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December 1999

# RoundUp

News and Ideas for Texas Lottery Retailers

# WINNERS!

While the temperature may be cooling off, things are definitely heating up at the Texas Lottery! That's because the Lottery closed out the last few months of 1999 by making several lucky folks instant millionaires. Here are just some of the stories from the many people who've won playing the Texas Lottery during the Fall of '99:



Tom Clowe presents the Bethel Dozen with the big check.

For a dozen lucky lottery players, mostly farmers from a small community of about 250 people in Gould, Oklahoma, this year's harvest came early in the form of a huge crop of cash.

Traveling by bus, the group, calling themselves *The Bethel Dozen Trust*, delivered the winning \$23 million jackpot ticket for the August 28 *Lotto Texas* drawing to the lottery's headquarters on September 14.

"This country was built on the backs of struggling farmers," said Texas Lottery Commissioner Tom Clowe of Waco, who presented the ceremonial winning check to

the group, "and I can't think of a more deserving group to become Texas' newest millionaires."

The group pooled their money and purchased 120 tickets at the Super 7 Convenience Store in Quanah, Texas.

The day after the drawing, Harlan Mefford and a few others from the Bethel

Dozen group headed straight to their local bank—not to make the familiar trip to borrow money for another planting season but to make sure the winning ticket was secured in the bank's vault.

Mefford later joked that the banker "has a good reason to take care of it" (ticket) because "we probably owe him some."

Because the Cash Value Option was chosen on the winning Quick Pick ticket, the Bethel Dozen will split \$11,821,089.20.

The winning numbers for the August 28 *Lotto Texas* ticket were - 8-12-16-27-28-48.

Just a week later, the Lottery welcomed another *Lotto Texas* winner to its Austin headquarters. *Galloway Management Trust*

claimed a \$7,140,397.60 jackpot prize from the September 11, 1999, *Lotto Texas* drawing.

The Trust chose the Cash Value Option, receiving approximately one-half of the estimated \$14 million jackpot for the Saturday night drawing.

The winning numbers drawn were 05-06-19-39-42-43. The winning ticket was purchased at B.K. International in Houston.

The winning continued in September, as word spread quickly around the counties of Jackson, Matagorda, and Victoria that Adela Farley had won half of the jackpot for the September 22 *Lotto Texas* \$10 million drawing.



Linda Cloud shares a laugh with the winning Farley family.

After a night of little sleep and many tears of joy, the 69-year-old homemaker and her husband, Virgil, got up and got busy trying to determine what to do. She called Randy Davis, owner of the Palacios Drive Inn Grocery, where she purchased her winning ticket. (Cont. on pg. 2)

## Inside...

- Retailer Survey Results ..... **3**
- No Changes To *Lotto Texas*..... **6**
- Lottery Bank Accounts..... **7**



# WINNERS!

(Cont. from pg. 1)

"I told the clerk I wouldn't say who I was until I spoke to Randy," she said during the October 1 press conference. "When I told him and said that I had the ticket with the winning numbers, he yelled 'Mrs. Farley' and then all the clerks started whooping and hollering. 'She won! She won!'"

During the week following the drawing, the winners received numerous congratulatory phone calls from friends in the three-county area.

"I've also had a number of people tell me that they now know I wasn't kidding when I said I was going to win," she said. "I knew from the day I bought my first ticket in November of 1992 that we could win, and here we are."

The Farleys say they will divide their money four ways: a fourth for each of them and one-fourth for each of their children, Marilyn and Benny.

For their part, they say they have practical plans for their winnings.

"We're going to pay off the truck and fix things up around the house," she said. "We might even take a trip to see the Grand Ole Opry, Branson, and the Great Smoky Mountains."

The winning numbers were 6-22-24-44-49-50.

It was just 11 days later that the other ticket that won the September 22 *Lotto Texas* jackpot arrived in Lottery headquarters in Austin.

