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www.txlottery.org

April 2000

RoundUp

News and Ideas for Texas Lottery Retailers

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There's a famous jingle that says, "Double your pleasure, double your fun." But the Texas Lottery is now offering players a brand new game with triple — yes, triple — the excitement.

Triple Action, the Lottery's latest Scratch Off, is a \$3 game with a top prize of \$50,000 that's packed full of fun, with three different games and 16 chances to win on each ticket! What makes *Triple Action* even more exciting is the 'tripler' feature in each of the three games.

"We are thrilled to introduce another \$3 game to our players, especially a game that has so much to offer," says Stephanie Goertz, the Lottery's Instant Product Manager. "The name 'Triple Action' is very fitting for this game — three games on one ticket, all with triplers and overall odds of 1 in 3.40 — what could be better?!"

Triple Action marks the first \$3 scratch-off game introduced this year, and Stephanie says there is still a niche for \$3 games among Scratch Off players. The gaming-themed ticket has overall odds of 1 in 3.40, one of your best chances ever to pick up a winning ticket.

The Lottery will also introduce the \$2 game *\$25,000 Diamonds* later this month. The game offers a top prize of \$25,000, and is set to arrive at retailers around the state in mid-April.

For more information, call the Texas Lottery Hotline at 1-800-37 LOTTO (375-6886) or visit the Lottery's website at www.txlottery.org.



NEW!

TRIPLE ACTION!

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New Scratch Off, Lotto Ad Campaigns Catch Players' Attention

Have you ever seen a quarter talk, or heard a penny say, "Yeehaw?" Have you ever seen a man tie a rope into the words, 'Wednesday' and 'Saturday'? If you have, don't worry. You're not seeing or hearing things, and you're definitely not alone.

In fact, you and millions of other Texans have seen, or heard, the Lottery's latest Scratch Off and *Lotto Texas* advertising campaigns on television and radio this year.

Players across the state have been entertained by the quarters, pennies, nickels, and dimes that are itchin' to scratch a Scratch Off. The campaign, called "Coins," began last fall and continues today. In fact, the third television commercial, "Change Tray," just hit the airwaves a few weeks ago.

Meanwhile, the "Don't Forget" campaign teaches players to remember to buy their *Lotto Texas* tickets every Wednesday and Saturday. The television commercials, which began airing in February, feature Texans who remember very specific things, including a man who knows all the state's landmarks, a woman who remembers all the Presidents in order, and a man who can recall every type of knot that can be tied. In the end, however, they learn to remember something just as important, specifically to play *Lotto Texas* on Wednesdays and Saturdays.

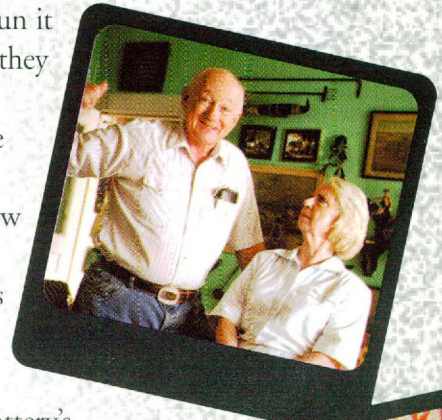
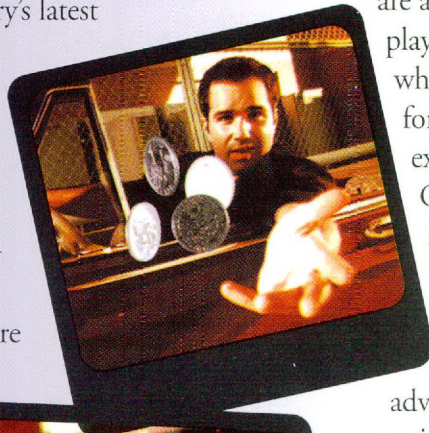
In the ad called "Knots," the man proudly demonstrates his rope-tying skills. He successfully meshes his remembrance for *Lotto Texas* with his knot dexterity and unveils a rope the spells out 'Wednesdays' and 'Saturdays' while saying, "Wednesdays and Saturdays? Heck, I can do that!"

"These respective campaigns have been outstanding in accomplishing our goals," says Brenda Flores, the Lottery's Advertising/Graphics Manager. "One, they remind our existing players how much fun it is to play; and two, they are attracting new players and people who might have forgotten just how exciting The Games of Texas really are."

Fogarty Klein, the Lottery's General Market advertising agency, is the creative force behind these respective campaigns. The "Coins" campaign marks a new era for Lottery advertising, as the coins used in each of the commercials are completely animated by computer.

