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FEBRUARY 1999



RoundUp

News and Ideas for Texas Lottery Retailers

Wild About Hearts

As the calendar reveals the month of February, hearts are filled with thoughts of love as Valentine's Day approaches. Flowers are sent, chocolates are bought and greeting cards, filled with romantic poems and decorated with hearts, are given as tokens of affection. (114210)

Hearts are everywhere at this time of year. From candy-shaped hearts to the classic illustration of a heart pierced by Cupid's arrow, hearts seem to be the rule on Valentine's Day. But have you ever wondered how the heart became a symbol of love?

According to *The Dictionary of Symbolism*, the earliest indications that love was equated with the heart can be found in quotations discovered in ancient Egyptian texts: "What the arms do, where the legs take us, how all the parts of the body move — all of this the heart ordains."

During the time of the Pharaohs, Egyptians believed the heart contained a person's intelli-



gence, will, and emotions.

The Aztecs also held the heart (or *yolloti*, in their language) in high regard, believing it to be the seat of a person's life and soul. Beginning with the late Middle Ages, love poetry began to romanticize the heart. And in the early 1800s, young British and American men sometimes wore slips of paper with their girlfriends' names written on them pinned to their sleeves for several days, from which was borne the expression, "to wear one's heart on one's sleeve." (101186)

The heart continues to symbolize happiness even today. The Texas Lottery also has a fondness for hearts, especially its latest instant game, *Hearts Are Wild*.

The \$1 scratch game, which debuted in late January, offers a card-game theme and a top cash prize of \$1,000.

"This year, in place of our usual Valentine's Day ticket, we're introducing a ticket with the card game, Hearts, as the theme," says Instant Product Manager Stephanie Reber. "We hope this game will capture the *hearts* of all our players."

So encourage your players to show their romantic side and pick up a *Hearts Are Wild* ticket today!

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Lottery Changes Cycle of New Scratch-Off Games

If you haven't noticed by now, new Lottery scratch-off games are not being introduced as often as they once were. Last month, the Texas Lottery slowed its new game introduction cycle from every two weeks to every three weeks. Stephanie Reber, Instant Product Manager for the Lottery, says there were a number of factors that went into making this decision. (212201)

According to Stephanie, "We heard from our retailers and players that they felt there are too many tickets to choose from. We also took into consideration that sales have slowed, and games are not moving as fast as they used to. The Lottery understands the impact that this has on our retailers regarding their overhead costs."

The Lottery is currently printing approximately 20 to 40 million tickets per game, but these quantities used to range from 60 to 80 million. (121798) Some of the older games are still available, and many retailers continue to offer them to their players.

So, in an effort to help retailers better manage their inventory and allow time to sell out of a game before a new one hits the street, the Lottery decided to widen the gap between new game introductions to three weeks.

Retailers haven't seen new scratch-off games quite as often since the new schedule began in January. "We hope

retailers feel that this is a benefit to them. We want to do what we can to help them sell tickets," says Reber.

Clowe Appointed to Texas Lottery Commission

On November 16, 1998, Governor George W. Bush announced the appointment of C. Thomas Clowe, Jr. of Waco to the Texas Lottery Commission.

Clowe joins Harriet Miers of Dallas and Anthony Sadberry of Spring on the Commission, which supervises and controls the Texas Lottery and ensures that lottery and bingo games are conducted in a legal and fair manner. The appointment, which is subject to confirmation by the Texas Senate, is to fill the unexpired term of John L. Hill of Houston, who resigned. (225599)

Clowe is senior vice president of Southern Union Company in Austin, a natural gas company with customers in Texas, Missouri, Oklahoma, and Florida. He joined Missouri Gas Energy (MGE), a division of Southern Union Company, in 1995, as its president and chief operating officer.

From 1990 to 1995, Clowe served as chairman of the board, president, and chief executive officer of Central Freight Lines, Inc., a southwest regional carrier. Prior to joining Central Freight Lines, Clowe worked for the Texas Railroad Commission from 1987 to 1989 where he was named executive director.