Early on in their careers, soldiers typically hear the slogan, "You're in the Army now!" Last month, however, it was a group of seven civilian employees who work at the U.S. Army Red River Depot in Texarkana that heard a slight variation on the familiar refrain from co-workers — "You're in the money now!"

"We're tickled to death," said Dottie Coughran, one member of the **Lucky Seven, a Texas General Partnership**, as

the group collected \$2,549,472 at Texas Lottery headquarters on October 12. That was the Cash Value Option of one-half of a \$10 million *Lotto Texas* jackpot drawn September 22. (118962)

"I always, always get the numbers from the drawing on TV," Dottie explained, adding that for three years, she's been the designated purchaser of weekly *Lotto Texas* tickets for the group. But, on Wednesday, September 22, Dottie says she broke with her routine. "The shows on television that night were so boring that I just fell asleep," Dottie said.



Judy and Keith Williams are all smiles after winning!

Thankfully, Jerry Shelton was watching the drawing and called Dottie at 10:25 p.m. to ask, "Did you get the numbers?"

"I said, 'No', and he said, 'I'll give them to you,'" Dottie recalls. "Then he said, 'Well, let me tell you something — we won!' and I said, 'You're kidding.'" Jerry says when he first told his wife about the win, she told him, "You lie."

A sleepless night plagued all of the Lucky Seven, with one exception. "I had a wonderful night's sleep," reports Connie Forsyth, who said she was the only one who didn't know about the group's good fortune until the day after the drawing. "It still hasn't sunk in," she says, adding "but it probably will when the money's in the bank!" Connie says Lottery ticket sales are up in her community since word traveled about her win. (118946)

The **Lucky Seven, a Texas General Partnership**, purchased their winning ticket at Skaggs County Store in New Boston.

However, players weren't becoming millionaires just playing *Lotto Texas* during the Fall of 1999. Thanks to the scratch-off game *Weekly Grand*, two Texans each walked away with a prize of \$1,000 a week for the next 20 years, which equals \$1.04 million.

First, **Keith and Judy Williams** of Dallas "hit the big one" in late September, winning \$1,040,000 — the top prize in *Weekly Grand*. Then **Craig Townsend** of Burkburnett won *Weekly Grand's* top prize in early October.

"I play this game often," Keith says, adding, "If you're going to play, play big!" As a matter of fact, Keith says he has four unscratched *Weekly Grand* tickets still at home.

Keith says he bought his lucky ticket at My-T-Quick in Dallas during a recent lunch hour, then went back to his office and relaxed for a few minutes with a soda before scratching the play area.

"I kept looking at it," Keith said, "then I went into a state of shock!" It had been a good day for Williams, a printing salesman, having learned that same morning that he landed a big account.

After 15 minutes of "freaking out," Keith explains, "I immediately called Judy and told her about the (business) deal first and then said, 'You know that scratch game I play? Well, I won.'"

The Williams' say one thing for certain is they'll keep playing The Games of Texas.

"You're not going to win if you don't play!" Keith said. (128368)

Craig said he purchased his ticket at Taylor Food Mart #5152 in Burkburnett, and scratched the surface with his lucky penny while sitting in his car.

(Cont. on pg. 3)



# WINNERS!

(Cont. from pg. 2)

"I scratched and saw two *Weekly Grand* (symbols)," Craig said. "Then I scratched the third, and I dropped the ticket in my lap."

Not believing his good fortune, Craig said he ran back into the store where he purchased the ticket and asked the clerk on duty, "Does this mean what I think it is?" Craig said the clerk responded, "Yes, that's what you think it is!"

"I went straight home, left the car running outside, and picked my mom



New millionaire Craig Townsend and his proud mom.

up and started swinging her around," Craig recalls.

Puzzled, Craig's mother asked her

son what in the world he was so excited about. "I've won," he told her, "I've won \$1,000 a week for the next 20 years!"

