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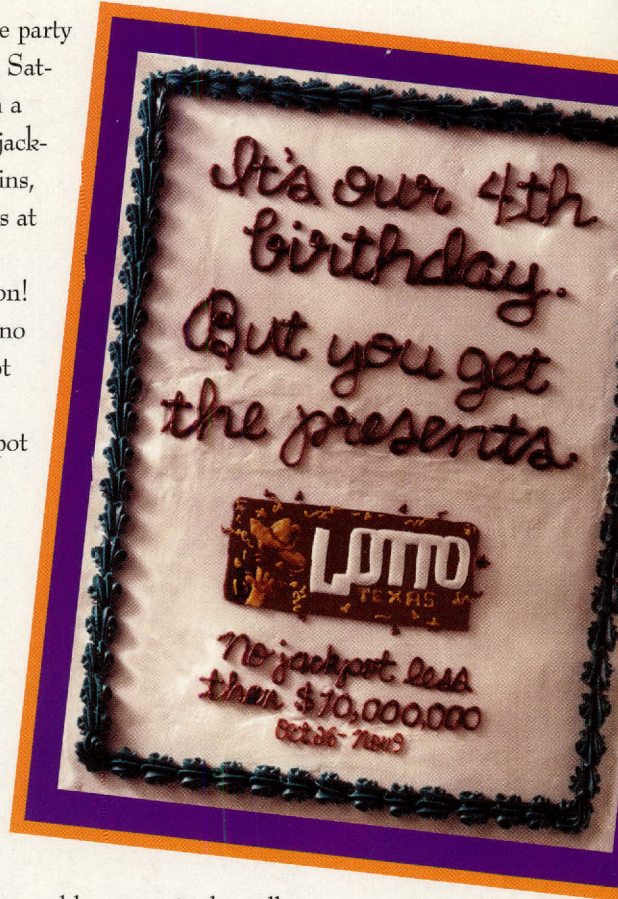
Government Publications
Texas State Documents

Players get the presents

Lotto Texas is almost four years old, and we want to celebrate! But this won't be a typical birthday party; it's a birthday BASH — with CASH. Our Lottery players who've made *Lotto Texas* so successful over our first four years will get the presents — special *Lotto Texas* jackpots of no less than \$10 million!

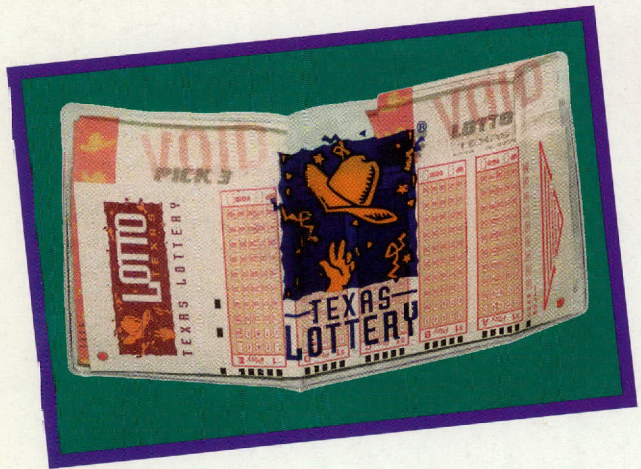
The party starts Saturday, October 26, with a \$10 million minimum jackpot. Even if someone wins, the next jackpot remains at \$10 million, instead of rolling back to \$4 million! And it gets better — if no one wins and the jackpot rolls, it will roll to \$20 million. Each jackpot rollover will be at least \$10 million. The party lasts until Saturday, November 9, five big birthday drawings later.

Texas will hear about the birthday promotion from radio spots that will run statewide. We'll also decorate *Lotto Texas* outdoor billboards with special banners. And you'll soon receive festive mini-billboards and clerk stickers to get you and your customers in a celebratory mood.



RETAILED

October 1996



Party favors, yes!

