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RETAILEE

February 1996

Contests Spark Enthusiasm!

Nothing gets the ol' juices circulating like a little healthy competition—and Texas Lottery retailers can look forward to more exciting sales contests, complete with great prizes, during 1996

In the Lottery's 3rd annual *Pick 3 Super Bowl* contest, **Arvind, Inc.** of Arlington won the Grand Prize. Store owner Arvind D. Patel and a companion received round-trip air fare to Phoenix, accommodations at one of Scottsdale's best resort hotels and choice seats for Super Bowl XXX.

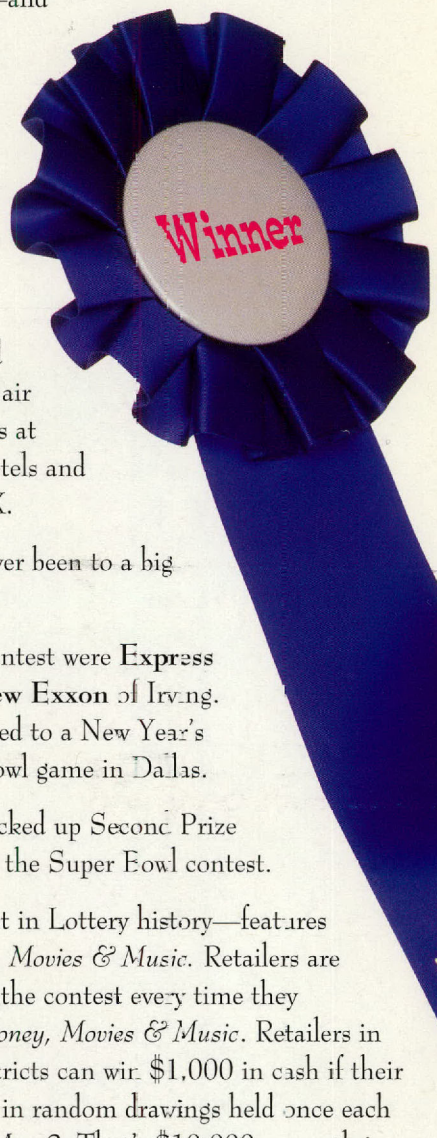
According to Patel, "I've never been to a big game like that."

First Prize winners in the contest were **Express Lane** of Webster and **Valley View Exxon** of Irving. Each of those retailers were treated to a New Year's weekend featuring the Cotton Bowl game in Dallas.

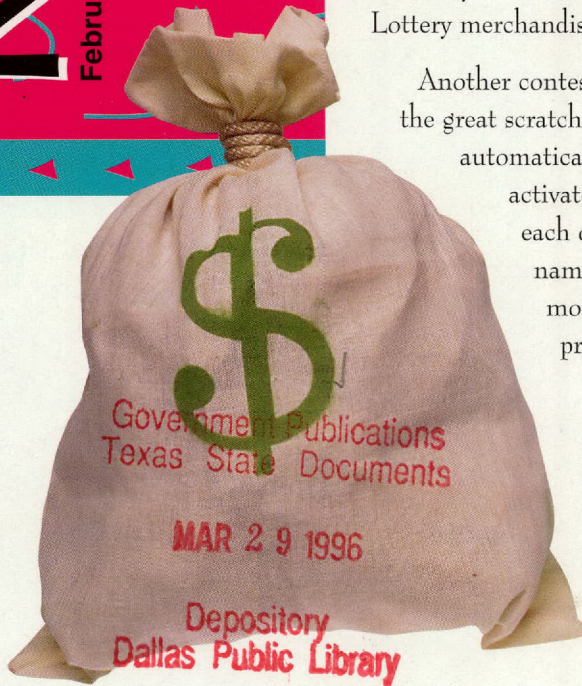
Fifty-seven other retailers picked up Second Prize Lottery merchandise packages in the Super Bowl contest.

Another contest—the biggest in Lottery history—features the great scratch game *Money, Movies & Music*. Retailers are automatically entered in the contest every time they activate a pack of *Money, Movies & Music*. Retailers in each of the 10 Districts can win \$1,000 in cash if their names are chosen in random drawings held once each month through May 2. That's \$10,000 a month in prizes!