The first spot, "Tollbooth," featured a quartet of quarters in a car's change holder that are excited about going to get a Scratch Off. In the end, the quarters meet an unkind fate when they are sacrificed for toll money, while the remaining pennies shout triumphantly, "We're going to get a scratch game!"

The radio campaigns, airing concurrently with the television ads, carry a similar message as their Scratch Off and *Lotto Texas* TV counterparts. (110539)



Cashing an On-line Ticket

All on-line retailers are encouraged to pay all winning low and mid-tier tickets (\$1.00 - \$599.00). When a customer presents an on-line ticket as an apparent winning ticket and wants to be paid, you must utilize the terminal to have the central computer confirm that it is a winning ticket. This is called "Validation." In order to validate a ticket you must have sufficient funds to pay the prize. Do not validate a ticket unless you have sufficient cash, business check or a money order to pay the winner. If you are paying by business check or money order, we suggest you ask the player if a business check or money order is acceptable before you validate the ticket. The following are instructions and illustrations of what you should do when validating a ticket through the terminal. (104005)

Press "**On-Line Cash**"

ON-LINE
CASH

The screen will display:

ONLINE VALIDATION
ENTER TICKET IN READER
OR
ENTER SERIAL NUMBER

XXX-XXXXXXXX-XXXX
PRESS SEND

Insert the ticket, barcode first, into the Optical Mark Reader (OMR). If the ticket is a winner, and the prize is less than \$100, the terminal automatically generates a Pay Authorization Receipt. Once the Pay Authorization Receipt is generated, pay the customer the prize amount. (200704)

ON-LINE
CASH

012-34567890-012
PRIZE VALUE: \$50.00

MON JAN07 91 RET 007086
456-12345678-132
Pay Authorization Receipt

If the prize is from \$100 to \$599, the terminal will not generate a Pay Authorization Receipt, but rather the terminal will request a Validation Confirmation and can be confirmed by pressing the **Send** key.

ON-LINE VALIDATION
577-002531589-10XXX

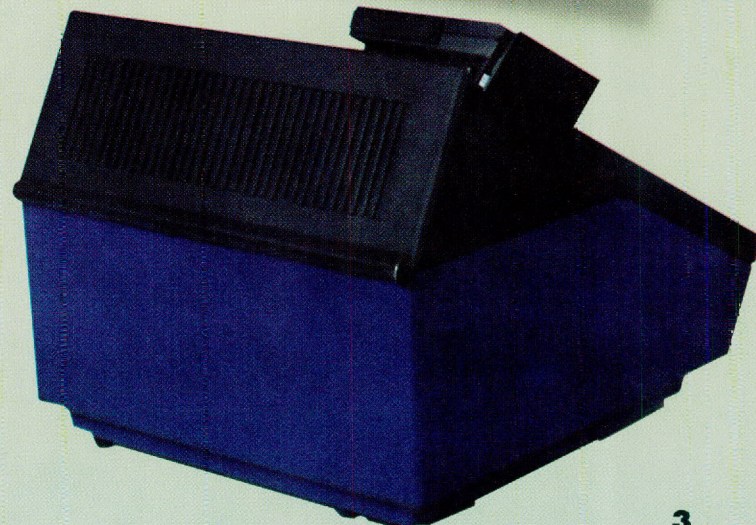
WINNING AMOUNT
\$ 599.00

IF YOU CAN PAY:
PLEASE SEND
IF YOU CANNOT:
PRESS OTHER KEY

Be sure you have sufficient funds to pay the winning ticket before pressing the **Send** key. If you do not have sufficient funds to pay the ticket, then press any key other than the **Send** key to clear the transaction and return the ticket to the player.

If you pressed the **Send** key and generated a Pay Authorization Receipt then pay the customer the prize amount. Staple the winning ticket to the Pay Authorization Receipt. Use both to reconcile your account (refer to the Weekly Invoicing section in your Retailer Manual). If the barcode is unreadable, the screen will display an error message. Press **On-Line**

Cash, enter the 16-digit serial number using the center keypad, and press **Send**. Then follow the instructions listed above for proper validation.



