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July 1999

RoundUp

News and Ideas for Texas Lottery Retailers

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Now on the 'Net...

Ready, set, surf! The Texas Lottery is pleased to welcome you to its official Internet site, www.txlottery.org. The web site, launched earlier this summer, provides you with a comprehensive look at the Lottery by combining an eye-catching design with easy-to-access information.

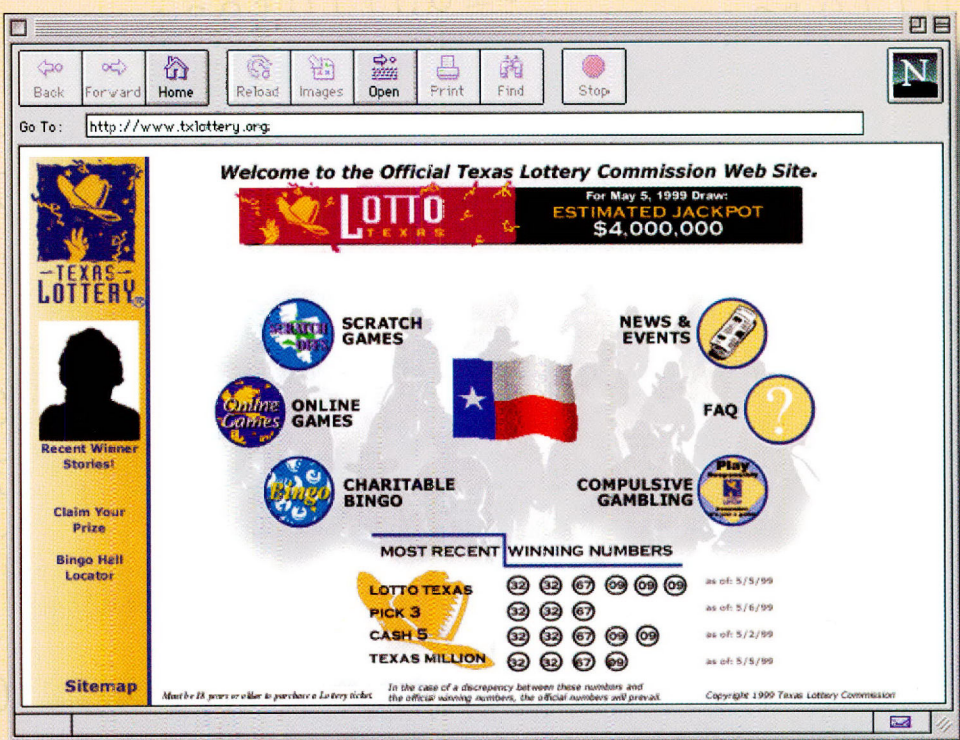
While there are other sites that post basic information, www.txlottery.org is the official web site of the Texas Lottery. The site has been in the planning and development stage for several months, but Customer Service Manager Ron Wilcox says the site was carefully designed to provide the maximum benefit for players and retailers alike.

"The web site has been under construction, mostly informally, for a long time," says Ron. "This year we conducted the search for a qualified company to design, host, and maintain the site. It's been pretty exciting to see the early designs and watch them come together to a finished product."

The site hosts many different areas of lottery interest. In the on-line area, you can see the latest drawing results from *Lotto Texas*, *Cash 5*, *Pick 3*, and *Texas Million*. You can even find out how to attend a live Texas Lottery drawing.

He adds, "We recognize a need to provide a wider variety of information to our players, and to provide faster updates of winning numbers following drawings."

In the scratch-off area, you can see complete details about upcoming and current games, as well as find out how many top prizes are remaining in available games, and learn when games are scheduled to end.



(Cont. page 2)

Legislature approves measure to restore prize payout, see pg. 2

Legislature removes limit on Lottery prize payout

In a move that's sure to generate excitement among players and retailers alike, the 52 percent prize payout cap placed on the Texas Lottery just two years ago has been abolished thanks to a bill passed by the 76th Legislature.

