

# WINNERS ARE IN!

Sales have been calculated, winners have been contacted and results of the two statewide Birthday Sales Contests are now official. The Grand Prize—\$500 in instant tickets—went to two winners from each of the 10 sales districts listed below.

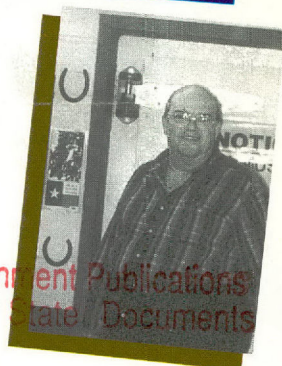
Both contests have definitely given the Lottery a reason to celebrate. One retailer realized an increase of 1,000 percent during the contest period!

Congratulations to the winners of the Birthday Sales Contests and keep up the outstanding work! Be on the lookout for more sales contests coming your way!



# RETAILER BIRTHDAY SALE

September  
1994



Government Publications  
Texas State Documents

DEC 29 1994

Depository  
Dallas Public Library

## The Winners of the Birthday Sales Contests are:

### Abilene

- #1 Taylor Petroleum, Burkburnett
- #2 C & G Quick Stop, Big Springs

### Austin

- #1 A & B Drive Inn, Goldthwaite
- #2 Jacks Grocery, Bryan

### El Paso

- #1 State Line Bar, Orla
- #2 Furr's Supermarket, Pecos

### Houston

- #1 Boone Food Store, Houston
- #2 Stop N Go #2843, Texas City

### Irving

- #1 Shop N Go, Dallas
- #2 Fiesta Short Stop, Fort Worth

### Lubbock

- #1 Hester Oil-Northside, Seminole
- #2 Century Fuels #22, Wellington

### McAllen

- #1 Town and Country, McAllen
- #2 1925 Drive Inn, Edinburg

### San Antonio

- #1 Lucky's Food Mart, San Antonio
- #2 Bubba's Convenience, San Antonio

### Tyler

- #1 Road Runner #2805, Texarkana
- #2 Michels Cornor Store, Karnack

### Victoria

- #1 Circle K #0097, Hallettsville
- #2 Young's Mart, Alice

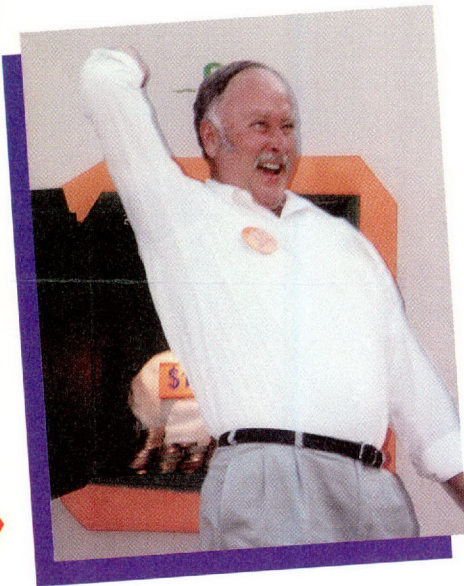
Winners of Contest #1 were determined by comparing ticket sales from May 15, 1994 through June 11, 1994. Retailers earned triple bonus points whenever they sold \$1,000 in Pick 3 tickets. The retailer in each district with the highest instant ticket sales won \$500 in instant tickets.

Winners of Contest #2 were determined by comparing instant ticket sales for May 15, 1994, through June 11, 1994, with instant ticket sales from April 3, 1994 through April 30, 1994. Sales of Texas Tornadough or Bluebonnet Bucks tickets earned retailers double bonus points. The retailer in each district with the highest percentage increase in instant ticket sales won \$500 in instant tickets!



## Final Curtain on Grand Prize Drawings

July marks the end of instant Lottery games that offered players a chance to scratch off an entry ticket for the drawings. The 30th and final Million Dollar Grand Prize drawing was held at Veramendi Plaza in San Marcos. Hundreds of people watched as seven lucky finalists won from \$10,000 to \$1,000,000—in cash!



▲ San Marcos Mayor, Kathy Morris and Texas Lottery Commission Executive Director, Nora Linares congratulate McBirnie on his winnings.