As a special birthday treat, you'll be receiving playslip wallets for you to give to players who use the Multi-Draw feature to make a \$6 or more purchase on a single *Lotto Texas* playslip. Look for your supply of playslip wallets soon and start your in-store promotion immediately. The promotion lasts until your supply of wallets runs out.

Growing older sure can be fun. Especially when our players get the presents, and our retailers see higher sales!



From the Director
Nora A. Linares

A young lady — maybe 20, maybe 18, maybe just 16 years old — walks into your store, puts her money on the counter and orders two Quick Picks and a pack of cigarettes. A television camera, disguised as a pager hanging on the young lady's belt, records the transaction — including your enthusiastic, "Thank you." Ten seconds later, the door flies open and a TV reporter holding a full-size video camera walks in and asks why you sold those products to a minor. You end up — red-faced — on the 10 p.m. news.

Something very similar to that happened recently to some Texas Lottery retailers. Maybe they thought the player looked old enough to buy tickets. Maybe they forgot to instruct their clerks that it is the retailer who commits an offense for "intentionally or knowingly" selling a ticket to someone younger than 18 years of age.

The moral of the story? If in doubt, ask the customer to show you proof of age. Otherwise you could break the law — or end up the victim of an enterprising reporter with the latest miniature technology. We know it's not easy in today's world of retail sales; and we know we never could survive without you and all your hard work. That's why we want to remind you: The Texas Lottery is fun and entertaining — but not for minors.

Best regards,

Nora A. Linares

Nora A. Linares



Don't forget to look for your Retailer ID number hidden in this issue of Retailer Update! Retailers who find their ID number and call 1-800-37-LOTTO, ext. 4944, receive a prize package of Lottery merchandise. Look for your number (mailing labels don't count) and claim your prize before November 30, 1996.

Lottery Special Events

Be sure to look for your Texas Lottery promotions team at the following events:

October

- Heart of Texas Fair & Rodeo, WacoOct. 5 & 12
- Retama Park, San AntonioOct. 12 & 26
- Fiesta del Campo, FalfurriasOct. 12
- Kerr County Fair, KerrvilleOct. 12-13
- Seafair, RockportOct. 12
- Austin Ice Bats Texas Lottery Night, AustinOct. 19

November

- Texas Renaissance Festival, Plantersville . . .Nov. 2-3, 9-10
- Texas Finals Rodeo, AthensNov. 8-9
- Spinach Festival, Crystal CityNov. 8-10



Soon To Be Four nights per week.

It will be double the fun when the popular game goes to four drawings per week, instead of two. Drawings will be held on Mondays, Tuesdays, Thursdays and Fridays. The start date will be announced in the near future.

Retailer

BONUSES



Circle K #9264 in Corpus Christi sold a winning Lotto Texas jackpot ticket and received a retailer bonus check for \$30,397. Pictured (from left to right) are Hector Garcia, Bert Olmeda, Robert Rosales, GTECH Sales Representative Lee Roy Campos, Lottery Representative Aura Swinning, and GTECH Corporate Accounts Representative Al Pimento.

\$30,397 Lotto Texas Bonus

More
Retailer
Bonuses!

One Stop, Tyler
\$124,043 Lotto Texas Bonus

7-Eleven #108, Odessa
\$120,465 Lotto Texas Bonus

**Stop N Go #2865,
Sugarland**
\$121,902 Lotto Texas Bonus

**Stop N Go #3507,
Houston**
\$36,466 Lotto Texas Bonus



Retailer hint . . .

"We firmly believe that it is beneficial to have on display every scratch game that is available. Our scratch ticket customers feel welcome. They are encouraged to scratch their tickets in the store. We share in their excitement of winning. We offer free coffee to our Lottery customers. It is not unusual to have several customers at our store for two hours at a time playing the Lottery."

— Fred Gustafson, The General Store, Denison

Great lengths



Makhani averages nearly \$2,500 a week in instant ticket sales and maintains high on-line sales.



Going great lengths to develop regular customers is one

part strategy and another part fun. Nador Makhani, owner of Gibby's Food Store in Houston, is committed to both.