The measure, House Bill 844, was passed by the House and Senate during the final weekend of the session. It takes effect immediately upon approval from the Governor. In essence, the bill reverses the actions of the 75th Legislature which, in 1997, enacted a

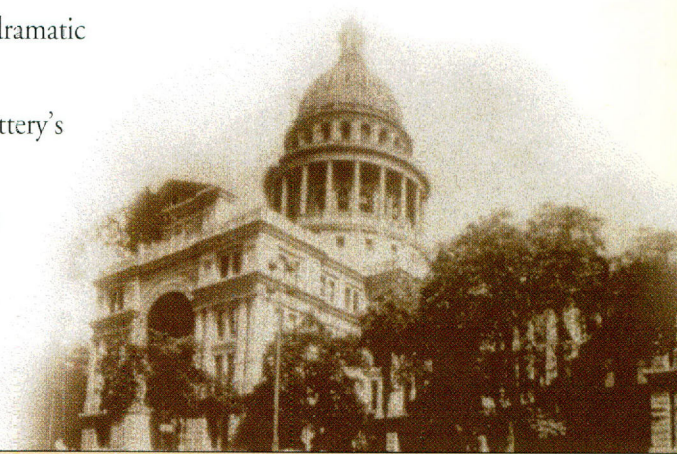
measure that set a 52 percent limit on the payout of all Lottery games. The focus of HB 844, "Amends Section 466.015(c), Government Code, to eliminate the limit on the total amount of lottery prizes that may be awarded in a fiscal year."

In the last two years, Lottery sales have significantly decreased. While on-line games like *Cash 5* and *Pick 3* have maintained a steady player base, scratch-off games have seen a dramatic drop in sales.

Linda Cloud, the Texas Lottery's Executive Director, says that retailers and players can expect to see the higher prize payout beginning with the scratch-off game *Double Doubler*, which

is slated for a July 7 release. She adds that retailers experienced greater sales producing higher commission with a higher prize payout.

See complete details about HB 844 in the August issue of *RoundUp*.



Website (Cont. from pg. 1)

You can also see information on winners, as well as learn about the latest Lottery happenings in the News & Events section. If you want to know about a particular Lottery subject, you can visit the Frequently Asked Questions portion of the site. And the Lottery provides you with an e-mail link to forward your question if you don't see it listed in the FAQ section.

Ron says, "Players should be able to find answers to most of their questions quickly and easily. We've targeted the information to respond to the most frequently asked questions that we receive on our Customer Service Hotline, through letters, and at our current Internet e-mail address. In effect, this site was designed by the players."

You can also learn more about the Charitable Bingo Division of the Texas Lottery Commission by clicking on its area of the site. Once there, you can discover the nearest bingo hall where you can play, as well as find many other interesting aspects of (104958) Charitable Bingo.

And while it contains a great deal of news about the Lottery, the site is far from complete. The Lottery will constantly update the site, providing you with the latest information with just a simple point and click of a mouse.

Ron says, "The project doesn't end when the web site starts operating. It's really the beginning of an ongoing process of keeping the information current, adding new information as we remove some older information, and constantly listening to our players as they tell us what they need and want. We'll always be working to make it the friendliest, most useful Lottery site on the web. (120595)



Retailers offer suggestions in survey

In the April issue of *RoundUp*, we published a retailer survey in which we asked you to tell us what suggestions you make to your customers about buying Lottery tickets. We received a tremendous response to the survey and we thank all of you who took the time to share your opinions with us.

Of the surveys we received, here are the top answers to the questions we asked in April's *RoundUp*.

1. Do you suggest specific instant ticket games for customers to play?

When asked if retailers suggest instant games to play to their customers, 95% of respondents said that they did suggest games.

2. How do you decide which games to suggest?

The top three responses for how to choose which games are suggested to customers were:

- New games
- Games with big winners or recent winners
- Games that have not had winners in some time

3. Do you suggest specific on-line games for customers to play?

When asked if retailers suggest playing on-line games to customers, again 95% of respondents said that they regularly suggested on-line play.

4. Which on-line game do you prefer to suggest?

- *Lotto Texas* was the most frequently suggested game to play, especially when the jackpot was high.
- The other three on-line games had similar frequencies of suggested play. However, slightly more districts suggested *Pick 3* than *Cash 5* or *Texas Million*.