David McBirnie of Van Horn emerged as the million dollar winner. Van Horn purchased his ticket from Big Diamond #1009 in Laredo. Sara Rempel of Seminole won \$50,000 followed by Enedelta Moreno of Plainview who won \$25,000. Two finalists, Jorge Arias of Grand Prairie and Willie Harvey of Houston each won \$15,000. Fred Parker of Dallas and Elsie Marak of Ennis each won \$10,000. Congratulations to all winners!

Scott Pendergrass of Lockhart Grocery in Lockhart is the latest winner to correctly identify his Retailer ID number in the Retailer Update. Pendergrass and his staff received a Lottery prize package for their lucky find.

Remember, YOUR Retailer ID number could be hidden somewhere in this issue of Retailer Update. Five lucky retailers will have the chance to win a super Lottery prize package each month for simply finding their Retailer ID numbers and notifying us!

If you find your ID number (mailing labels don't count), call 1-800-37 LOTTO, ext. 3619 to claim your prize. Prizes for this issue must be claimed by September 30. Find yours and win!

RETAILER BONUS WINNERS

**ANOTHER**  
**ID**  
**WINNER!**



# Applause to our latest batch of retailer bonus winners!



## Sac N Pac #505, New Braunsfels—\$38,689.46

Sac N Pac accepted their retailer bonus check at the final Grand Prize Drawing that was held in San Marcos. The President of Sac N Pac, Garland Warren, says Sac N Pac will give store employees \$2,000 each. The rest of the money will go towards college scholarships for two lucky students. Pictured at the check presentation are Texas Lottery Commission Executive Director, Nora Linares and Garland Warren.



▲ Yavonne Wisby,  
Store Manager



▲ Jane Peñalver,  
GTECH Sales Rep.

## ▼ Guerra & Company, Sierra Blanco—\$10,000

## ▶ K-C Oil Company #3, Seymor—\$166,227.85

## ◀ Stop N Go #1894, Euless—\$157,490.95

## ▲ Big Diamond #1009, Laredo—\$10,000

## ▶ Big Mike's Karm Store, Big Springs—\$272,460.64



## 7-Eleven #623, El Paso—\$45,890

Southwest Convenience Stores-7-Eleven was thrilled to receive their \$45,890 bonus after selling a jackpot winning ticket to Juan Arvizu. Pictured from left to right are: Lucy Bustos, GTECH Sales Representative; Ruben Belenze, Store Manager and Mary Morgan, Store Supervisor. **Note: This retailer was incorrectly identified as 7-Eleven #1602-30418 in the July issue. We apologize for any confusion this may have caused.**



# Moolah Laughs from Moolah Mania

Customers of Big Apple Comics in Amarillo are getting a hoot out of buying *Moolah Mania* tickets. That's because whenever they purchase a *Moolah Mania* ticket, owner Ed McCominon or store clerk Dave Childress flips over a "Cattle A Sound" box so that it makes a loud "moo" noise.

"Most of the time, customers are startled and then they'll look around to see where the noise is coming from," Childress said. "Once they realize the sound is coming from underneath the counter, they start laughing and want us to do it again!"

The idea came from Childress, who immediately saw the relationship between the cow on the *Moolah Mania* ticket and the "moo box" and decided to seize the opportunity to have some fun. He also thought it would be a neat way to make customers laugh.

"Most customers enjoy it, some even look forward to it. Usually whenever parents or grandparents come in to purchase tickets, they'll want us to flip the moo box over for the kids."



▲ Ed McCominon (left) and Dave Childress give their *Moolah Mania* customers a hoot with their "moo" box.

As a result of the promotion, *Moolah Mania* is one of the store's hottest selling tickets.

"This promotion has been so much fun, who knows what we'll think of next," Childress said.

Julie Winters  
of GTECH  
contributed to  
this article



DESIGN  
the  
*ultimate,*  
FUN  
Scratch  
ticket—  
and  
WIN CASH!

## WHAT?

Enter the Texas Lottery's Scratch Contest. The winning ticket design could be produced as a new Texas Lottery ticket. The winning entry will be awarded \$3,000 with four runner-up prizes of \$1,000 each!