Makhani individualizes standard Lottery POS with his own decorative winner flyers and displays them prominently behind the cash register. He is convinced this method encourages continuous playing among his loyal customer base. Another secret of Makhani's success is the pattern he has developed for the second chance drawings—drawings are held on selected Friday afternoons when he knows to expect a high volume of business. Makhani also promotes *Pick 3*, a game he plays himself and has won (to the tune of \$30,000!). His enthusiasm for the games rubs off on customers which results in healthy *Pick 3* sales.

Continuous customer support, ongoing product promotions, combined with a friendly environment, help to guarantee a winning formula for Makhani's thriving retail business. (230976)



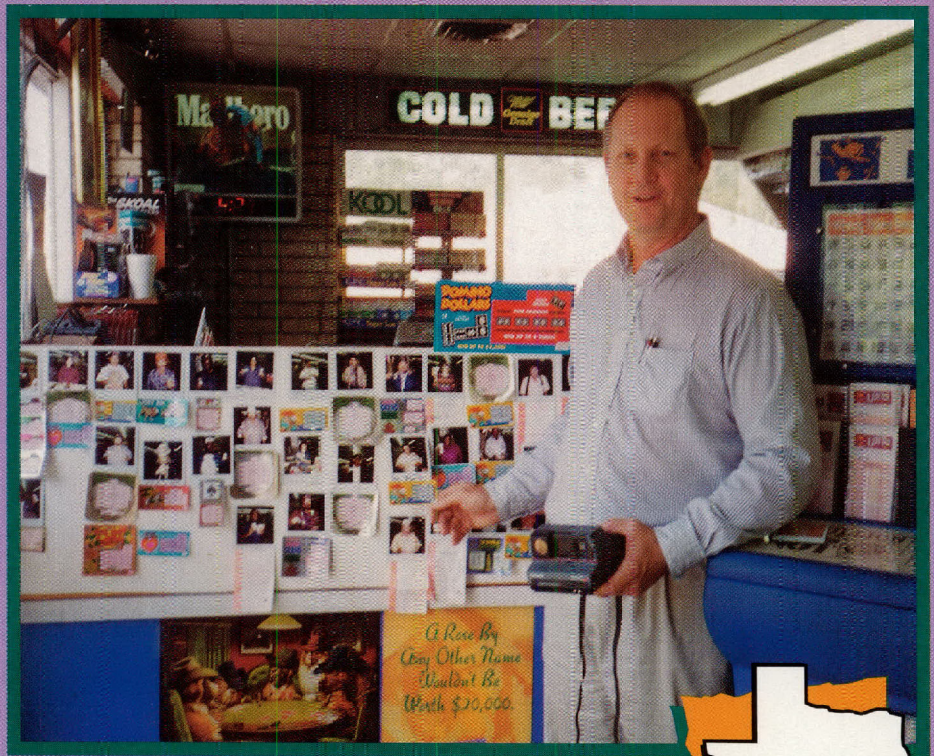
Retailer hint . . .

The effective use of POS materials helps boost sales and provides eye-catching entertainment for customers. As the photo here demonstrates, Marlene Larios, Assistant Manager of San Antonio Check Cashers, has elevated that skill to an art.

Say, "Cheese!"

Ritz Food Mart #1 in El Campo is trying to be number one in winner awareness. Enthusiastic owner Joe Humphrey takes snapshots of all his instant ticket winners and places them on what he calls his "wall of fame." This is an especially effective winner awareness technique since many of his regulars in this small Gulf Coast community know each other. Humphrey goes one step further by encouraging patrons to return one week later to pick up their photos. If they don't want their photo taken, he displays the properly defaced scratch ticket.

The program has worked well since Humphrey began it four months ago. He averages over \$3,000 a week in instant ticket sales, and posts the total dollar amount of combined winnings paid out each week.



Trusty camera in hand, Joe Humphrey is always ready to snap instant photos of his Lottery winners.