According to Texas Lottery Executive Director Nora Linares, "Contests such as these bring great rewards to our retailers. They can share the thrill of winning right along with their players, and the competition brings more customers into stores to purchase Lottery tickets and other products. We're all looking forward to more exciting sales contests in the future."



See list of Money Movies & Music \$1,000 winners on page 2.



★ ★ Bonuses! ★ ★



\$95,111!

When **Angel's Gas #6** in Baytown recently received a \$95,111 retailer bonus check for selling a jackpot-winning Lotto Texas ticket, they invited the whole town to celebrate with them. Customers shared a mammoth 8' x 11' cake, complete with Lottery logo. The store also lowered its gasoline price to 59¢ a gallon—and hundreds poured in to take advantage of the bargain. Shown with the cake are (from left) Gary Angel, Billy Angel and Greg Angel.



\$206,979!

Kent Kwik in Midland shared its recent \$206,979 retailer bonus among employees and area colleges. Employees at the store where the Lotto Texas jackpot-winning ticket was sold were given \$12,000 of the bonus. The chair's owners donated \$10,000 to Midland College, \$10,000 to Odessa College and \$25,000 to the University of Texas-Fernian Basin. Kent Kwik executive Bill Kent (center) is shown making the donations to college representatives.

Money, Movies & Music \$1,000 Contest Winners

December 14 Drawing

- Super 7 Convenience, Quarah
- The China Spring General Store, China Spring
- Circle K #1482 • El Paso
- Checker's Mini Mart, Old Ocean
- Conoco #43093 • Denton
- Century Fuels #22, Wellington
- Letty's Country Store, Encino
- E-Z Food Stores, San Antonio
- Pic N Pay #3 Grocery, Jefferson
- Circle K #9886, Corpus Christi

January 11 Drawing

- King's Court #2, Monahans
- EZ Mart #464, College Station
- Johnny's Circle N Food, Fort Stockton
- Stop & Save, West Columbia
- Minyard Food #81, Garland
- Ryburn Station, Inc., Brownfield
- ONA Food Store #3, La Feria
- Stop N Go #1436, San Antonio
- Montgomery Shop #6, Paris
- Greak's Shell, Columbus

Other Retailer Bonuses!

Knox Fuel Stops #15, Sealy
\$31,003.55 - Lotto Texas Jackpot Bonus

Handy Place, Weatherford
\$323,215.10 - Lotto Texas Jackpot Bonus

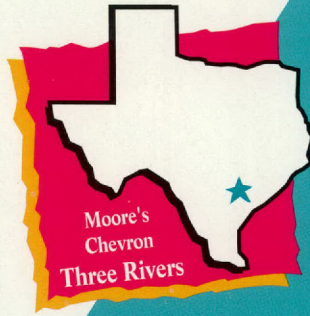
Bob's Grocery & Market, Balch Springs
\$10,000 - Weekly Grand Bonus

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 February 29, 1996.

BIG PARTY PAYS OFF!

Rufus Moore is an enthusiastic retailer who can't stand the "status quo." Always on the lookout for new ways to increase sales at his store—Moore's Chevron in Three Rivers—Rufus decided to throw a party for the whole town!

He worked with Sales Representative Pam Knebel, who brought a Lottery promotions trailer, the Lone Star Spin and lots of prizes to Three Rivers. Rufus took out ads in the local newspaper and had his own flyers printed to promote the event. (118167)



Rufus Moore

Rufus gave out free hot dogs, hamburgers and soft drinks—and the people of Three Rivers flocked to the Chevron station. A good time was had by all—and Lottery sales were almost \$2,000 in a three-hour period.

Simple Tactic...Super Sales!