Craig says he's always wanted to buy a home and possibly a new motorcycle or dirt bike. And, he says, he'll keep trying his luck with Texas Lottery instant games.

"I've got that lucky penny in my wallet," Craig said, adding that it will definitely be put to the test again!

The Texas Lottery congratulates all of its winners, and we encourage you to experience the fun of playing The Games of Texas! (125275)

## Retailer **SURVEY** Results

In the August 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'd like to thank those 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 August's RoundUp. (Respondents represented six of the ten districts.)

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

When asked if they suggest instant games for customers to purchase, 100% of the respondents said, "Yes."

### 2. How do you decide which games to play?

Retailers provided a variety of reasons for suggesting instant tickets to purchase. Some of these responses included:

*"Depends on the customer-You have to get to know them."*

*"Suggest popular tickets."*

*"Suggest slow moving tickets."*

*"Suggest the latest games."*

### 3. Are the individual game sheets, which introduce a new scratch-off game and are supplied to you by your LSR, useful to your sales efforts?

Eighty-six percent of the retailers responding to the survey stated that the game sheets were useful.

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

Eighty-six percent of the respondents said that they did suggest on-line games to customers. (106134)

### 5. Which on-line games do you prefer to suggest?

These retailers either suggested *Pick 3* or all on-line games.

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

When asked what they do as retailers to help support the Lottery, the responding retailers gave a variety of responses. These included:

*"Keeping the dispensers full of new games."*

*"Do our own advertising."*

*"Encourage playing of lottery games by customers."*

*"Encourage the fun of playing lottery games—can't win unless you play."*

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

When these retailers were asked what the Lottery could do to support retailers, there were a variety of responses. Some of the responses included:

*"Provide more promotions."*

*"Provide more advertising."*

*"Send out new game information BEFORE the game comes out."*

*"Provide more retailer incentives."*

*"Send out more stories on big winners."*

*"Keep retailer informed of changes and upcoming events."*

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!



# Tyler District **Spotlight**



Tyler District staff (above, left to right): Front row - LSRs Debbie Barrett, Tanja Wright, Carol Gable (DSM), Karen Alley, Robin Wright. Back row- Gayle Strickland (Admin. Asst.), LSRs Helen Rockwell, Stephen Bently, Sue Stevens, Bob Raith, Shirley Brister and Pat Phillips.

D & N Grocery, Tyler

## Reaping the Benefits

By Karen Alley, LSR

Talk about employee benefits! D & N Grocery owners Dale and Nevella Klinner recently closed their store for five days to take their entire staff to Playa Del Carmen, Mexico, for their annual "Employee Appreciation Trip." The employees enjoyed scuba diving, snorkeling, and even visited a local theme park during their vacation. Lola Castillo, the store's manager, says she speaks for all the employees. "We have the best



bosses in the world." D & N is also a loyal retailer, and the employees displayed their Lottery dedication by wearing Scratch Off t-shirts during the trip. Pictured (below, left to right) on the bottom row are Francisca Caldaron, Nevella Klinner (owner), Heide Perdomo, Reyna Renteria, Lorena Viramontes, and Rogelia Espinoza. On the top row are pictured (l to r) Lola Castillo (manager), Debra Smith, Kevin Smith, Luz Viramontes, Vanessa Perez, Karime Capetillo, and Laura Albaron. (285686)

First & Divine, Groveton

## Big Truck Equals Big News

By Shirley Brister, LSR

In the small East Texas town of Groveton, there was big news coming from First & Divine earlier this year. That's because word spread quickly about the store possibly selling a top prize-winning *Buck\$ 'N Truck\$* scratch-off ticket. Rumor turned into reality when manager Florence Dial (above right, pictured with LSR Shirley Brister) discovered that Richard Taylor had won a

Dodge Ram pick-up with the *Buck\$ 'N Truck\$* ticket he'd bought at her store. The truck was the 47th pick-up won in the scratch-off game.