Outside of his store, Jimmy Myers stands by the promotional sign he put up. It's just one of the reasons for his phenomenal success as a Texas Lottery retailer.

Half a million is half the fun

In the East Texas city of Nacogdoches, Jimmy Myers, owner of Myers Kwik Stop, is achieving outstanding success with Lottery sales, and having a good time in the process.

The 24-hour store, in business since 1987, has been with the Texas

Lottery since start-up. In a city with a population of 30,000, Myers averages monthly Lottery sales of \$42,000, and achieved a Lottery sales total of \$500,000 last year. (115095)

A pro-Lottery attitude and well-trained personnel are the driving factors of Myers success. Tyler Sales Representative Jerry Tune attributes it to innovative

sales techniques, also. The policy at Myers is to pay all tickets, regardless of where they were purchased; to utilize every bit of POS provided by the Lottery; and, to participate in every promotional event developed by the Lottery.

In addition, Myers has his own ongoing promotion: he pays a bonus of \$500 to anyone purchasing a winning 5-of-6 Lotto Texas ticket from his store.

Myers says, "I'm proud to be associated with the Texas Lottery and intend to continue until I retire. I feel that the Texas Lottery and I are a team, working together to achieve common goals."



worth repeating

The Scratch Ticket Design Contest

Worth Repeating

worth repeating

When a contest is really successful, like the Scratch Ticket Design Contest two years ago, it's worth repeating. That's why we are holding another design contest — this one more exciting than the first, since the top designs will be selected by popular opinion rather than by a panel of judges.

The first contest generated a whopping 30,000 entries — so many they were stacked to the ceilings! The sheer quantity was a surprise, and the judging process took longer than expected. In the end, 20 designs were chosen by Texas Lottery personnel, and then a panel of judges selected the top five from that group. Two of those designs went on to become actual scratch tickets (see box below).

A major change from the first contest is that final voting will be by "people's choice" this time. After several rounds of judging at Lottery headquarters, the top designs will be presented to the public through fliers and ads. Finally, Texans will vote for their favorite design by calling a special 900 number to cast their vote. (115614)

The official start date for the Scratch Ticket Design Contest is set for October 19, and all retailers and Claim Centers will receive entry forms prior to that date. The deadline for entries to be received is December 2, and the winners will be announced on August 15, 1997.

Be prepared for a lot of interest, because as we learned last time, Texans are chock full of creative juices!

Correction:

In the Special Sales Edition of the *Retailer Update* published in August, the top 10 retailers in the McAllen District were listed incorrectly. The top 10 retailers, in correct ranking order, are:

Top 10 Lottery Retailers

January through June, 1996

McAllen District		
#1	Town and Country #1921	McAllen
#2	El Centro Foods #1	Brownsville
#3	United Drive In	Mission
#4	Garza's Quick Stop	Palmhurst
#5	Mercedes Conoco	Mercedes
#6	Quick Pic Food Store	Laredo
#7	International Money	Laredo
#8	South 83 Pump-N-Shop	Laredo
#9	Las Gueras, Inc.	Brownsville
#10	A & M Drive Inn	Edinburg

From Designing to Scratching

The final winning designs from the 1994 Scratch Ticket Design Contest have undergone rigorous market testing since the contest ended. Most of the testing has been done in focus groups in which players around the state discuss their likes and dislikes of different ticket designs and game concepts. So far, two of those designs, *Pecos Bills* and *Honey Money*, passed with flying colors and have been developed into actual scratch games. Two other prize-winning designs, *Texas Tocns* and *Texas Scramble*, did not generate as much player appeal, and the last winning design, *Catch The Cash*, is still in the testing process. (228958)

The Texas Lottery relies heavily on input from Texans when developing new scratch tickets. After all, most have strong opinions and big ideas about how to have fun!



Glad you asked that!



