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# RETAILER

August 1995

**W**hen customers come into your store, it is obvious where they can buy Lottery tickets? The Lottery has a complete line of inside signage and promotional items that are sure to spark interest and turn casual customers into regular Lottery players. The signs pinpoint your Lottery sales area and promote impulse buys.

Some items, such as the erasable message center, are great for cross-promotions. You can effectively advertise the Lottery and your own in-store specials in one bright and noticeable location.

Various ceiling danglers pinpoint the "Lottery spot" in your store, while door and cash register-mounted *Lotto Texas* jackpot reminders promote *Lotto* sales.



Door decals and the see-through contravision sign designate you as an official Lottery retailer. Plexiglass holders for the *Winners Gazette* and other Lottery promotional items keep your players informed.

Those are just a few of the items available to help you sell more Lottery tickets and other merchandise. Talk to your Sales Representative. They can

assist you in selecting the pieces that will best suit your location.



Ask your Sales Representative which signs would work best in your store!

ment Publications  
State Documents

CT 16 1995

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Dallas Public Library

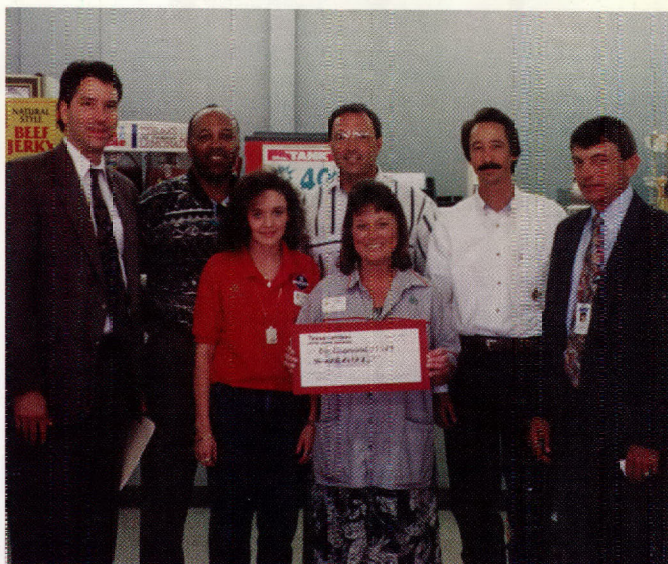


# ★ ★ Bonuses! ★ ★ ★ ★ ★



**\$125,000!**

In Brenham, *Tootsie's Buy-in Bye* owner Virginia "Tootsie" Fischer (holding check) shared 40-percent of her \$125,000 retailer bonus with her employees. Assistant marketing director Paula Lejeune Brouillette (right) presented Fischer with the check while family and employees looked on. GTECH Sales Representative James Frazier is at left.



**\$48,691!**

*Big Diamond No. 1349* in Waco recently received a retailer bonus check for \$48,691 for selling a Lotto Texas jackpot winning ticket. From left are Lottery representative Frank Coniglic, Big Diamond district manager Tyree White, store clerk Tracy Owens, store manager Sandy Johnson (with check), company general manager Gary Jordan, area manager Alan Gregg and GTECH Austin District manager Gerry Hayes.

**Congratulations** to the following Lottery retailers who found their Retailer ID number hidden in the June issue of Retailer Update:

- J & S Grocery, Houston
- Stop N Go #3561, Surfside
- Quick Food Store #24, Houston

Retailers who find their ID number and call 1-800-57-LOTTO, ext. 3619, receive a prize package of Lottery merchandise. Look for your number in this issue (mailing labels don't count) and claim your prize before September 15, 1995.

## Congratulations!

7-Eleven No. 1634  
Denton  
\$184,308

Char-Kay Grocery  
Marquez  
\$10,000

Fast Stop  
Big Spring  
\$125,000

Big Diamond No. 712  
Houston  
\$40,006

Maverick Market  
Orange  
\$10,000



**\$184,308!**

When **Big Diamond No. 32** in San Antonio received its \$184,308 retailer bonus check, three of the 10 Lotto Texas jackpot winners showed up at the store to help celebrate. From left are winners Joe Rodriguez and Barney Aguilar, store manager Genaro Burciaga, and winner Concepcion "Janie" Samudio.



