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October 1999

TEXAS
LOTTERY

www.txlottery.org

RoundUp

News and Ideas for Texas Lottery Retailers

DEC 28 1999

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\$37 MILLION LOTTO TEXAS JACKPOT!

When Peter Torgerson purchased \$5 worth of *Lotto Texas* Quick Picks as a birthday present for his longtime friend Mark Hulings, he gave his buddy the tickets with one stipulation:

"I told him as I handed him his present that we'd have to split the jackpot if the ticket hit," Peter says.

Little did Peter know that he and Mark, just days later, would be splitting a \$37 million *Lotto Texas* jackpot, since one of those Quick Picks matched all six numbers drawn on July 17.

Not only did the two men become multi-millionaires, Peter also found himself in an unprecedented situation after discovering that Mark's ticket was a winner. A 20-year veteran news

anchor at television station KRGV in the Rio Grande Valley, Peter is the first member of the news media to win a *Lotto Texas* jackpot.

Peter says, "The hardest part of all this was sitting next to my co-anchor

Peter bought the ticket at Tienda Crossroads in his hometown of Harlingen before giving it as a birthday present to Mark, a landscaper who lives in nearby Rio Hondo. However, it was Mark's wife, Trinidad, who discovered the gift was worth \$37 million and called Peter's wife, Julie, to share the exciting news.

"The mysterious sounding message on the answering machine said 'Julie, you've really, really got to call me,'" adds Julie. "Since then, we've had lots of excitement and a few sleep-

less nights."

Now that Peter is making the news instead of reporting it, he says he's not sure what he'll do next.

"I don't know if I'll quit my job just

(Cont. pg. 2)



while she talked about the Harlingen *Lotto* winner that hadn't come forward yet. It would have been too hard to keep a straight face if I would've had to read that story."

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Jackpot

(Cont. from pg. 1)

yet," he says. "I'm not sure what I'll do, but I'll get to spend a lot more time with my children. I get home around midnight every night from the station, so now I'll get to see my kids every evening."

Since the Cash Value Option was chosen on the winning Quick Pick ticket, Peter and Mark will split \$19.4 million. The friends claimed the prize through the H.T. Partnership. The winning numbers for this ticket were 21-22-27-28-31-35.

A Ghoulishly Good Time

Lottery unveils Jack O'Lantern Cash

Tricks can be fun, but your players will love the Texas Lottery's latest scratch-off game, *Jack O'Lantern Cash*, even more as a Halloween treat this year.

The \$1 game, which hit store shelves on September 29, offers a top prize of \$1,000 and features the higher prize payout, as do all new scratch-off games released since *Bingo* debuted in June.

Stephanie Reber, the Lottery's Instant Product Manager, says, "We're

having a 'screaming' good time here at the Lottery because we're brewing up a whole new batch of scratch offs for our players and retailers. Not only does *Jack O'Lantern Cash* offer a \$1,000 top prize, it also includes lots of other cash prizes!" (116086)



In addition, two more new games will be released this month. *Turkey Tripler* and *12 Ways To Celebrate the Holidays* will arrive in stores later this month. A \$1 game, *Turkey Tripler* offers a top prize of \$3,000, and the \$5 game *12 Ways To Celebrate the Holidays* is a Christmas-themed game featuring a top prize of \$50,000.

Answering player, retailer questions about Lottery's web site, www.txlottery.org

- Q.** How do you access the past winning numbers for Lotto Texas, Cash 5, Pick 3, and Texas Million?
- A.** From the home page, scroll down to see the current winning numbers. Click the name of the game beside the numbers. Then click Current and Past Winning Numbers to see the listing of winning numbers for all drawings in 1999. For previous years, scroll to the bottom of the 1999 results and click the appropriate year. (116284)
- Q.** When will you post the prize amounts paid and the number of winners for each prize level for all drawings?
- A.** We're currently working on that information. We don't have a specific date, but we hope to have it available soon. We've had a lot of requests for it so we'll have it back up there as soon as possible.
- Q.** The web site takes a long time to download and there are too many graphics. Why does it take so long to download?
- A.** We've already taken steps to shorten the download time on the home page. It now takes about one-third