Lee's Grocery, Karnak

## Winning Is For Everyone

By Bob Raith, LSR

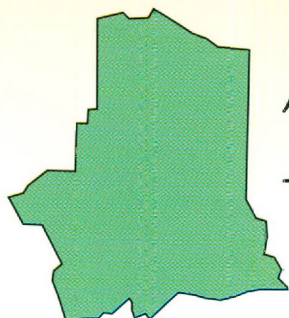
Lawrence Lee, owner of Lee's Grocery, knows people win playing the Texas Lottery. How does he know? Well, not only is he a Lottery retailer, he recently experi-

enced the thrill of winning after a *Cash 5* ticket he purchased matched 5 of 5 numbers and was worth more than \$83,000. Lee's good fortune didn't stop there, however, since his store received a 1% bonus for selling



the winning *Cash 5* ticket. Lee's Grocery is a dedicated retailer that prominently displays current instant tickets as well as many winner awareness pieces. Lawrence says that it pays to buy, and sell, Lottery products.

## DISTRICT Highlights



Tyler

### DSM:

Carol Gable

### LSR's:

10

### Claim Centers:

3800 Paluxy Drive, Suite 330  
Tyler 75701

(903) 509-9008

1121 Judson Road, Suite 141  
Longview 75601

(903) 758-7281

3213 S. Medford  
Lufkin 75901

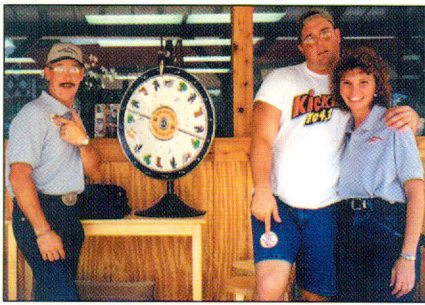
(409) 633-6599



Ken's Country Store, Lindale

## A Grand Day

By Karen Alley, LSR



It was a good old-fashioned day in the country, and the July 17th grand opening of Ken's Country Store seemed to be right out of the good old days! Owners Ken and Rosie Langley welcomed folks to their store

with horseback rides for the kids, a bluegrass band, door prizes, and a Lone Star Spin. Rosie's sister, Sissy Patrick, donned a late 1800s costume, complete with white gloves, to greet customers in the 100-degree heat. It was a family affair for the Langleys, as many of their relatives were on hand to celebrate the store's opening. Even Kickin' 104.1 radio personality "Cornbread" (center, pictured with Ken and Rosie) was there to promote the event. Good luck to Ken and Rosie, and we wish them well! (120587)

M.S. Sales, Madisonville

## Lottery Go-Getters

By Debbie Barrett, LSR

Talk about being Lottery pro-active! The

folks at M.S. Sales in Madisonville know it's important to keep their players excited about the Lottery, so they constantly come up with innovative marketing ideas to keep their customers enthused. From vehicle giveaways to t-shirt promotions and even the "famous" super bonus box, it's no wonder that M.S. Sales continues to be one of the top Lottery retailers in the Tyler District. Owner Mary Scott has been a loyal Lottery retailer since start-up, and she always looks for fun ways to promote The Games of Texas. Thanks, Mary, for all your hard work!