Lubbock *District*

Spotlight

The five sales territories within the Lubbock district cover more than 32,000 square miles – that’s about 6,400 miles per sales rep making sure that all their retailers are visited twice a month in spite of icy roads, blizzards, and the inevitable Spring dust storm. Providing effective sales and service support to such a vast territory requires a coordinated team effort between all 13 GTECH field staff and one office administrator. (125380)

“We also have a very good relationship with the Claim Center personnel in Amarillo and Lubbock,” said District Sales Manager Bob Burton. “Their enthusiastic support of our retailers and winners is key to our sales efforts. They are quick to get us pictures and winner information which is important to letting people know we really do have winners up here!” (441749)

Although small by population, the Lubbock district is big on retailers. It’s consistently home to three of the top 20 retailers in the state and five of the top 100 – all five averaging more than \$10,000

per week in Lottery sales. These top-performers — Jackie’s Exxon, Hughes Auto Parts, Hester Oil, Perk’s Convenience Store, and Midway Truck & Travel Center — provide a wealth of inspiration and enthusiasm to the entire district. Some of their innovative ideas include publishing their own winner awareness tip sheet, “car hop”

“I encourage my retailers to ask for the sale,”

clerks on busy jackpot nights, and additional drive-thru windows for customer convenience.

The area has been on a winning streak lately. With less than 5 percent of the state’s population, odds are you may not expect to see frequent big winners. But, in the past few months the district’s staff have had the pleasure of congratulating retailers who sold a \$50,000 winner on *12 Ways to Celebrate*, two *Lotto*

Texas jackpot winners, and a \$30,000 winner on *Break the Bank*. (436027)

Lori Contreras, the Lubbock District’s Instant Ticket Specialist, says she enjoys working with all the reps and retailers. “They’re all so nice and friendly,” she said. “I even get a kick out of Bob’s (Burton, DSM) really bad jokes!”

LSR Melvin Edwards used to work on the technical side and is now having a great time helping retailers with their sales as well as their terminals. “I encourage my retailers to ask for the sale,” he said. It’s not hard when you work with folks like Bobby Durham, owner of Chuck’s 4-Way Package Store in Lubbock. He recently talked Deena Brashear, an occasional player, into trying the \$5 game *Texas Roundup*. She left the store with her unscratched ticket and came back an hour later to share her good fortune – it was a \$5,000 winner! She thanked Bobby for his “lucky” recommendation by giving him \$100 of her winnings.

Lubbock

District Highlights

(as of 2/1/00)

DSM:Bob Burton

Lottery Sales Reps (LSRs):

Ilda Cuevas, Melvin Edwards,
Bobby Gomez, Randy Hudman,
Glynda Markham, and Toby White

Customer Service Reps (CSRs):

Lee Edwards, Jack Good,
Dan Long, Lowell Turner, and
Kenny White

Claim Centers:

4630 50th Street, Suite 109
Lubbock 79414
806 797-8930

7120 IH-40 West, Suite 110
Amarillo 79106
806 353-0478

Total Payouts for the Month of December\$4,519,484.00

On-line Retailers:587

GVT Retailers:44

No. of *Lotto Texas* jackpot winners:13

No. of *Cash 5* top-prize winners:.....77

No. of *Texas Million* top-prize winners:.....1

Amount of Sales Since Start-up:.....\$924,397,992.00

Percentage of Statewide Sales:3.87%

Hughes Auto Parts, Farwell

New Owner, Same Dedication

By Randy Hudman, LSR

When Pablo Lucio bought Hughes Auto Parts last year from long-time owners Gwen and Joe Hughes, he didn't change much about the successful Lottery location. It's hard to improve a store that averages more than \$18,000 in weekly sales and is consistently one of the top 15 retailers in the entire state each year. Pablo even kept the tote board that reads, "Over 9 Million Paid Out by Hughes Auto." Most of those winnings have been paid to loyal customers in the tiny Panhandle town of Farwell, and neighboring Clovis, New Mexico, just eight miles west of Farwell. The store has kept a photo album that's full of Lottery winners since start-up nearly eight years ago. (100456)

Wiley's Food Store, Lamesa

Knowledgeable Clerks Make A Difference

By Melvin Edwards, LSR

Mary Antu, a regular customer at Wiley's Food Store, bought a \$2 *Cash In!* scratch-off ticket just after the New Year. She scratched the ticket but was unsure if it was a winner, so she approached the counter and asked the clerks if they could check it for her. Since Wiley's clerks are familiar with all Lottery games and knew *Cash In!* had a 'match your lucky number'

playstyle, they knew immediately that Mary had a \$15,000 winner. She's now just one of the many Wiley's winners, and the store's helpful staff will keep Mary and players like her coming back again and again. (105130)

Crossroads Convenience Store, Paducah

Holiday Fun Even After The Holidays

By Bobby Gomez, LSR

Recently, Dolly Moss was passing through the South Plains city of Paducah when she stopped at Crossroads Convenience Store for some refreshments and some Lottery tickets. She bought the \$5 scratch-off ticket *12 Ways To Celebrate* and began to scratch. To Mary's surprise, her scratching revealed she had a \$50,000 winner in her hand. Word spread quickly around Paducah that the store had sold a big winner, and *12 Ways To Celebrate* continues to be a popular Scratch Off in the town. (122598)



Having a Lotto Fun! Greg Mitchell (left), president of Toot 'N Totum in Amarillo, joins in the fun of Customer Appreciation Day at the grand opening of one of his new stores by dressing up as a *Lotto Texas* ball.