He earned a bachelor's degree in

business administration from the University of Texas at Austin. He also completed several graduate-level management courses at Harvard Business School.

Tyler District Plays Host to Retailer Town Meeting

The Texas Lottery held its final Retailer Town Meeting of 1998 on November 4 at the Sheraton Hotel in Tyler. Approximately 75 retailers from the Tyler District attended the meeting, along with Lottery officials, to openly discuss Lottery business issues and concerns facing them as independent retailers. Linda Cloud, the Lottery's Executive Director, was on hand to personally address questions from retailers. Also in attendance at the Town Meeting were several officials from the Lottery as well as Lottery operator GTECH, scratch-off ticket manufacturer BABN, and the advertising firm of GSD&M which handles the Lottery advertising.

Sales awards were also presented to the following retailers for outstanding sales in 1997: Buddy's Super Saver of Paris (instant sales); Hamiter's Chevron of Waskom (on-line sales); and M.S. Sales of Madisonville (total sales).

The Lottery will continue to hold Retailer Town Meetings in 1999. For dates and locations of meetings planned for your district, check future editions of *RoundUp*. (122187)

REMEMBER: If you find your retailer ID number hidden in this issue of *RoundUp*, call **1-800-37-LOTTO, ext. 5258**, and receive a prize package of Lottery merchandise! To claim your prize, you must call by February 28, 1999.

Security

Unauthorized Scratch-Off Ticket Transfers Causing Problems

Texas Lottery Security investigators are now facing a new and challenging obstacle. Some retailers are improperly transferring scratch-off lottery tickets from assigned retail locations and selling them at unauthorized locations.

During some recent retailer inspections, investigators discovered such lottery tickets at unassigned retail locations. Investigators discovered, upon further inquiry, that store personnel took tickets from the assigned retail location and sold them at an unassigned retail location.

This type of unauthorized ticket transfer poses several problems for Texas Lottery and GTECH personnel. First, the unauthorized transfer of tickets from a licensed location to an unlicensed location is a violation of the Texas Government Code and could result in criminal and administrative action against the business owners who are licensed to sell Texas Lottery products. Second, unauthorized transfers from assigned retail locations have caused retailers and customers numerous problems and delays. (101217)

Lottery officials realize that retailers with multiple licensed locations want to have all lottery games available for their customers, and product ordering guidelines are available to help you do just that. If you have questions, contact your GTECH Sales Representative, or call 1-800-458-0884, for more information.

February 1999 RoundUp

Survey Retailer

1) What is your most effective/useful piece of POS (point of sale) display?

2) What is your most effective/useful in-store (116240) promotion (provided by GTECH or yourself)?

3) What is your best selling scratch-off game?

4) What is your best selling on-line game?

5) What one thing could the Texas Lottery do to help you increase your sales?

Please fax or mail your answers to

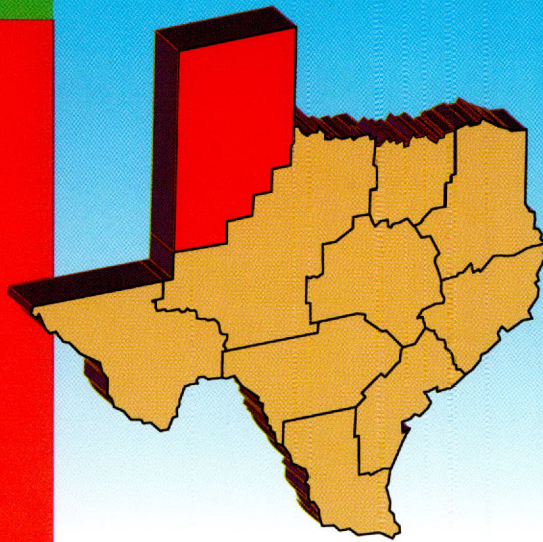
Texas Lottery
Attn: Liz Jambor
P.O. Box 16630
Austin, TX 78761-6630

FAX (512) 344-5242

The deadline to submit your survey is March 31, 1999. Responses to this survey will be published in a future issue of *RoundUp*.