5. What is the best thing you do to support Texas Lottery sales?

The top three things retailers do to support their Lottery sales were:

- Suggesting sales
- Using POS or advertising to make customers aware of the Lottery
- Using their own in-store promotions to increase sales

6. What is the best thing the Texas Lottery can do to support you?

The top three things retailers thought the Lottery could do to help support sales were:

- Have more winners/winning tickets in the scratch-off games (i.e., increase the prize payout)
- Provide retailers with more promotions, POS, and advertising materials
- Provide retailers with merchandise to use as incentives for customers and employees and as advertising

The Texas Lottery strives to strengthen the relationship with its retailers, and we value your ideas and suggestions to help us forge an even stronger partnership. Thank you for your participation! (221422)



#169 Double Doubler
Starts **7/7/99**



#166 Sunny Money
Starts **7/21/99**

VICTORIA DISTRICT



**Facts as of
4/24/99**

**District Sales
Manager:**

Al Ledesma

Claim Centers:

2601 Azalea, Suite 16
Victoria, TX 77901
(361) 573-4185

4639 Corona, Suite 19
Corpus Christi, TX 78411
(361) 853-4793

On-line Retailers:

839

GVT Retailers:

57

LSRs:

7 (including 1 swing rep.)

**No. of Lotto Texas
Jackpot Winners:**

23

**No. of Cash 5
Top-Prize Winners:**

107

**Percentage of
Statewide Sales:**

5.99%

Total sales to date:

\$1,213,877,194.00

Times Market, Corpus Christi

Riding the Lottery Train

When Bill Bass and his wife, Bork (pictured below), took over three years ago as new owners of this busy convenience store, they realized that promoting Texas Lottery products would be vital to gaining a foothold with the local market. By displaying available scratch-off tickets, winning photo mini-billboards, and other Lottery POS, they established a loyal



customer base. In addition, their everyday effort to promote the Lottery has translated into increased sales. Bill and Bork know the future looks bright for Times Market, and they plan to continue their successful relationship with the Texas Lottery!

Fast Stop #1, Refugio

Persistence Pays Off

For the folks who operate Fast Stop #1, selling the Texas Lottery has turned into a very successful venture. So much so, in fact, that the store

recently achieved an outstanding milestone when it passed the \$4 million mark in Lottery sales. To celebrate its



accomplishment, the store gave away \$100 in free scratch-off tickets to the lucky customer who bought the ticket that pushed the store past the \$4 million sales mark! Pictured, above, at the giveaway is (l to r) store manager Sharon Lowrance; David Bailey, the customer who won \$100 worth of free scratch-off tickets; and LSR Lee Roy Campos. With a promotion like that, it's no wonder that Fast Stop #1 continues to be a Lottery success story!

Adrian's Drive-In, Alice

A Whirlwind of Lottery Fun

To celebrate their number one ranking for sales in the district, Adrian's Drive-In pulled out all the stops during a recent Customer Appreciation Day. The store provided live music and food, and conducted a Lone Star Spin. The highlight of the day, however, was the Tornado Ticket Booth (pictured above), where customers had an opportunity to win free Texas Lottery tickets. The booth generated excitement for

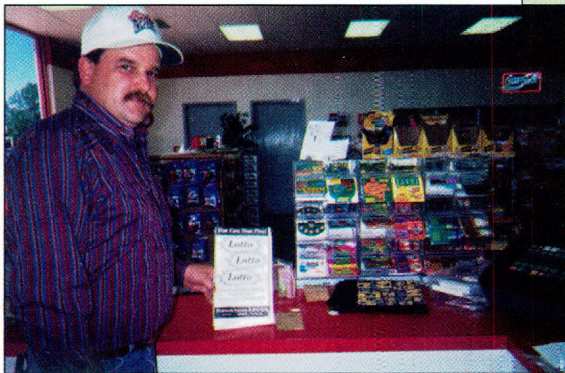
customers who entered blind-folded and frantically grabbed for tickets whirling around them. (117534) Congratulations to Adrian's for all your success!



Fishbeck's Texaco, Weimar

A Great Graduation

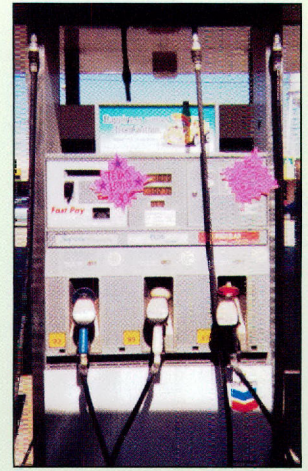
Owner Dwayne Fishbeck (pictured below) and the staff of Fishbeck's Texaco are excited to join the family of Texas Lottery retailers. In fact, Fishbeck's Texaco is somewhat of an overnight sensation, graduating from selling only scratch-off tickets to becoming an on-line retailer in just four months! According to Dwayne, the secret to success has been the in-counter ticket dispensers near the register, Ask for the Sale promotion, and advertisements in the



local newspaper. Dwayne adds that sales are on the rise, and he's proud to now offer all Lottery games!