## WHO?

The public, Lottery players, and **retailers are eligible to enter**. You don't need to be an artist to enter and win.

## WHEN?

Entries must be received at Lottery Headquarters by 5:00 P.M. Monday, September 26, 1994. All entries must be submitted on an official entry form or facsimile of the form. The top 20 finalists will be notified by Friday, October 14, 1994.

## WHERE?

Official entry forms will be available at Lottery Claim Centers, Lottery retail outlets (ask your representative for your supply), or at Lottery Headquarters. An entry form can also be found in the Texas Lottery Winner's Gazette. Mail your entry to:

Texas Lottery  
Scratch Contest  
PO Box 149170  
Austin TX 78714-9170

or bring it in person to:

Texas Lottery Headquarters  
6937 IH 35N  
Austin TX 78752

## HOW?

Be creative. Be artistic. Be original.



# Roark's Friendly Service Keeps Winners Hanging Around

Roarks Drive-In Grocery in Fort Worth has been in the grocery business since 1970. Owner Barney Roark says his business is still as strong as when he first opened his doors for business because he and his wife have always capitalized on one thing—"good ole Southern hospitality."

"We treat everyone who walks into the store like family," Roark said. "We speak to everyone and try to call them by name."

"We have about 300 to 400 winning tickets hanging all over the store (properly defaced, of course.) We

even have them hanging from the ceiling! Every

winning ticket is a special ticket to us no matter what the prize amount is. A \$1 winner is just as important as a \$1,000 winner." (113670)

Roark says his store is referred to as "the lucky store" around Fort Worth because of all the winning tickets displayed.

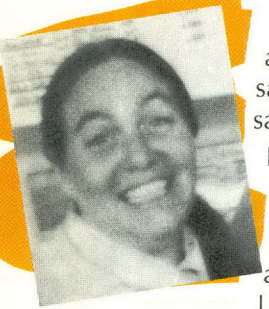
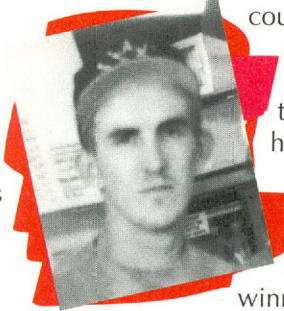
"There's no secret to success when it comes to the Lottery. Just provide friendly service with a great

attitude and advertise your winners. Then, watch your profits skyrocket," Roark said.

Janet Furr and Jennifer Donk of GTECH contributed to this article



▲ Barney and Phyllis Roark and their employees treat each customer that walks through their doors like family.



friendly service alone. He credits the store's winner awareness campaign.

That attitude has allowed overall store sales and Lottery sales to jump 33 percent since Roark began selling Lottery tickets. But Roark says he can't attribute his strong Lottery sales to



## JUDGING CRITERIA

### 1. Game Theme

Examples of theme are: money, holiday, seasonal and fun.

### 2. Play Style (How to Play)

Examples of play style are: match 3 dollars amounts and win that amount, match 3 symbols to win the prize in the legend, your number(s) beat or match the ticket's number(s) to win, Tic-Tac-Toe or special features such as bonus squares, doublers or wild cards.

### 3. Graphics

Attractiveness of the design.

### 4. Originality

Ideas and graphics must be original.

Complete details and contest rule information are available by calling the Lottery's toll-free Customer Service Line at 1-800-37-LOTTO.





## AND THE ANSWER IS...

**Q**

**How does the Instant Ticket Management System work?**

**A**

Retailers receive their instant ticket shipments every two weeks through the Instant Ticket Management System (IMS.) Each retailer's current inventory is reviewed and ticket orders are processed according to their needs. With this automatic process, your tickets are delivered on your scheduled delivery day, thus allowing you to anticipate your instant ticket inventory. Should you receive a game that you may not need, please do not refuse the whole shipment from UPS. (113932) Contact your Sales Representative for pick-up after you have confirmed the order. If you have received a game that you have not carried, consider keeping it as an addition to your current inventory to maximize your instant ticket sales. To request instant games that may not have been included in your IMS shipments, call the Retailer Hotline at 1-800-458-0884.