Thank you!





**District Sales
Manager:
Bob Burton**

Claim Centers:

**Plaza West Building
4630 50th St., Suite 109
Lubbock, TX 79414
(806) 797-8930**

**7120 IH-40, Suite 110
Amarillo, TX 79106
(806) 353-0478**

On-line Retailers: 589

GVT Retailers: 57

**LRS: 6 (including swing
rep.)**

**# of Lotto Texas
Jackpot Winners: 11**

**# of Cash 5
Top-Prize Winners: 65**

**Percentage of Statewide
Sales: 4.21%**

**Total sales to date:
\$812,176,448.50**

Facts: as of 12/5/98

Lubbock

Fast Stop #2, Dimmit

Constructing a brighter future



Gloria Sanchez (above), manager of Fast Stop #2, is excited because construction of her new store is underway! The store recently acquired the empty lot next door and is building a new, larger store. Gloria is pleased to be getting the extra space, because she says selling 3,000 scratch-off tickets and more than 1,200 on-line tickets each month with just a three-foot counter, filled with 24 ticket dispensers, was difficult, to say the least! The store's new location will offer two spacious counters with in-counter dispensers. Gloria says

the new space will allow her to serve Lottery customers better, and hopefully boost her outstanding sales figures!

Jackie's Exxon, Seminole

A model of customer service

Located on the Texas-New Mexico border, Jackie's Exxon prides itself on going that extra mile for its Lottery customers. Owner Faye Cooper has added a full counter to her store's interior (pictured at right) to display Lottery information and allow players to fill out their play-slips. Two drive-thru windows also add to Jackie's already superb customer service! Faye prides herself on providing all available Lottery games for her patrons, and she knows that taking care of her customers is the heart of her business. "I try to keep up with all Lottery information, and I keep in close communica-



District

tion with my LSR in order to serve my customers," she says. Jackie's Exxon also has established a winning reputation, having sold two top-prize winning *Cash 5* tickets and one *Lotto Texas* jackpot winning ticket! (209901)

Town & Country #71, Littlefield

Combos pay off

Sometimes a good deed gets rewarded. On November 17, John Wagley discovered that doing a good deed, and playing the Lottery, turned into a \$1,500 prize! Wagley entered Town & Country #71 that day and purchased a \$9 *Pick 3* combo ticket. (123725) Wagley, who admits he's not a regular *Pick 3* player, purchased the ticket to help out the store's clerk, who had accidentally rung up a Quick Pick, Combo and \$3 *Pick 3* purchase that totaled a \$9 ticket. However, because it was part of a *Pick 3* promotion, she discovered it could not be cancelled. Later that night, Wagley's purchase paid off, because his Combo pick of 5-5-7 was drawn!



Newsbriefs from Texas Lottery Sales Representatives (LSRs)

Creating player awareness in, and excitement about, the Texas Lottery seemed to be the motto for a recent Lone Star Spin held at **Howdy's** in El Paso. Store manager Junior Estrada (right) and staff were very happy with the customer turnout at the promotion. Junior said he focused his store's efforts on certain games to increase sales. He also gave \$5 worth of *A Gift For You* scratch-off tickets as the prize when customers landed on the "boot" symbol! — submitted by Damon Conrad, LSR, El Paso



Jerri Ecclestone and her staff at **RaceTrac Petroleum** in San Antonio clearly know the right mix to maximize lottery sales. (120132) With the help of their lottery sales representative, they have created a fun and festive "lottery friendly" store (pictured). Sales have soared almost overnight, from \$200 per week to more than \$4,000 per week, by using a top-16 game mix and a winning attitude! — submitted by Jane Peñalver, LSR, San Antonio



Mr. Kwik is the name of the store in Longview, and "Kwik" describes the type of service you'll receive! If winning a lottery game is what you're looking for, this is the place to buy your tickets! (116240) Mr. Kwik has paid out more than \$93,000 in cash since March 1998! — submitted by Bob Raith, LSR, Tyler

Next Month: Special Issue

1998 Top-Ten Sales by District

Customer Service

Providing Answers

Customer Service Section is ready to help players and retailers alike

The Texas Lottery and its retailers understand the value of excellent customer service, because they know it's the key to keeping players interested in, and excited about, The Games of Texas.