**\$48,691!**

**Handi Plus No. 4** in Houston received a \$48,691 retailer bonus check for selling a recent Lotto Texas jackpot winning ticket. Pictured with Lottery assistant marketing director Paula Lejeune Bruquette (left) are store owner Milka Valari, store manager Firozali Roopani and GTECH sales representative Rhonda Cant.



**\$125,000!**

**Ingram & Sons** in Dallas received a \$125,000 retailer bonus for selling a winning Lotto Texas jackpot ticket. From left are store owner Kirk Ingram, his daughter, Jennifer, employees Jim McNeil, Jennifer Carter, Ronald Maloney and Darrell Ingram, the owner's brother.



**\$48,237!**

A \$48,237 Lotto Texas retailer bonus went to **Zippy J's No. 1** in Kilgore. From left are the co-owners of the store: Dr. Jerry Ted Roberts, Dorothy Chelette and her husband, Wallace.

# Super summer promotions!

**W**e're getting news of Lottery promotions as sizzlin' as a Texas heat wave. Here are just a few of the promotional ideas that are sending sales soaring across the Lone Star State:

## Handi Plus No. 46

It's "munch and scratch" at **Handi Plus No. 46** on Navigation Boulevard in Houston. There's a Subway sandwich shop inside the convenience store—and manager **Sonny Mohammad** sometimes gives away a free sub with the purchase of five Lottery tickets. Sonny also has an ongoing Second Chance to Win promotion—and recently lowered gas prices to 94-cents a gallon in conjunction with a Lone Star Spin promo. Says Sonny: "It was a huge success and brought in a tremendous amount of business." (204821)



Store manager **Sonny Mohammed** (right) and employee **Issa Mohammed** serve up sandwiches and winning Lottery tickets at **Handi Plus No. 46** in Houston.

## Joe's Country Store

Irving Sales Representative **Marsha Stewart** gives retailers a unique way to promote their Second Chance to Win drawings. She not only provides stores with Scratchman t-shirts and Lottery caps, she dresses the Scratchman stand-up and places it next to the drawing box! It's a simple idea that really gets attention.

## Vivian's Modern Way

In Sonora, **Vivian Miears**, owner of **Vivian's Modern Way**, got the Lottery team involved in her location's 9th anniversary party. **GTECH** sales representative **Mike Ernst** helped with a Lone Star Spin promo for Vivian's customer appreciation day. Several area businesses donated prizes for the event, and the store sold more than \$2,300 in Lottery tickets during the three-hour promotion. Best of all, the promotion brought in new players who have become "regulars" since the anniversary party.



Employee **Katry Steinkopf** and "friend" at **Joe's Country Store** in Colony promote Second Chance to Win drawings.

## Rice Food Market

The **Rice Food Market** on Hillcroft in Houston is giving a coupon worth \$2 off on the purchase of \$20 in merchandise when a customer buys \$5 or more in Lottery tickets. Management says customers are "going nuts" over the promo—and Lottery sales have increased dramatically since the promotion began.

**TODAY ONLY!** VALUABLE  **BONUS!** **TODAY ONLY!**

**\$2 OFF \$20 PURCHASE!**

Purchase at least \$5 in TEXAS LOTTO tickets at the Rice Food Market located at 9700 Hillcroft, you'll get a LOTTO BONUS CERTIFICATE redeemable for \$2 OFF purchase of \$20 or more!

This coupon valid today only \_\_\_\_\_ at 9700 Hillcroft. Limit one bonus per customer per day. Beer, wine, tobacco and Sue's candy excluded. Cannot be combined with Senior Citizen's discount.

**YOU'RE ALWAYS A WINNER AT RICE FOOD MARKETS**

PLU 165  
Checker  
VOID





24 Market general manager Jerry Hill (right) and employee Sandra Conatser flank the 28 scratch ticket dispensers that keep bringing customers back to the Wills Point Lottery outlet.

