300 different retailers and handed out top sales awards to seven different stores.

Here's a recap of each Town Meeting.

HOUSTON – The Houston Town Meeting was held Tuesday, June 26, at the Sheraton Suites Hotel in the Galleria area. Nearly 100 independent and small corporate retailers attended the meeting and sales awards for January-March, 2001 were presented to two retailers at the meeting. **Rudy's Stop & Shop** in Rosenberg was at the top for both instant and total Lottery sales, while **Sikand Enterprises** of Dickinson led all stores in on-line sales. This marked the third (232309) meeting held in the Houston District, with previous meetings in Beaumont (2000) and Houston (1999).

AUSTIN – The Austin Town Meeting was held on Tuesday, July 24, at the Doubletree Hotel in North Austin. Sales awards for January-June, 2001 were presented as 85 independent and small

corporate retailers were in attendance at the meeting. **Oh Kwik Pantry** of Giddings picked up top billing for instant Lottery sales, the **A Stop** in Copperas Cove garnered the award for on-line Lottery sales and **Melvin's 19th St. Drive-In Grocery** of Waco was on top in total Lottery sales. This was the third Town Meeting held in the Austin District, and second time for the Lottery to visit State Capital retailers.

Previous town meetings had been held in Waco (2000) and Austin (1998).

ABILENE – The Midland Town Meeting was held Tuesday, August 28, at the Hilton Hotel & Towers in Midland. This was the Lottery's initial visit to Midland after making Town Meeting tour stops in Wichita Falls (2000) and Abilene (1998) previously. In Midland, 85 independent and small corporate retailers were in attendance and sales awards for January-June, 2001, were presented to **The Food Barn** of Wichita Falls for instant Lottery sales and to **Snappy Stop, Inc.** of Burkburnett for both (431120) on-line and total Lottery sales.

The Texas Lottery and GTECH wrapped up the 2001 Town Meeting road show in Brownsville (September) and El Paso (October).



Lotto Texas

6/5/01	One Stop #114	Quinlan	\$40,000
6/5/01	Park 66 #27504	Plano	\$280,000
7/16/01	Fina Serve #4050	N. Richland Hills	\$62,500
8/20/01	Triple J Convenience Store	Texarkana	\$200,000
9/7/01	A&L Postal Services	Houston	\$130,000
10/4/01	Circle S Food Stop #2	Grand Prairie	\$62,500

Texas Two Step

9/7/01	Olmos Pharmacy	San Antonio	\$8,000
9/21/01	The Texas Cooler #2	San Antonio	\$5,000
9/21/01	Fate Grocery and Gas	Fate	\$1,000
10/10/01	Super Value Foods	Houston	\$2,000
10/10/01	Times Market #103	Port Lavaca	\$10,000
10/10/01	Vet Green Texaco	Houston	\$1,666
10/10/01	Budget Food Store	Houston	\$1,666
10/10/01	Diamond Shamrock #125	Port Lavaca	\$7,000

Weekly Grand

9/7/01	On The Go Foods	New Caney	\$10,000
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Joyce Allison (Shamrock) works at the Buy For Less in Shamrock and recently cashed in a 5 of 6 *Lotto Texas* ticket for \$2,906 – something that wasn't supposed to happen. "It was purely by accident that I won," Joyce said. "The ticket was a mistake." Joyce was asked to provide a customer five *Lotto Texas* Quick Picks, which she did, but the customer wanted them on separate tickets. So, she bought the ticket with five lines of numbers and printed out the five individual tickets for the customer. "I found out I won at lunch and it was very exciting," she said. "I am going to buy some more furniture." ... **Velma Burditt (Elgin)** works at the Tetco in Elgin and uses "suggestive selling" to encourage her customers to buy Lottery tickets. Recently, her husband took her advice and purchased a Break The Bank ticket. "He bought the



ticket at a Citgo," Velma said about the \$1,000 winner. "We're going to pay bills with it." ... **Sandra Fryar (Big Spring)** has been a retailer since the Lottery began in 1992 and recently picked up a prize of \$677 from Cash 5. She purchased her 4 of 5 ticket from her store, Classic Laundry in Big Spring. "I scanned the ticket for a winner," she said. "I knew I