By Lilevon Govea, LSR, Victoria District

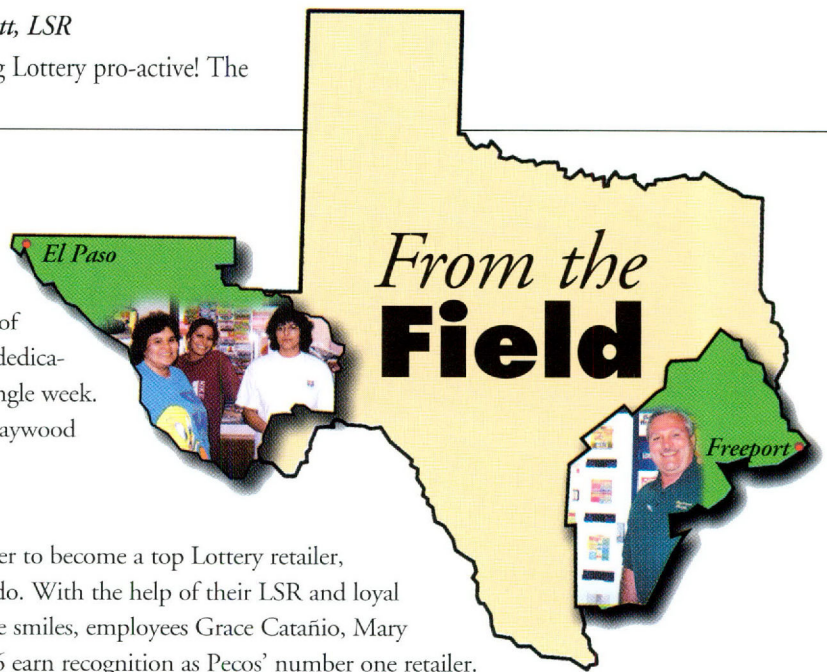
Baywood Foods in Freeport has been a Texas Lottery retailer since start-up in 1992, and its continued success is attributed to the ITVM located inside the store. Owner Tony Wood (pictured next to the ITVM) keeps his machine stocked with an assortment of games, and he constantly rotates his inventory. Because of Tony's dedication, Baywood Foods can sell up to \$1,300 worth of tickets in a single week. Tony adds that ITVM sales continue to climb. Congratulations, Baywood Foods!

By Jose Perez, LSR, El Paso District

If smiling brings in customers and keeps them coming back in order to become a top Lottery retailer, the staff of Uncle's #156 in Pecos decided that's what they would do. With the help of their LSR and loyal Lottery customers who keep coming back again and again for those smiles, employees Grace Cataño, Mary Juarez, and Silvia Siebert (pictured l to r) have helped Uncle's #156 earn recognition as Pecos' number one retailer.

By Griffin Jackson, LSR, Houston District

H&T Texaco is the new kid on the block compared to veteran Lottery retailers, having completed its first year in the Lottery retailer family. Owners Mike and David Hong have worked extremely hard to keep their customers informed about the latest Lottery happenings, and that hard work and enthusiasm has resulted in sales zooming to an average of more than \$8,500 per week. H&T Texaco also maintains a ranking as one of the top Pick 3 stores in the Houston area, with monthly sales averaging \$4,300. David and Mike believe in cashing in big winning tickets, as they are consistently paying Pick 3 winners on a daily basis up to \$599.



### On-line Retailers:

1,052

### GVT Retailers:

52

### No. of Lotto Texas jackpot winners:

18

### No. of Texas Million top-prize winners:

1

### No. of Cash 5 top-prize winners:

109

### Amount of Sales Since Start-up:

\$1,480,632,732

### Percentage of Statewide Sales:

6.98%



# No Changes to Lotto Texas

In keeping with a seven-year commitment to provide games that players enjoy, Texas Lottery Commission Executive Director Linda Cloud announced that *Lotto Texas*, one of the most successful on-line games in the nation, will remain unchanged.

Following a month of public comment concerning proposed enhancements designed to benefit the game, players, and the State of Texas in the form of increased sales, Cloud said a single message has emerged, loud and clear, in the debate: "Don't mess with *Lotto Texas*."

"Therefore, I have instructed our General Counsel to pull the proposed *Lotto Texas* rule changes down from further consideration at this time," Cloud

said on October 7. Cloud added that she will soon schedule a series of Town Hall Meetings across the state that will facilitate a meaningful, one-on-one dialogue with players. (204689)

"This will help us learn first-hand what our players want, or don't want,



and how together we can continue to make the Texas Lottery the number one lottery in the country."

Cloud said the meetings would also help the Commission focus attention on other products to keep the fun and

excitement of playing The Games of Texas thriving.