the time to load as it did when the web site first launched in late June. By removing some of the graphics, we made it faster. On many pages, the usual nature of the information we're showing requires the graphics. This is especially true when dealing with the scratch-off tickets. We felt it necessary to show clear pictures of what the tickets look like so people will know what to look for. (110657) We'll continue to review the information we present and try to achieve an acceptable balance between informative graphics and the need to keep the downloading time to a minimum.

- Q.** I use to be able to download the current and past winning numbers. When are you going to have that feature available again?
- A.** That's another feature we're working on. We plan to include it when we add back the prizes paid at each level for each game. When it's available, you'll see it on the history pages.

We've already made a number of changes in response to player input. It's important to us to hear from you regarding the web site. We can't promise we'll be able to include every suggestion for change, but we do review every suggestion and incorporate as many as possible.



Texas Lottery representative René McCoy, center, presents a bonus check for \$90,730.18 to DShamrock #1359 in El Paso for selling a winning Lotto Texas ticket on March 24, 1999. Pictured with René is (l to r) Pete Mata, operations coordinator; Sabino Lara, GTECH rep; Hector Barreras, assistant store manager; Oscar Moreira, sales clerk; and Alex Marti, store manager.



René McCoy, Texas Lottery representative (left), presents a bonus check for \$110,038.61 to Circle K #1429 in El Paso for selling a winning Lotto Texas ticket on May 8, 1999. Pictured with René is (l to r) Ruben Vogt, area manager; Aaron Zapata, customer service rep; Rachel Borunda, senior assistant manager; and Sabino Lara, GTECH rep.



More Texas Lottery Bonuses

Lotto Texas

E-Z Mart 570.....San Antonio7/22/99.....\$180,000
Cartwright Road Texaco....Missouri City7/13/99.....\$140,000

Texas Million

Ed's Drive In.....Bay City7/5/99.....\$10,000
Big Diamond #992San Antonio6 /29/99.....\$10,000

Weekly Grand

Red Coleman #53Dallas7/21/99.....\$10,000
Bonnie's Eastside GroceryBridgeport7/26/99.....\$10,000

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 October 31, 1999.

Retailer Highlights

from Around the State

Timpson Quick Stop, Timpson (Tyler District)

Reborn from the Ashes

By Robin Davis, LSR

Timpson's Quick Stop owner Robin Crawford shows great dedication to the Texas Lottery. Although the building that housed her store was destroyed by fire in 1998, she quickly realized that she had to do something for her dedicated customers, especially since hers was the only store in town that sold the Lottery. So, she bought a portable building and sold Lottery products on the site where her old building used to stand. Thanks to her customers' loyalty, Robin recently celebrated the grand opening of her new store with a ribbon cutting ceremony (pictured above right) just 13 months after the fire. The Lottery was there to enjoy the special day with Robin, and a Customer Appreciation Day was held in conjunction with the event. The rebirth of Timpson's Quick Stop was a great success, as the store sold nearly \$1,000 worth of Lottery products that day. Congratulations, Robin!



Saddlehorn Market, Falfurrias (Victoria District)

A Little Drive for A Lot of Great Service

By Norman Rangel, LSR

Saddlehorn Market consistently averages more than \$5,500 a week in instant ticket sales. When asked about the store's Lottery success, owners Lazaro and Anna Arevalo agree that it

includes taking a personal interest in their customers.