A small gas station/convenience store, open only five days a week, and 11 hours a day. Not the formula, you might think, for optimum Lottery sales. Just a few months ago you would have been right because instant ticket sales at G&M Food & Fuel in Corpus Christi were no more than \$250 a week. (221404)

Enter new manager Rose Spentzos, along with some ideas from Sales Representative Paul

Boucher. The two decorated the front counter with oversized tickets. Rose started saving all winning tickets, and after properly defacing them, used them to decorate the sales counter.

Now, no one can come inside the store without seeing all the winning tickets. The result? G&M's ticket sales are now up to \$1,250 a week—and still climbing!



Manager Rose Spentzos and employee Jason Majek





A Winner's Vacation!

John Capra, owner of Cap's Corner Market in Johnson City, has a real deal for anyone who buys a *Lotto Texas* jackpot winning ticket at his popular Lottery outlet.

After getting comfortable with the jackpot prize, the winner can look forward to an eight-day vacation in the Mexican resort of Cancun!

"We've gotten good response to the promotion," says Capra. "Our Lottery sales are definitely up, and I believe overall sales are up a bit, too."

An enthusiastic Lottery supporter, John makes consistent use of both indoor and outdoor signage, along with prominent displays of POS materials.



John Capra

ADA compliance: it's good for business

The goal of the Americans with Disabilities Act (ADA) is to make it possible for every customer regardless of disabilities, to be able to come into your store, buy a Lottery ticket (and other merchandise, too) and get back out safely and conveniently. (209310)

Nearly two-thirds of all inspected Texas Lottery retailers comply with those parts of the ADA that ensure customer access. And the number continues to grow. We wish to thank all of you for your patience, diligence, and understanding when it comes to complying with this federal law.

Eventually, trained Lottery staff members will inspect every retailer. Their focus is simple: to make sure that every customer has the chance to buy Lottery tickets from licensed retailers. Here's what they look for:

- Are there marked and designated handicapped parking spaces?
- Is there a ramp or curb cut to allow access to the door?
- Is the doorway wide enough and is the threshold low enough?
- Is the door easy enough to open?
- Is there a clear path from the door to the counter where Lottery tickets are sold?

Please call 1-800-37-LOTTO if you have ADA compliance questions.



Hot Sales No Mystery!

The assistant manager at **Convenience Food Mart** in San Antonio—William Patrick—placed the Mystery Game insert in his ticket dispenser, and what had been his slowest selling game quickly became the hottest ticket in the store!

“It’s definitely an effective piece of POS,” says Patrick.

“People notice it, they ask about it, and then they usually buy at least one ‘mystery’ ticket along with their other Lottery purchases.”



Mystery Game inserts are available from your Sales Representative. They’re a great way to start a conversation—and increase your sales.

A New Twist on a Jackpot Bonus!

Sunrise Market in Aransas Pass is doing something a little different with the jackpot bonus idea. The store has purchased a 1996 GMC pickup truck to be given to anyone who purchases a winning *Lotto Texas* jackpot ticket at the location.



According to assistant store manager Cindy Hernandez, “People all over town are talking about the truck giveaway—and we’ve definitely seen an increase in our sales since we started the promotion.” (103929)

Naturally, Sunrise Market wants to sell that ticket, give away that beautiful truck and collect a one-percent retailer’s bonus. However, if no one hits the “big one” at Sunrise before November 29, 1996, the retailer plans a second chance drawing the following day to give away the truck. No matter what happens, someone’s going to be driving a sparkling white GMC next December!



Employees of Sunrise Market

Glad you asked that!



Q
Can I get winning number information from my terminal on Lottery drawings that took place earlier than the previous five drawings?

A
You can get the information from your on-line terminal by following these steps:

1. Press the "Game Results" key on the terminal.
2. Choose *Lotto Texas*, *Pick 3* or *Cash 5* when the screen appears.
3. If you chose *Lotto Texas*, then press "1" on the next screen (*Lotto Texas* winning numbers by date).
4. Enter the date you want results for by month, day and year. Example: April 5, 1993 would be "04-05-93."
5. Press the "Print" key for a report.

Use the same procedures for *Pick 3* or *Cash 5* results by making the appropriate choice in Step 2.

Q
What are the changes recently made to the 1-800-37-LOTTO number?