Games Closing

Texas High Roller,
Game 45 Final redemption:
October 28, 1996

Texas Two Step,
Game 3 Final redemption:
November 28, 1996

First Down,
Game 53 Final redemption:
November 28, 1996

Holiday Cash,
Game 22 Final redemption:
December 28, 1996

Holiday Game,
Game 40 Final redemption:
December 28, 1996

Instant Million,
Game 31 Final redemption:
January 28, 1997

Weekly Grand,
Game 48 Final redemption:
January 28, 1997

Texas High Card,
Game 47 Final redemption:
February 28, 1997

Joker's Wild,
Game 54 Final redemption:
February 28, 1997

Bonus 7's,
Game 49 Final redemption:
February 28, 1997

Cash Reward,
Game 46 End of Game:
October 1, 1996
Final redemption:
March 29, 1997

Texas Treasure Hunt,
Game 50 End of Game:
October 1, 1996
Final redemption:
March 29, 1997

Texas Twister,
Game 56 End of Game:
October 1, 1996
Final redemption:
March 29, 1997

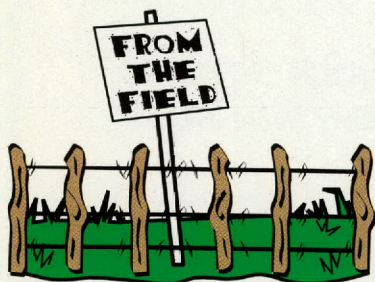
Question:

Any suggestions for handling customers who have to wait a while to be checked out?

Answer:

It happens to the best of us — you check out customers at top speed, but somehow a line forms. Our advice is to take a moment to acknowledge people waiting in a line. No one likes to feel ignored, so just saying, "Sorry for the delay, folks. I'll be right with you," might lessen their frustration. If there is a specific reason for a delay, such as an equipment malfunction, say so. People would much rather know what is going on than be kept wondering. Lastly, if it's within store policy, you can offer some kind of compensation if the wait is especially long. You might say, "You are all welcome to a complimentary cup of coffee while you wait." Let us know what works for you, and we'll pass it on in a future issue.

Lottery Sales Representatives (LSR) Reporting



When success happens, it's great to put your finger on exactly what you did right. Mr. and Mrs. Long Tran of **Tran's Seafood and Grocery** are positive their success is the direct result of becoming a Lottery retailer. They started out four years ago as a small neighborhood store without gasoline. After being approved as a Lottery retailer, the store's

profits took off. It now maintains a top 5 district ranking in instant ticket sales and has added gasoline as a product. Tran says the secret to his Lottery success is his commitment to "ask for the sale."

— **Tommy Armstrong,**
LSR, reporting from
San Leon

As part of a promotion, an **Albertson's** retailer placed giant Scratchman figures all over the store to publicize the Lottery. It was a huge surprise to the retailer when Bill Jenkins, the actor who plays Scratchman in television ads, happened to be in the store at just that time and introduced

himself. Afterwards the retailer said, "Always be on your toes. You never know who may be watching!" (225257)
— **Denise Massey,** LSR,
reporting from Dallas

There's a **Pic N Pay** in Texas that could be renamed Pic N Play. In a town with a population of 800, this family-operated business averages \$6,500 in weekly instant ticket sales! The family-owned store's owner, Beth Patterson, attributes her success to the fact that she carries all the available games and encourages all her customers to play.
— **Myrna Fabre,** LSR,
reporting from Smithland

New Games



Happy Holidays

Game 87 - Starts November 6, 1996

- \$40,000 top prize.
- Six Games on one \$5 ticket.
- "To" and "From" spaces on front of ticket for easy gift-giving.
- Extra large 4" x 12" ticket that folds down to a 4" x 6" greeting card.



Texas Tripler

Game 89 - Starts December 4, 1996

- \$6,000 top prize.
- Special feature lets you triple your prize amount!



Double Black Jack

Game 88 - Starts December 18, 1996

- \$21,000 top prize.
- Special doubler feature!
- \$2 ticket.
- Win up to 10 times.
- Plays like real Black Jack.



Texas Lottery
Commission

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