Although the store is located on the outskirts of Falfurrias, patrons come from all over town to buy Lottery tickets. "We treat everyone that comes into our store with courtesy and respect," the Arevalos say. "They are our neighbors regardless of which part of town they live in." This friendly consumer-oriented approach has kept Saddlehorn Market among the top stores in instant ticket sales in the Victoria District. (124411)

Chapman One Stop, Teague (Tyler District)

The Scratch Team

By Debbie Barrett, LSR

In the East Texas town of Teague lies the happening spot known as Chapman One Stop. The store of this tiny town hosts a small group of folks who gather every morning to drink coffee, eat breakfast, and scratch Lottery tickets. This group of loyal Lottery players has a fun system for playing every morning. Each member takes a turn buying a round of scratch-off tickets for the group, then the winnings are added to the next person's pool to buy even more! This group has managed to attract new players to the store, as well as build a reliable Lottery player base. The store's owner, Carolyn Chapman, says she's made some great friends and gained repeat customers, as well as increased her Lottery sales. She adds that other retailers should give it a try! (120179)

Amato Food Market, Conroe (Houston District)

Fruits, Vegetables, and Lottery Fun

By Debbie Burch, LSR

Amato Food Market in Conroe is known for its quality produce. However, the big draw for the store's customers is the Texas Lottery. Amatos has already sold two winning *Cash 5* tickets, and the store's staff takes pride in their country-friendly attitude as well as their ability to name all the active scratch-off tickets, and corresponding top prize amounts, in a flash. They also don't let their customers forget to buy *Lotto Texas* tickets for the next drawing, either. Folks love to come in and chat about The Games of Texas, and Amato's customers help contribute to an average combined weekly sales total of \$5,000! (103985)

Andy's Food Store, Ft. Worth (Irving District)

Unwanted Tickets, Lucky Players

By Amy Ashworth, LSR

The staff of Andy's Food Store says, "Refused Lottery tickets are the luckiest!" They say that many customers refuse to pay for Quick Pick tickets that have numbers they don't like. So, the store keeps those tickets for resale. Recently, the store sold a previously refused *Lotto Texas* ticket to a new Lottery customer. He returned to the store overjoyed just days later to let the staff know that his "unwanted" ticket had matched 5 of 6 numbers! Andy's has a high percentage of repeat business and runs approximately \$5,500 weekly in overall sales. Andy's is a prime example of proving that Quick Picks can pay if you play!

Fast Stop, Rockport (Victoria District)

A Total Winner Awareness Experience

By LeeRoy Campos, LSR

From the weekly paid-out amount on the marquee to the latest banners sporting "We Just Sold a *Cash 5* Winner" on the outside, you just can't drive past Fast Stop in Rockport without noticing it's a Texas Lottery retailer. If you stop in, you'll see even more evidence that Fast Stop is proud to sell Texas Lottery products. From the dispensers prominently displayed on either side of the sales counter to the many properly defaced winning tickets posted throughout the store, it's a total winner awareness experience. It's no wonder that staff members Ann Nguyen and Tuyet Nga Niehaus (pictured right) and the rest of the crew help make Fast Stop consistently one of the top retailers in the area! (103813)



**Make friends—
Make customers...**

Historic building plays host to Lottery drawings

On the corner of 5th and IH 35 in downtown Austin, there stands a building that was constructed more than a century ago, yet today it serves as the home of some important Lottery happenings. The structure plays host to the almost nightly live drawings of *Lotto Texas*, *Cash 5*, *Pick 3*, and *Texas Million*.

Since November 1992, the studio has been the home of the televised Texas Lottery drawings. The first live televised drawings were held on Wednesdays and Saturdays. These were the first *Lotto Texas* drawings, and with the addition of *Pick 3* and *Cash 5*, the live televised drawings became an almost nightly event. The latest addition to the nightly drawings was *Texas Million*, which debuted on Fridays in the summer of 1998. (124438)

The two-story stone building was originally used as a storage depot back in the 1800s. Located next to the railroad tracks, the depot was used to store grain and other goods that were shipped by rail. In 1976, Richard Kooris bought and renovated the building at the corner of 5th and IH 35, and started Texas Pacific Film and Video.

Now called 501 Studios, it is home to 501 Group production offices, editing bays, and the soundstage. Not only are the Lottery drawings held here, but 501 Studios has also been used for music videos, commercials, and movie productions. Most recently, the films "Hope Floats" and "The Newton Boys" shot their costume and make-up tests on the 501 stage.