**Q**

**What specific procedures do I need to take to confirm my instant ticket delivery?**

**A**

Yes, certain procedures must be taken before you can sell any tickets from that order. Normally, when instant ticket orders arrive at your location, UPS will confirm the delivery. However, if the courier cannot confirm the order, you must confirm it as soon as possible on your on-line terminal or by calling the Retailer Hotline.

To confirm the instant ticket order on your terminal, press the **Instant Ticket Menu**. The screen will display the Instant Ticket Menu. Next, press #2, **Inventory**. The screen will display the Pack Status Menu. Choose #4, **Order Confirmation**—the screen will ask you to enter the invoice number. You may either scan the barcode printed on the invoice, or you can manually enter the invoice number. A receipt will print automatically.

To confirm the ticket order by phone, call the Retailer Hotline (1-800-458-0884.) Using the Ticket Delivery Form (the invoice attached to the box), confirm the store address, the retailer number and the packs that you ordered.

**Q**

**What happens if I don't have sufficient funds during the weekly sweeps? What should I do and how will this affect my status as a Lottery retailer?**

**A**

A Lottery representative will inform you that the sweep was unsuccessful and that you will be receiving a Non Sufficient Funds notice (NSF.) The representative will then inform you of the procedures you'll need to take to clear the account. Your terminal will be non-operational and you will not be allowed to sell or redeem tickets until your account is cleared. (232269) The terminal will not be reactivated until the NSF charges are paid in full.

If the sweep is unsuccessful, you must send a cashier's check or money order to the Lottery for the correct amount. For additional information, contact Retailer Accounting at 1-800-37-LOTTO.

# HERE IT COMES!

Listed below are upcoming events that the Lottery will be attending. Stop by and visit the Lottery booth at one of these locations. Lottery representatives will be there to answer your questions. Plus you'll have an opportunity to win wonderful Lottery prizes!

### **The Texas Convenience Store Trade Show '94**

Thursday,  
September 15-Friday,  
September 16  
San Antonio  
Convention Center  
San Antonio

### **B.O.S.S. VII**

(Business Opportunity  
Symposium Series)  
Thursday,  
September 22-  
Sunday, September 25  
Austin Convention Center  
Austin