Retailer Bonuses



Texas Lottery representative René McCoy (far left) joins K & K Food Mart owners David Phung and Hoa Nguyen, along with daughter Judy Phung, in proudly showing off the \$210,000 ceremonial bonus check for selling a 6-of-6 Lotto Texas ticket in the June 9, 2001 draw.

had won when the terminal didn't beep a sorry." Sandra planned on spending her winnings and mentioned she had matched 5 of 6 numbers on *Lotto Texas* twice before ... **John Renfro (Lubbock)** works at 7-Eleven #403 on Avenue Q and spreads the word about the Games of Texas. "I push *Lotto Texas* and all games, every shift I'm here," John stated. On September 13, John stopped by the Lubbock Claim Center to pick up a winner's check after uncovering a \$500 prize on Texas Roundup. "I was watching TV when I found out," John said. "I was shocked and then relieved." John planned on paying some bills and buying some new jeans with his prize. "I once won \$500 on Hog Wild and that same amount on Yellow Rose of Texas," John added. "I won that one the day before I got married – to my wife Rose."



Upcoming Games

Jingle Bucks II
\$10
FAST CASH
WIN UP TO \$100,000

#264 Jingle Bucks II (\$10)
Top Prize: \$100,000

COWBOY CASH
TEXAS LOTTERY
WIN UP TO \$20,000
QUICK \$20
WIN UP TO 3 TIMES

#267 Cowboy Cash (\$2)
Top Prize: \$20,000

TRIPLE PLAY!
WIN UP TO \$30,000
WIN UP TO 7 TIMES

#268 Triple Play (\$3)
Top Prize: \$30,000

Merry Money
WIN UP TO \$1,000!

#252 Merry Money (\$1)
Top Prize: \$1,000

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:
11/1/01

Close Date:
12/31/01

End Validations:
6/29/02

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.

*Overall odds of winning any prize, including break-even prizes.

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.



Game #170 (\$1)
Scratch Happy
*Overall Odds are 1 in 4.60



Game #214 (\$2)
Ten Times The Money
*Overall Odds are 1 in 4.13



Game #210 (\$2)
Hot Hand
*Overall Odds are 1 in 4.02



Game #222 (\$2)
\$25,000 Diamonds
*Overall Odds are 1 in 4.88



Game #225 (\$1)
Texas Gold Gusher
*Overall Odds are 1 in 4.77

Texas Lottery Event Calendar November 2001

1 Thur. Official Call Date for #170 Scratch Happy, #210 Hot Hand, #214 Ten Times The Money, #222 \$25,000 Diamonds and #225 Texas Gold Gusher

3 Sat. El Paso Buzzards game (El Paso) **

6 Tues. Election Day

7 Wed. #264 Jingle Bucks II and #252 Merry Money start *
Lotto Texas' 9th Anniversary

10 Sat. Cowboys Of Color Rodeo (Mesquite) **

11 Sun. Veteran's Day

17 Sat. San Angelo Outlaws game (San Angelo) **

21 Wed. #267 Cowboy Cash starts *

22 Thur. Thanksgiving (all offices closed)

23 Fri. Day After Thanksgiving (all offices closed)

27 Tues. End Validations Date for #193 Spring Fever and #128 Lucky Shamrock

28 Wed. #268 Triple Play starts *

30 Fri. Official Close of Game date for #166 Sunay Money, #171 Lucky Duck, #173 Weekly Grand, #181 Gold Fever, #182 Texas 2000, #191 WinMill, #198 Piece Of Cake, #199 Run For The Money, #215 Break The Bank and #227 9's In A Line.

* Start date of Scratch Offs subject to change.

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