It takes a production crew of 10 people, plus the Texas Lottery Draw

Team, three hours and more than three hundred steps every evening to conduct and televise the nightly drawings. The production crew consists of a producer, a director, audio operator, character generator operator, machine room operator, an engineer, two camera operators, a door person and a stage manager.

The Texas Lottery draw team consists of four Security Specialists and their supervisor, all of whom are employees of the Lottery's Security Division. The purpose of the Texas Lottery Draw Team is to maintain the integrity and security of the nightly drawings. (101078)

Working hand in hand, the production crew at 501 Studios and the Texas Lottery Draw Team bring it all together to create Texas' newest winners, every Monday through Saturday.

Texas Lottery Retailer Town Meetings: Round Two

In an effort to meet with local area independent retailers in each district of the state, the Texas Lottery Commission has launched the second round of Retailer Town Meetings. These meetings are organized by the Sales Department of the Marketing Division, and their purpose is to share information and exchange ideas to further the business relationship between licensed independent retailers across the state and the Texas Lottery.

Since the first Town Meeting was held in Houston on February 17, 1998, the Lottery has traveled to all 10 districts, conducting meetings in a major city in each district. The meetings are conducted in a professional forum with sessions presented by Lottery Marketing personnel, and conclude with a question and answer session addressed by Executive Director

Linda Cloud. The first Town Meetings were held in the following cities: Houston, Abilene, El Paso, San Antonio, McAllen, Lubbock, Corpus Christi, Austin, Tyler, and Irving. Now in their second year, the meetings are being held in smaller cities in each district, in an attempt to cover more areas of the state and to become more accessible to retailers not located in the major cities. Town Meetings have already been held in Midland, New Braunfels, and El Paso. Meetings scheduled for the remainder of this round will be held in the following cities: Brownsville, Amarillo, Victoria, Waco, Longview, Ft. Worth and Beaumont. (100813)

The meetings are held in a local hotel, usually from 4:00-7:00 p.m., and are an invitation-only event, attended by Lottery officials and

licensed Texas Lottery independent retailers in order to foster goodwill and open communications. The invitation letters are distributed personally to the retail owners and/or managers via their GTECH Lottery Sales Representatives, approximately three to four weeks in advance of the scheduled meeting. The meetings are typically scheduled to be held every six to eight weeks.

Traveling across the state to meet with our retailers is one of the most enjoyable parts of doing business in such a large and diverse state. After successfully conducting ten Town Meetings throughout Texas, the Lottery can now turn its focus to other markets and meet with retailers who might not have been able to attend the previous meetings. We look forward to having the opportunity to meet with you in your part of the state!

Spotlight:

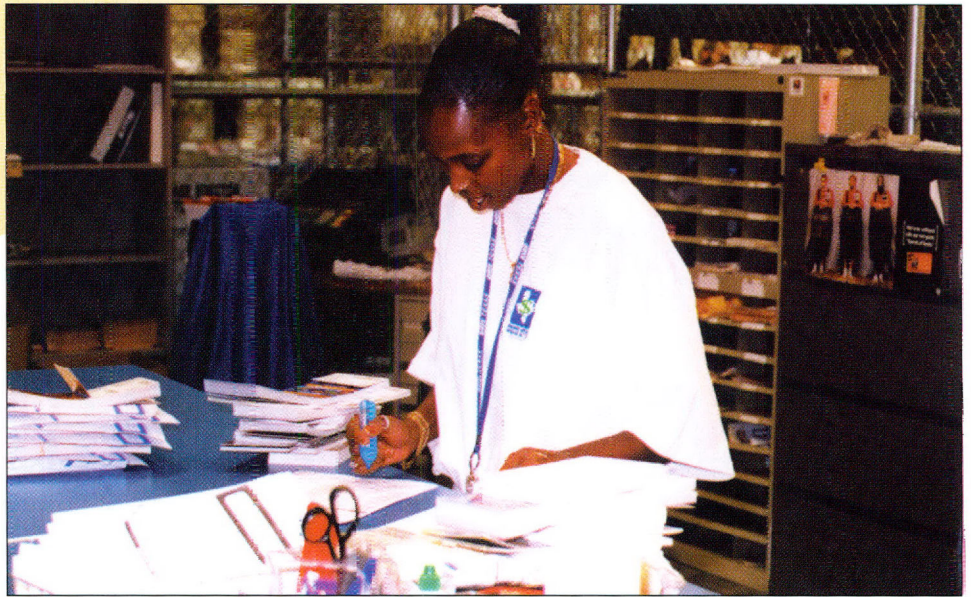
GTECH Distribution Center

Distribution Center, Staff Hard at Work to Meet Your Needs

When new scratch-off tickets or on-line terminal ticket stock arrives at your store, it's usually delivered by UPS



GTECH Distribution Center manager Dewayne Tatum double-checks a new shipment of scratch-off tickets that are ready to be delivered to Texas Lottery retailers.



Micky Brown is busy processing the instant ticket returns at the GTECH Distribution Center in Austin.

or your friendly GTECH Lottery Sales Representative (LSR). But, have you ever wondered about what goes on behind the scenes to get those tickets and ticket stock to your store? It's all thanks to the hard work and dedication of the GTECH Distribution Center staff. (105861)

The Distribution Center, headquartered in Austin, consists of 23 staff members who process approximately 1,300 orders, more than 17,000 scratch-off ticket packs, every single day. Dewayne Tatum, the Distribution Center Manager, and his staff are also responsible for distributing all new scratch-off games to the Lottery's base of more than 16,000 retailers. They pride themselves in providing you with the inventory you need to help keep the Texas Lottery one of the most productive lotteries in the world. (121882)

Although the center's primary role is the shipping and storage of all Lottery scratch-off tickets and on-line ticket stock, Dewayne and each member of his staff, also take an active role in assuring the everyday success of the Lottery.

Each clerk has chosen a retailer in their neighborhood, working closely with them to build a personal relationship between the retailer and the folks that supply them with scratch-off products.

When you receive initial distribution of a new scratch-off game, the other 16,000 retailers across Texas are receiving their orders at the same time. New games and daily orders are shipped out and delivered by UPS within 48 hours.

A listing of all scratch-off tickets available for ordering by retailers can be accessed through your on-line terminal (press the "Instant Menu" key) or your GVT terminal (press "D").

New Scratch Games for October



#178 Turkey Tripler
Top Prize: \$3,000

See your LSR for more details
 or visit the Lottery's web site at
www.txlottery.org.

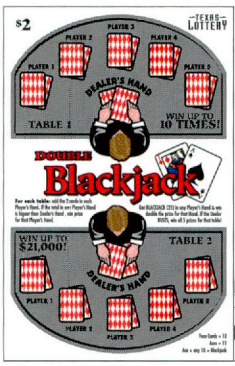
#180 12 Ways to Celebrate
Top Prize: \$50,000

Games Closing



Game #133

Buck\$ 'N Trucks
 Call Date: 9/1/99 Close Date: 10/31/99
 End Validations: 4/28/00



Game #88

Double Blackjack
 Call Date: 9/1/99 Close Date: 10/31/99
 End Validations: 4/28/00



Game #137

Fire Ant Fever
 Call Date: 9/1/99 Close Date: 10/31/99
 End Validations: 4/28/00



Game #135

Break The Bank
 Call Date: 10/1/99 Close Date: 11/30/99
 End Validations: 5/28/00



Game #152

Sizzlin' 7's
 Call Date: 10/1/99 Close Date: 11/30/99
 End Validations: 5/28/00



Game #161

Diamonds in the Rough
 Call Date: 10/1/99 Close Date: 11/30/99
 End Validations: 5/28/00

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.