"To our players and others who provided responses—in support or opposed—I want to say 'Thank You' on behalf of the Texas Lottery Commission," Cloud said.

The Lottery received more than one thousand e-mails, letters, and telephone calls from both players and concerned citizens. Based upon their understanding of the proposed rule change, the majority expressed opposition to any altering of the game, its play-style, or current prize structure. (228972)

The proposed changes were presented to Commissioners for consideration in August following an analysis of the factors behind declining *Lotto Texas* ticket sales.

# 'Tis the Season to Scratch!

The holidays are here once again, and many folks face the dilemma of finding that special gift or stocking stuffer for the special people on their lists. So, the Texas Lottery is offering five new scratch-off games, just in time for the holiday season. (229302)

The Lottery is proud to introduce *Gold Fever*, *Texas 2000*, *Wild Card Cash*, *9's In A Line*, and *12 Ways To Celebrate*. And with more prizes and more winners than ever before, these games are a great way to put some fun into your holiday festivities this year.

The game *12 Ways To Celebrate* offers players 12 different games on a single \$5 ticket. Stephanie Goertz, the Lottery's Instant Product Manager,

says, "We are excited to introduce our new, very festive \$5 ticket for the holidays. There are twelve games on one ticket, which makes it a great gift for anyone on your list.

And it also comes with its own handy gift tag, so all you have to do is fold it and fill out the 'To' and 'From' lines!"

The Lottery also offers the \$2 game *Texas 2000*, with a top prize of \$20,000, to commemorate the coming of the next millennium.

Stephanie adds, "We wanted to get on the millennium bandwagon and introduce an instant game for the new year. The result is a ticket with more of a Texas theme, but we found through research that our players really liked the look because it was Texas, and Texans are proud of their state!"

Another \$2 game, *Wild Card Cash*, features a top prize of \$25,000 and offers players a chance to win up to six times on a single ticket. The \$1 games *Gold Fever* and *9's In A Line* offer top prizes of \$5,000 and \$900, respectively.





## Changing/Closing Bank Accounts

We are revising our Texas Lottery Electronic Fund Transfer Authorization Form. Recently many retailers have asked about requirements for changing their bank accounts with the Lottery. Listed below is some information to help you with a successful change of your lottery bank account:

Do not change or close your lottery bank account unless you notify the Retailer Licensing Section at least 30 days in advance, and receive notification from the Lottery that the bank account change is complete.

The lottery requires that all retailers use a business account for Lottery transactions. Personal accounts are not acceptable. The name of your business account or DBA (Doing Business As) should be registered with your bank, as should any other business names you use with your new account.

If your bank changes names, is bought by another bank, or if your bank is changing your bank account, an Electronic Funds Transfer (EFT) authorization form must be completed and returned with a voided check for the new account.

Here are some tips on filling out the EFT authorization form:

- **Bank Account Name** should be the same as the **Legal Name of Owner** shown on the Lottery application.
- The DBA is the name by which your business is identified to the public. This should be shown as the **Trade Name** on the Lottery application. If your business operates with a DBA name, and your bank account is set up with a business name other than the DBA name, you should register the DBA name with the bank as well.
- The bank routing number is a 9-digit number unique to every bank. This is the bank's identifying number with the federal government. Without it we cannot identify the bank where you have your account. You can get this number from your bank or you can read it off the bottom of your business check.
- Your bank account number can be a 1- to 15-digit number. This is the unique number for your bank account. When completing the EFT form, please be sure not to include spaces or hyphens.
- Do not forget to include a voided check from your bank account with your EFT form. A temporary check is acceptable, provided the routing and bank account numbers are imprinted at the bottom of the check and name of the account is printed at the top. A deposit slip or a photocopy of a check is not acceptable. (124930)
- A letter from your bank may substitute for a voided check. A bank representative must sign the letter, which must be on bank letterhead and include the business name of the account, the bank's routing number, and your bank account number. If there are no other changes to information in the license application or license renewal application, a lottery representative will contact you within 30 days to inform you of the effective date of the new account. EFT authorization forms can be obtained by calling the Retailer Licensing Section at 1-800-375-6886.