The Lottery shares this philosophy, as its Customer Service Section provides answers to players' and retailers' questions and concerns on a daily basis.

Ron Wilcox, Customer Service Manager, says his staff understands its important role as it interacts with Lottery players and retailers.

"Our staff has a broad general knowledge of Lottery policy. And on the occasion when we may not have an answer to a specific question, we can put callers in contact with knowledgeable Lottery representatives almost immediately," he says.

The Customer Service Section includes six staff members who answer calls to the Lottery's toll-free telephone number (1-800-37-LOTTO), two people who handle customer correspon-

dence and surveys, and the receptionist who greets all Lottery visitors in the main lobby at Lottery headquarters in Austin.

"We currently handle about 2,700 telephone calls per week, and we responded to more than 125,000 calls last year," Ron adds. (120132)

Wilcox says that typical questions include players requesting printed information, the location of the nearest claim center, or asking questions about specific games or promotions.

He says, "Some callers ask us for the winning numbers (drawn in the Lottery's various on-line games), which we cannot provide on the 1-800 number due to the potential volume of calls. We usually refer them to the Lottery's 1-900 number that gives the winning numbers, we direct them to retailers or their nearest claim centers, or we send them the written information they want." (258035)

In addition, he states that many phone calls, from players and retailers alike, are about basic Lottery rules and policies. And while folks can call in their questions to the Lottery's toll-free number, Internet users can also e-mail their inquiries to txlotto@onr.com.

"We currently handle about 2,700 telephone calls per week, and we responded to more than 125,000 calls last year . . . "



Texas Lottery representative Greg Hoelk (right) presents a retailer bonus check for \$140,000 to Circle K #2364. Pictured (l to r) is Craig Granbury, GTECH sales representative; Woody Oliver, Circle K division manager; and Doug Wing, store manager.



Texas Lottery representative Laura Wallace (center) presents a retailer bonus check for \$165,000 to Terry's Texaco Food Mart. Pictured (l to r) are store representatives Alex Ali, Abraham Taiyn, Eyad "Eddie" Taiyn, and Ziyad Taiyn.



Texas Lottery representative Greg Hoelk (right) presents a retailer bonus check for \$150,000 to 7-Eleven #1602-27246. Pictured (l to r) is G.M. Mizanur Bahman, assistant store manager; Van Nadrajah, 7-Eleven field consultant; and Ajmal Kaiser, store manager.



TEXAS MILLION
— TEXAS LOTTERY —

Texas Country Stop
Bon Weir, Texas
\$10,000
12/8/98

NEW Scratch Ticket

Game #153

100 Grande
\$100,000
TOP PRIZE!

Starts: 2/17/99



Games Closing

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. Unclaimed prizes from partial packs must be redeemed at Lottery Claim Centers.

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



Game #122

Mucho Dinero

Call Date:
1/1/99

Close Date:
3/2/99

End Validations:
8/29/99



Game #76

A Gift For You

Call Date:
2/1/99

Close Date:
4/2/99

End Validations:
9/29/99



Game #138

Lone Star Millionaire

Call Date:
12/10/98

Close Date:
1/1/99

End Validations:
6/30/99



Game #104

Quick Cash

Call Date:
1/1/99

Close Date:
3/2/99

End Validations:
8/29/99



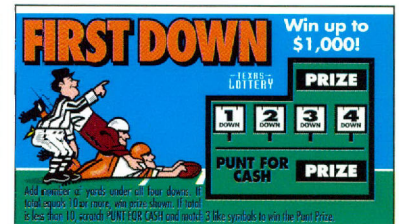
Game #136

Lucky Streak

Call Date:
1/1/99

Close Date:
3/2/99

End Validations:
8/29/99



Game #142

First Down

Call Date:
2/1/99

Close Date:
4/2/99

End Validations:
9/29/99