Newsbriefs from Texas Lottery Sales Representatives (LSRs)

In Corsicana, **Kidd Jones** offers its gasoline-buying customers the convenience of paying at the pump. However, store manager Beth Lyle isn't about to miss an opportunity to promote the Texas Lottery to her pump-paying patrons! Beth keeps her gas pumps posted with the current *Lotto Texas* jackpot (pictured) as well as other specials featured inside the store. Once customers are inside Kidd Jones, they are reminded to play the Lottery with register signs like, "Play Here, Play Now," and "Have You Scratched Today?" Beth's hard work and Lottery dedication have paid off, because the store's Lottery sales have



increased more than 20 percent since Beth started posting her signs. Keep up the good work, Beth! – *submitted by Sue Stevens, LSR, Tyler*

Star Tobacco Mart in League City has established its own special brand of offering value-added service to its Texas Lottery customers. The store's owner knows repeat business is the key to success, and he achieves this goal by offering all Lottery scratch-off and on-line games, and he cashes all winning tickets. Because Star Tobacco Mart is a specialty store, the owner exercises extra effort to please his Lottery customers, and his efforts have resulted in a weekly average of more than \$2,300 in Lottery sales. (424302) By offering customers everything they want in one place, Star Tobacco Mart is assuring that its customers will come back for convenient one-stop shopping! – *submitted by Steve Freeman, LSR, Houston*

What's better than selling a *Cash 5* top-prize winning ticket? How about selling *six* winning *Cash 5* tickets! That's what happened at **Sunglo, Inc. #27** in San Antonio, where the store sold its sixth *Cash 5* ticket to match 5 of 5 numbers on January 25. To celebrate the store's good fortune, manager Debbie Tkadlec and LSR Linda Jones organized a *Cash 5* celebration and Lone Star Spin. Dozens of customers participated in the event, and Sunglo's sales have climbed ever since! The



store's staff works hard to handle the large volume of customers who collectively purchase more than \$4,000 worth of *Cash 5* tickets and more than 20 packs of scratch-off tickets per week. (431113) Pictured (from l to r) is Georgie Timmons, clerk; Debbie Tkadlec, manager; Linda Jones, LSR; Lisa Salais, clerk; and Valerie Rollins, clerk. – *submitted by Linda Jones, LSR, San Antonio*

Texas Lottery representative René McCoy (front row center) presents a bonus check for \$70,000 to 69908 Exxon Company USA in Humble for selling a winning Lotto Texas ticket. Pictured with René are (l to r):



back row - Dennis Krusleski, Damon Davis, JoAnne Doyle, Kenny White; middle row - Stephanie Roberts, Sherry Williams, Brenda Johnson, and Carolyn Fielder; front row - Jeff Bergstrom, Greg Poteat, and Desiree Tullos.

More Lotto Texas Bonuses

Lotto Texas

- E-Z Shop Cupples, Inc.San Antonio5/3/99\$100,000.00**
- Paradise Gifts #3Houston5/5/99\$154,286.22**
- Circle K #0789Canyon Lake4/29/99\$154,286.22**

Texas Million

- Stop N Go #02322Friendswood5/4/99\$10,000.00**
- Randall's #34Houston4/9/99\$10,000.00**

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 merchandise! To claim your prize, you must call by July 31, 1999.

Upgrade improves function of on-line, GVT terminals

In early June, the Texas Lottery and its lottery operator, GTECH, launched an update to the software used by all on-line and GVT terminals. The update was designed to improve the performance of your terminal as well as enhance existing features for your customers. Here are some of the new features you'll be able to use with your terminal. (125933)

1. The "Supply Order" key has been deleted. Your LSR will keep your inventory fully supplied.
2. The process for manually validating instant tickets has changed (to

access the screen, on-line terminal users press the "Instant Menu" key, #4 Validation, while GVT terminal users press the "A" key). A 3-digit game field, a 7-digit pack field, a 3-digit ticket number field, an 8- or 9-digit validation number field and the boxed 4-digit security number field will appear. Once you enter the game number, the terminal will determine if the game requires ticket number entry. If the game does not require the ticket number to be entered, the screen will fill the ticket number field with "X" characters. Once you've entered the fourth number of the boxed security field, the validation is automatically processed.