A
Here they are. When the recording starts:

- Press *2 to go directly to Customer Service.
- Press *3 to go directly to Retailer Accounting
- Press *4 to go directly to Lottery Licensing
- *Please note that *1 is no longer a valid code and should not be used.*

Keep employees up-to-date

Have you hired new employees at your Texas Lottery location lately? When you hire a new employee, make sure he or she knows the basic facts about Lottery procedures. Here are some tips for new employees that will keep your Lottery business humming:

- **Know where to get help.** If you experience a problem with an on-line terminal or GVT, call the GTECH Hotline at 1-800-458-0884. In most cases, a Hotline operator can help you handle the problem over the phone.
- **Know where Lottery supplies are kept.** A note or starburst near the register will let all employees know where to find Lottery materials.
- **Never sight-validate tickets.** Always use the GVT or terminal to validate winning tickets before paying them. (440329)
- **Always deface paid-out tickets.** First, punch several holes through the boxed VERN numbers. Then, punch holes through the ticket barcode from top to bottom. Finally, save the defaced tickets for your location's weekly accounting and tear the tickets into several pieces before throwing them away.

Lottery players do take a little extra effort but it will pay off by adding to your store's profits. How? Because most of the people who buy Lottery tickets purchase other items as well. Remind new employees that the Lottery is an important part of your overall product mix.

New Games Coming Soon!

\$2 **TEXAS LOTTERY**

3 **A**s = \$25,000 3 **10**s = \$20
 3 **5**s = \$5,000 3 **9**s = \$10
 3 **10**s = \$100 3 **8**s = \$4
 3 **5**s = \$50 3 **7**s = \$2

TEXAS POKER PARTY

Scratch cards, get three of a kind in any one hand and win prize shown above.
You could win on all SIX HANDS!

OVER \$120 MILLION IN PRIZE MONEY!

Game No. 65 - Texas Poker Party - Starts January 31, 1996

- \$25,000 top prize.
- Win up to six times on each ticket!

\$1 **TEXAS LOTTERY**

SHOOTING DICE

If the 2 dice in each ROLL add up to 7 or 11, win PRIZE for that ROLL.
WIN UP TO \$4,000 INSTANTLY!

ROLL 1 **PRIZE**
 ROLL 2 **PRIZE**
 ROLL 3 **PRIZE**
 ROLL 4 **PRIZE**

WIN UP TO 4 TIMES!

Game No. 66 - Shooting Dice - Starts March 6, 1996

- \$4,000 top prize.
- Win up to four times on each ticket!



Texas Bonus Card
 Game 33
 Final redemption date:
 February 28, 1996

Moolah Mania
 Game 29
 Final redemption date:
 March 29, 1996

Double Doubler
 Game 39
 Final redemption date:
 April 29, 1996

Football Fever
 Game 38
 Final redemption date:
 May 29, 1996

Bluebonnet Bucks
 Game 27
 Final redemption date:
 June 29, 1996

Boot Scootin' Bucks
 Game 35
 End of Game:
 February 1, 1996
 Final redemption date:
 July 30, 1996

Longhorn Loot
 Game 41
 End of Game:
 February 1, 1996
 Final redemption date:
 July 30, 1996

Hog Mania
 Game 44
 End of Game:
 February 1, 1996
 Final redemption date:
 July 30, 1996

Will the Real Scratchman...

Customers at the Super KMart located at I-35 and O'Connor Road in San Antonio thought they were seeing double—or triple—Scratchmen during a recent Customer Appreciation Day.



After a public outcry of “Will the real Scratchman please step forward!,” Scratchman finally appeared to the cheers of the crowd. A Scratchman “wannabe” had to accept the judgment of the customers that he didn’t quite rate as the Texas Lottery’s real super-scratching super-hero. The life-size cardboard cutout Scratchman had “no comment.”



Super KMart officials said the promotion was highly successful, bringing in lots of new customers and prompting \$2,200 in instant ticket sales over a two-hour period.



Texas Lottery
Commission

PO Box 16630
Austin, Texas
78761-6630

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