**Blueprint  
for  
success!**

**J**erry Hill believes he's found it. Jerry is general manager of the 24 Market located in Wills Point, about halfway between Dallas and Tyler.

At the core of Jerry's Lottery marketing effort are 28 scratch ticket dispensers prominently displayed near the cash registers. 24 Market also pays all winning tickets—a customer service that your regular customers and new players really appreciate.

The store uses second-chance drawings to keep player interest high—and to keep customers coming back.

And the results? During April, 24 Market sold 36,081 *Lotto Texas*, *Pick 3* and scratch tickets, for an average of 9,020 tickets a week. That's certainly a fine sales performance in a town with fewer than 3,000 residents. (100832)

**Congratulations to  
Jerry Hill and the other fine  
folks at 24 Market!**

**Use it—  
or lose!**

**D**espite advice to the contrary, many busy retailers still "sight validate" scratch tickets rather than run them through the terminal immediately. When retailers are swamped, usually on Wednesday and Saturday nights, the incidence of attempted "passing" of altered tickets goes up. Sight validation can cause problems and a loss of money for retailers. And, as one Houston area Sales Representative found out, it can also lead to strange situations.

Sales Rep Evan Keenan recently got a call from one of his retailers who had paid a winning scratch ticket on sight, but couldn't get it to validate later. Evan talked the retailer through the validation process, but to no avail. The GTECH employee had to drive to the retailer's location.

When Evan reached the convenience store, he was obliged to tell the retailer never to pay a ticket without terminal validation. Why not? It seems that the retailer had sight validated and paid on a ticket from the Kansas Lottery!

# Glad you asked that!

Q

I have several customers who have a lot of questions about the Lottery's games and procedures. I often don't know the answers to the questions. What should I do to keep those customers happy?

A

Advise your customers to call 1-800-37-LOTTO. The toll-free call will connect them directly with Lottery Customer Service. If the Customer Service representative can't answer a question immediately, he or she will find out the answer and get back to your customer. (228611)

Q

I'm going to be remodeling my store in the near future and would like to move my Lottery terminal a few feet. Can I do this myself?

A

No. Moving a Lottery on-line terminal—even a short distance—is something that must be done only by a GTECH Customer Service Representative. There are specific criteria that the retailer must meet before the terminal is moved. You should notify the Lottery at least 30 days before you need the terminal moved to ensure the smoothest move possible.

Q

A customer gave me an apparent winning scratch ticket, but the ticket is mutilated and won't scan or validate. What should I do?

A

Give your customer a claim form and advise him or her to send the ticket and form to Texas Lottery Headquarters at P.O. Box 16630, Austin TX 78761-6630. The customer should keep a photocopy of the ticket, and may want to send the ticket and form by certified mail because the Lottery is not responsible for items lost in the mail.



Mike Scroggs says the "Lottery only" register at **Courtesy Mart** in Houston is a convenience appreciated by players.

important information every day—and the sign really draws the customers in, according to Scroggs.

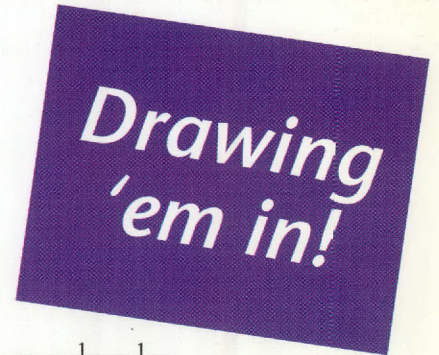
The sign is so popular, says Mike, that when he removed it for two weeks not long ago, he received more than 200 phone calls from customers wanting the sign replaced! Now that's customer loyalty!

**T**ake one winning personality...add an eye-catching street sign...and you get outstanding Lottery sales.

That's certainly the case with **Courtesy Mart** at 5503 Highway 6 North in Houston. Company vice president and store manager Mike Scroggs knows almost all of his customers and vendors by name—and that recognition makes his Lottery players feel right at home.