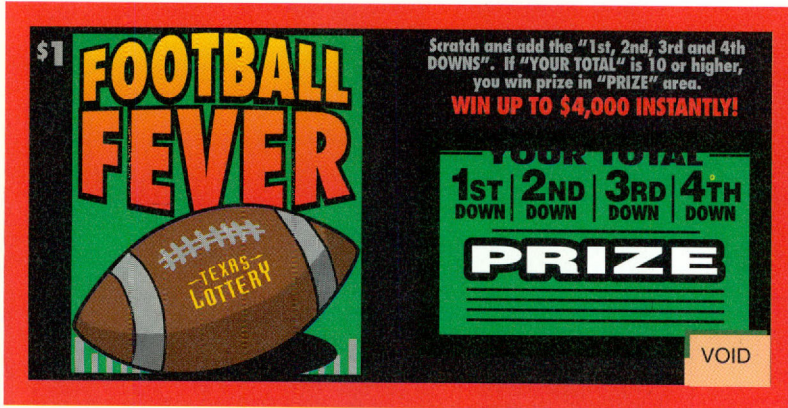
### **Business Place Tradeshow**

Tuesday,  
October 4  
Infomart  
Dallas





# SCRATCH GAMES COMING SOON!



**Football Fever  
(Game 38)  
Top Prize: \$4,000  
Sales Begin:  
September 15, 1994**



## END OF GAME & PRIZE REDEMPTION END DATE

### Win for Life (Game 21)

Prize Redemption End Date:  
August 28, 1994

### Texas Gold (Game 16)

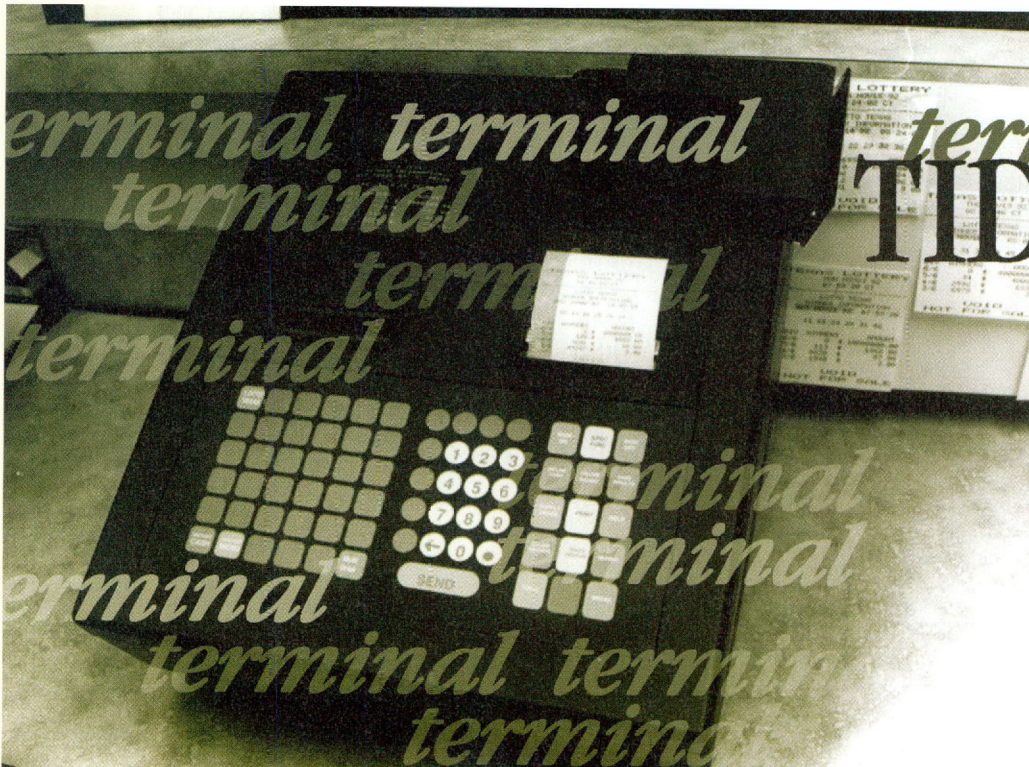
Prize Redemption End Date:  
August 28, 1994

### Joker's Wild (Game 17)

Prize Redemption End Date:  
September 28, 1994

### Grand Slam (Game 11)

Prize Redemption End Date:  
October 28, 1994



## terminal TIDBITS

Have you noticed that if you lift the lid of your on-line terminal for any reason (for example, to change the ticket stock or the ribbon), the keyboard will automatically lock?

That's because your on-line terminal is actually *off-line* at that point.

To unlock the keyboard, press the **Special Functions** key, then press **01** to reset the printer.

Remember to always process three to four printer tests after changing ticket stock or ribbon.



Here's a great idea from the employees of Video City in Euless that may work for you!

Video City faced two problems—their customers weren't aware that they sold Lottery tickets and they had limited space.

"We decided to do something unique because most of our customers weren't aware that we even sold Lottery tickets," store supervisor Faith Giraud said. "So we decided to maximize on the opportunity to bring customers into the store."

Giraud said one employee decided to devote a space between the store entry way and a wall behind the store front window to the Texas Lottery. She hung a piece of cloth material (approximately 8' x 4') along the wall and then turned it at a 90 degree angle so that it created a corner. Then she hung a variety of POS items including oversized tickets, danglers panels and posters so that they were visible from the outside. She also spread play money on the floor in front of the store for that extra appeal.

"It's definitely an eye catcher and very colorful," Giraud said. "It actually grabs the customer's attention and draws them into the store!"

The 20 percent increase in Lottery sales is proof that Video City's customers' Lottery awareness has increased since the display went up. Giraud admits that they've used the same idea for other in-store promotions, but the Lottery display continues to "hang around" at Video City!

**Jim Sasso of GTECH contributed to this article**

# Lottery Display Sparks Sales Increase!



**Retailer Update**  
Texas Lottery Commission  
PO Box 16630  
Austin, TX 78761



Bulk Rate  
U.S. Postage Paid  
Austin TX  
Permit No. 1411