Where On the Web?



Q. *I saw the Lottery trailer with merchandise at the State Fair last year and I wondered if you ever come to other events. Is there a listing on the web site of other events you'll be visiting?*

A. Absolutely. From the home page at www.txlottery.org, click on **News and Events**. Then click **Calendar of Events**. You'll see a complete listing of events where we're scheduled to be in attendance. We'll even be selling tickets at some of these events. This information is updated about every three months. Remember that this calendar is subject to change at any time without notice. (115417)

If you have questions, you can visit us at www.txlottery.org or call the Lottery Hotline at 1-800-37 LOTTO (375-6886).

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 April 30, 2000.

January Retailer Town Meeting Update

Central Texas and Waco-area independent Lottery retailers recently participated in the Texas Lottery's 17th Retailer Town Meeting on January 13th, 2000, in Waco. This marks the second Town Meeting held in the Austin sales district, but the first time the meeting has been conducted in Waco. (217401)

The objectives of the meeting are to share knowledge and information, and to exchange ideas that will further the relationship between Texas Lottery independent retailers and the Texas Lottery. Attendees also had an opportunity to ask Lottery representatives questions and discuss various industry-related topics. A quick sample of items discussed is listed below:

Q: Can we do special promotions for holiday-themed tickets to promote sales after the holiday season is over?

A: **We can do special promotions, and your GTECH sales rep can help you with in-store promotions like Second Chance Drawings, Lone Star Spins, etc., that could help sell your holiday tickets.**

Q: Can you make barcodes easier to scan?

A: **Barcode problems in some games were the result of an incorrect position on the ticket, not enough density to the barcode, or a hardware malfunction (terminal or GVT scanner). The first two issues have been resolved with the instant ticket manufacturer. We encourage retailers to contact the Lottery Customer Service Hotline if they encounter such**

problems. By knowing about it early, we can research the problem to determine how widespread it might be and how we can best correct the situation.

Q: Can the drawings go on the road, holding them in different cities around the state?

A: **Due to various factors (e.g., cost, security, etc.), we have not conducted drawings in different locations. However, all live drawings are open to the public, free of charge, in Austin.**

Q: Why are drawings not seen on TV?

A: **The nightly Texas Lottery drawings are available to all TV stations in Texas via satellite, free of charge. It is at the station's discretion if they broadcast the drawings. We're also researching the possibility of televising drawings live on our web site.**

The three top-selling retailers from the district were recognized and given award plaques for outstanding sales. The awards went to **EZ Shop** in Waco for instant ticket sales, and **Melvin's 19th St. Drive-In** in Waco for both on-line and instant sales combined. Congratulations to our top selling Austin sales district retailers!

The March Town Meeting was held in Longview. More Town Meetings are being scheduled in Victoria, Beaumont, and Fort Worth. (420483)

Upcoming Retailer Town Meetings:

April 27 - Victoria
May 25 - Ft. Worth
June 22 - Beaumont

Retailer Bonuses



▲ MALWA, Inc. president Surinder Kaur (left) and president Bhupinder Singh (right) talk with Lottery Executive Director Linda Cloud after receiving a retailer bonus check worth \$40,000. The store, located in Houston, earned the bonus after it sold a jackpot-winning Lotto Texas ticket on September 25, 1999.



▲ Linda Cloud, the Texas Lottery's Executive Director (center), hands a retailer bonus ceremonial check worth \$381,448.58 to Ken Deitrich, Feild Merchandiser (right) while CSI #548 employee Keisha Jackson (left) talks to a Houston television reporter. The Baytown retailer received the bonus for selling a Lotto Texas jackpot-winning ticket on October 23, 1999.

More Bonuses

Lotto Texas

1/12/00	MALWA, Inc.	Houston	\$40,000
1/13/00	Lee's Quik Pak	Waco	\$40,000
1/31/00	B.K. International	Houston	\$140,000
1/31/00	Randall's #473	Austin	\$40,000
2/4/00	Mobil Mart	Denton	\$70,000

Upcoming Games



#195 **Triple Action** (\$3)
Top Prize: \$50,000

#196 **\$25,000
 Diamonds** (\$2)
Top Prize: \$25,000

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



Game *Closing*

Game #165
Break the Bank (\$2)

Call Date: 4/1/00 Close Date: 5/31/00

End Validations:
11/27/00

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.