Inside the store, Scroggs highlights winning tickets by hanging them above the counter and maintains a "Lottery only" cash register for players' convenience. (232248)

Outside, **Courtesy Mart** boasts a large sign noting the current *Lotto Texas* jackpot amount along with daily in-store specials. With this cross-promotion device, passing drivers receive at least two bits of

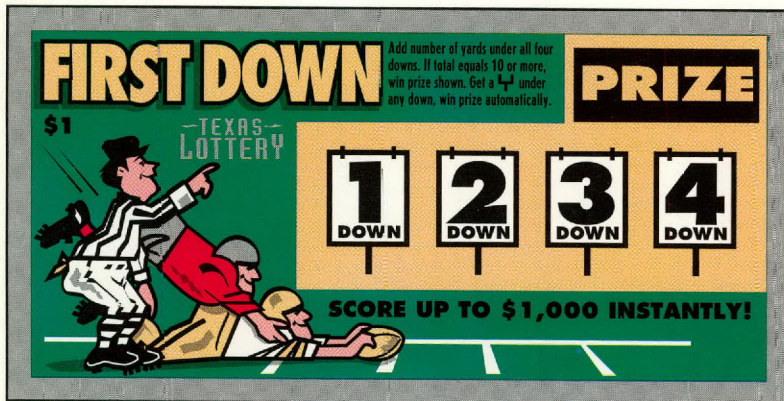


The big **Courtesy Mart** outdoor sign is a great cross-promotional device.

# New Games Coming Soon!



*Joker's Wild*, on sale August 9, offers a top prize of \$10,000 and a total of more than \$48 million in cash prizes. Match three dollar amounts and win that amount—or match two dollar amounts and a “Joker” symbol and win DOUBLE the dollar amount!



*First Down*, on sale August 23, is a great seasonal game with a fun playstyle. Scratch off all four of the “down markers” on the ticket. If the numbers add up to 10 or more, you win the amount in the prize box. Scratch off a “goal post” symbol and automatically win what’s in the prize box. *First Down* offers more than \$42 million in cash prizes and a top prize of \$1,000!



## Beat The Dealer

Game 23

Final redemption date:

September 28, 1995

## Texas Bonus Card

Game 25-

Final redemption date:

October 28, 1995

Game 33-

End of Game Notice:

September 1, 1995

Final redemption date:

February 28, 1996

## Three Across Texas

Game 24

Final redemption date:

November 28, 1995

## Texas Tornadough

Game 26

Final redemption date:

December 28, 1995

## Cactus Cash (rerun)

Game 30

Final redemption date:

January 28, 1996

# Fiesta and the Lottery—a Winning Combination!



*Fiesta No. 18 customer Steve Brown (left) was the first winner of a \$5 merchandise certificate during a recent Lottery Lone Star Spin promotion at the store on Kirby Drive in Houston. Assistant store manager Vastine Jarmon took part in the highly successful event.*

**T**he Houston-based Fiesta Supermarket chain can boast of being one of the Texas Lottery's top-selling retailers—and the chain's positive approach to Lottery marketing is readily apparent at Fiesta No. 18. (117349)

Fiesta No. 18 manager Jerry Steiren says one of the primary reasons Fiesta has prospered in the Lottery business is because his "cashiers make our customers feel good."

Fiesta also believes in creating a "special atmosphere" for Lottery customers, beginning with a large Lottery display that greets everyone who walks in the front door. Steiren says a combination of high traffic volume, prominently displayed POS and full-time staff to take care of Lottery players has led to Fiesta No. 18's tremendous sales volume.

Steiren noted four points for success:

- Management's commitment and support of the Lottery business;

- Value-added customer service and support;
- Capitalizing on a unique location by attracting players with diverse demographic profiles; and
- Promoting jackpot winners and top scratch ticket winners to enhance the store's reputation as a "winning location"

Success is often found in the bottom line—and Fiesta No. 18 averages more than \$28,000 per week in Lottery sales.

"Our Lottery business is important to us," says Steiren. "Our customers recognize that we're having fun, too—and they're extremely loyal to our store."



Texas Lottery  
Commission

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