3. Only *Lotto Texas* playslips that offer both "Cash Value Option" and "25 Annual Payment" options will be accepted. Old *Lotto Texas* playslips without the payment option will no

longer be accepted and will produce an "INVALID PLAYSLIP" message in the lower left corner of the screen. If a new playslip is used and no payment option is indicated for 25 annual payments or CVO, the terminal will default to 25 annual payments.

4. A repeat print function for all on-line game results is now available on your terminal. Simply select the game desired (*Lotto Texas*, *Cash 5*, *Pick 3*, or *Texas Million*), press "Print" and the "GAME RESULTS" screen will appear. Then, enter the number of copies you want printed (01 through 25) and the results will automatically print. (123523)

If you have any questions about the new features, please call the GTECH Retailer Hotline at 1-800-458-0884.

Lottery Promotions in Action



The Texas Lottery was highly visible during the spring, conducting promotions at two high-profile events. (124708) Customers lined up (upper right) for a chance to buy Lottery tickets during the annual Poteet Strawberry Festival, April 9-11. Representatives from Gustamante Texaco of Jourdanton were on hand to sell tickets during the three-day fun fest. GTECH representative Teresa Edwards (upper left) promoted the Lottery with merchandise giveaways outside Rice Stadium during the (231355) Houston leg of the George Strait Country Music Festival on April 17. Teresa handed out merchandise during a Lone Star Spin promotion.

During the Houston concert, Rosalie Velmarez, (right) representing Lottery retailer Fiesta Mart #18, had a chance to meet country music star Tim McGraw. From Irving, Al's Mobil (left) representatives manned the selling trailer at Texas Stadium during the Irving portion of the George Strait Festival on April 18. (106301)



July 1999 RoundUp

Upcoming Events

July 4

4th of July Festival, McAllen

August 7-8

HarvestFest, Fort Stockton



We Want Your Opinion

If you've got a question, concern, complaint, or compliment about *RoundUp* or the Lottery, write to us at the following address:

Texas Lottery Commission
 Attn: Brent Dollar, Marketing
 P.O. Box 16630
 Austin, TX 78761-6630

All letters must include the writer's signature, retailer ID number, and daytime phone number. Letters should be limited to 200 words or less. Due to space constraints, the Texas Lottery does not guarantee all letters will appear in print.

Lottery Security Investigator Solves Scratch-Off Ticket Theft

Sgt. Edward Bolton, a 20-year veteran police officer, added his vast years of experience to the Texas Lottery's Security Division last year. Since his arrival, he's had the opportunity to investigate numerous stolen ticket reports.

On February 16, 1999, Sgt. Bolton was assigned one of the most unusual cases he'd ever investigated. He was called upon to assist the Clute Police Department in a mysterious stolen Texas Lottery ticket investigation.

Sgt. Bolton was advised that Stop N Go #2520 reported three packs of scratch-off Lottery tickets were stolen from the store. The manager of the store told him the tickets were kept in

a locked storage area. The area is secured by steel wire and can only be accessed by key, and the store manager said she was the only person with a key to the area.

Starting with only the information provided, Sgt. Bolton began an intense investigation. On February 17, 1999, he received valuable information that eventually led to the identification of the suspect.

Although the suspect did not have access to the locked caged area, Sgt. Bolton found that he was from a business that did business with the store, and that he regularly visited the store. Sgt. Bolton also discovered the suspect allegedly had located the manager's

keys and unlocked the caged area, then attempted to cash several tickets that were identified as stolen from the store.

Sgt. Bolton immediately compiled and forwarded all information pertaining to his investigation to the Clute Police Department for apprehension and arrest of the suspect. Sgt. Bolton stated that the suspect will face charges of theft and fraudulent prize claims. The suspect faces the possibility of two (2) to ten (10) years' imprisonment and fines up to \$10,000.00.

Games Closing



Game #117

Little Green Men

Call Date: **7/1/99** Close Date: **8/30/99**

End Validations: **2/26/00**



Game #139

Frontier Frenzy

Call Date: **7/1/99** Close Date: **8/30/99**

End Validations: **2/26/00**



Game #148

The Money Game

Call Date: **7/1/99** Close Date: **8/30/99**

End Validations: **2/26/00**

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.