## Retailer Bonuses



Bob Schragel (second from left), co-owner of Cartwright Road Texaco in Missouri City, accepts a retailer bonus check worth \$140,000 from Texas Lottery representative

René McCoy (left) on September 17. Cartwright Road Texaco sold a jackpot winning *Lotto Texas* ticket on June 19. Pictured with Bob and René is (l to r) Sonja Devors, sales associate, and Antonio Humphreys, sales consultant for Motive Enterprises, LLC.

Texas Lottery representative René McCoy (left) presents a retailer bonus check to Beechnut Corner Food Store on September 17. Beechnut sold one of two jackpot winning *Lotto Texas* tickets drawn on August 7. Pictured with René is (l to r) Christina



McCall, GTECH LSR; Suresh Karam, owner; Komal Karam; Haresh Karam; and Floyd Colley, Security representative for the Texas Lottery.



## More Bonuses



### Lotto Texas

Beechnut Corner Food Store

Houston, 9/17/99

**\$50,000.00**

Emory Drive In Grocery

Emory, 9/24/99

**\$50,000.00**

.....

### Texas Million

Bridgeport Fina

Bridgeport, 9/24/99

**\$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 December 31, 1999.



## Where On the Web?

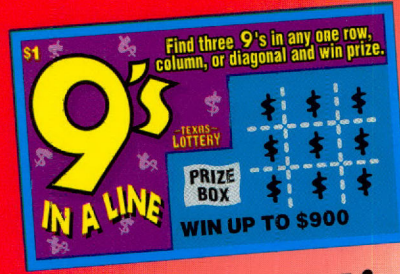
- Q.** I have some old winning scratch-off tickets that I never cashed in. Is it too late? Is there somewhere on the Lottery's web site where I can find that information?
- A.** From the home page (www.txlottery.org), click on Scratch Offs. When you get to the Scratch Offs main page, click on Games Closing Information.

You'll find a list of games that are about to close and the dates they'll be closing. If you click on any of these games, you'll go to the information page for that particular game.

Right below the list of games about to close is a list of all games already closed. The list also includes the closing date and the last day to redeem winning tickets. If that date has passed, it's too late. Players have 180 days from the closing date to redeem prizes. (257720) Incidentally, tickets from a game cannot be sold after the game has closed.

If you have a question about where to find specific information on our web site, e-mail us at info@txlottery.org and we'll be happy to help you.

# Upcoming Games



**#185 9's In A Line**  
**Top Prize: \$900**

See your LSR  
 for more details  
 or visit the

Lottery's website at  
[www.txlottery.org](http://www.txlottery.org).



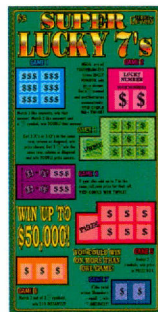
**#186 Cash In!**  
**Top Prize: \$15,000**

## 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 #144

### Super Lucky 7's

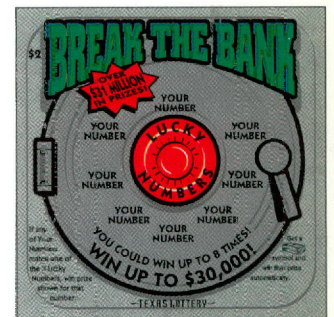
Call Date: 12/1/99 Close Date: 1/30/00  
 End Validations: 7/28/00



Game #149

### Coyote Cash

Call Date: 12/1/99 Close Date: 1/30/00  
 End Validations: 7/28/00



Game #155

### Break The Bank

Call Date: 12/1/99 Close Date: 1/30/00  
 End Validations: 7/28/00