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LOTTERY

# RETAILED

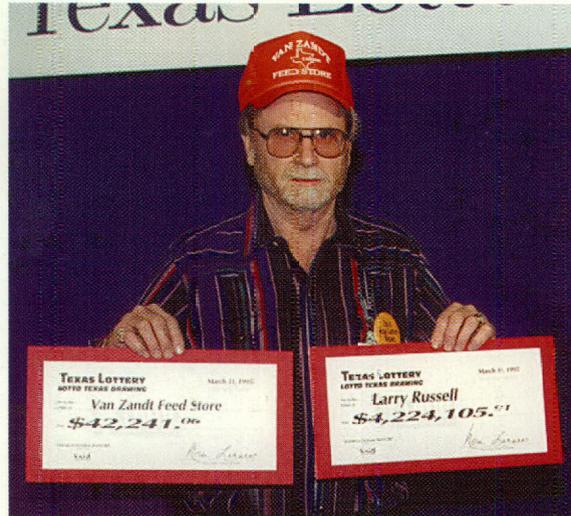
May 1995

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State Documents  
JUN 29 1995  
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## Retailer wins the big one...plus!

**A** Lottery retailer from East Texas has become the first Lottery player to win 101 percent of a *Lotto Texas* jackpot.

Larry Russell, owner of the Van Zandt Feed Store near Canton, won 100 percent of the prize—\$4.22 million—by being the only player to



match all six numbers in the March 29 drawing.

And, Russell was also entitled to a one percent bonus—\$42,241—for selling himself the winning ticket. He's the first Texas Lottery retailer to do so.

The 54-year-old Russell said he plays *Lotto* every Wednesday and Saturday. "I just throw the tickets on my desk in the office, and I don't check them until the next morning."

On this particular Thursday morning, Russell followed Lottery procedure by running his tickets through the store's terminal. When the terminal screen said, "Do not cash. Claim at Lottery," he double-checked his numbers.

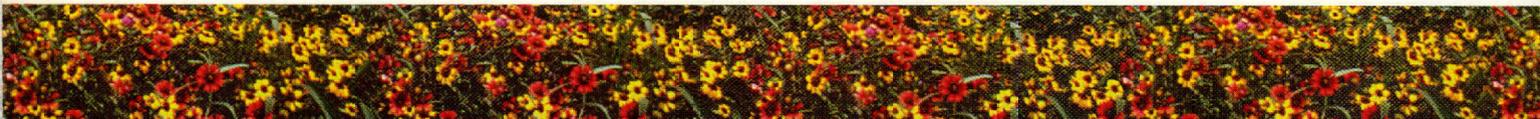
"Then I just went blank," Russell said.

His next phone call woke up his high school sweetheart and wife of 30 years.

"We're lucky, and it's all luck," said Ann Russell. "I just knew we were going to win. It's just a feeling."

Both Ann and Larry Russell say they intend to continue working. "Now I have my retirement made," said Larry. He also told reporters he would share a portion of the bonus money with his employees.

Van Zandt Feed Store has been a Texas Lottery retailer since the games began on May 29, 1992. Since then, the store has sold more than \$430,000 worth of scratch, *Lotto Texas* and *Pick 3* tickets.



# Know that password!

**N**ot knowing the password to sign-on to the Lottery terminal can mean you can't sell Lottery products and you could have unhappy customers.

It does happen. Often, store personnel in a chain operation will be assigned to assist at a store other than their usual one. They arrive at the new store bright and early and...oops!...no one has told them the password for that location's terminal.

A call to the GTECH Hotline or Lottery Customer Service isn't going to solve the problem because the Hotline operators have no way of knowing if the caller is authorized to have the security codes and will not release this information.

Here's an easy solution to this problem: keep a confidential list of all terminal codes at corporate headquarters. When a "floater" or temporary manager is assigned to an outlet, he or she can get the sign-on password before going to the new location.

That's the simple way to keep your Lottery terminals on-line and your Lottery customers happy.

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

- Dee's Way #40, Dallas
- Creedmoor Grocery, Austin

Those who find their ID number and call 1-800-37-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 June 15, 1995.



## Good Job!

*The Texan Kwik Stop in Stephenville received a \$103,000 retailer's bonus for selling a Lotto Texas ticket to a Fort Worth man who picked all six winning numbers in the February 25 drawing. Lottery representative Frank Coniglio (left) presented the bonus check to Texan Kwik Stop owner Bob Harris (center). Also pictured are Harris' wife and daughter, and three of the store's employees.*



## Well Done!

*In Bryan, The Oaks Food Mart received a bonus check for \$89,000—one percent of the \$8.9 million Lotto Texas jackpot won by Gail Bradbury of Bryan. Lottery representative Tracy Hinson (second from left) presented the retailer's bonus to store owner Dhaval Patel, shown with members of his family. GTECH Austin District Manager Gerry Hayes is at far left.*

# Forum brings out fresh ideas

**T**he fourth Texas Lottery Retailer Forum was held in Austin March 29-30, and was judged an outstanding success by both Lottery officials and retailers who attended.

Some 29 retailers took part in the program. They came from all over Texas—from Dalhart in the Panhandle to McAllen in the Lower Rio Grande Valley, and from El Paso in the west to Waskom on the Louisiana border.

Arriving on Wednesday afternoon, the retailers received informational tours of Lottery Headquarters and the GTECH Operations Center. Later, they attended a get-acquainted reception and had a chance to attend a live *Lotto Texas* and *Pick 3* drawing.

Thursday morning's work sessions included an overview of scratch ticket marketing strategy and an opportunity for retailers to meet one-on-one with top Lottery officials in Licensing, Security and Marketing.

After lunch, the retailers were introduced to many of the new Lottery POS pieces and permanent signage now being distributed.

As usual, the retailers had a number of questions about Lottery operations and numerous suggestions for improvement. Here are some of the changes they asked us to consider:

- Using on-line terminal news messages to give retailers more useful and timely information.
- Identifying the city and retailer who sold the winning *Lotto Texas* jackpot ticket in a more timely manner.
- Updating winning tickets remaining information through terminal messages.
- Providing retailers with a self-adhesive, removable snipe to go on POS for new games. This could say something like "Coming Soon" if the POS is available before the game goes on sale. (100921)

The retailers also told Lottery officials about promotional ideas they are currently using in their outlets:

- Putting Winning Tickets Remaining and Game of the Week flyers at drive-up windows.
- Posting a running total of Lottery prize dollars paid out at the store.
- Awarding a \$10 in-store voucher to the clerk selling the most tickets each week.
- Always giving change in \$1 bills to encourage "churn."
- Posting winning numbers at locations other than the play station.

"The Retailer Forums are very valuable," said Texas Lottery Commission Executive Director Nora Linares. "They give us an opportunity for direct communication with our retailers—and those dialogues can only lead to making the Texas Lottery better in every way."



# Promotions boost Lo

**L**ottery retailers all over Texas are coming up with great new ideas to promote Lottery sales and store profits. Here's a roundup of strong promotional ideas you might be able to use at your location:

## 7-Eleven



In the Austin area, several 7-Eleven stores promote *Lotto Texas* and *Pick 3* on every cash register receipt. It's a great no-cost promo that helps boost Lottery awareness.

## Star Enterprises Texaco

Asking for the sale and second-chance drawings work wonders. **Star Enterprises Texaco** on East Seminary in Fort Worth used those promotional techniques — and hit \$3,500 in weekly scratch ticket sales only six weeks after the store opened! Store management has set a goal of \$10,000 a week in Lottery sales — and they're well on their way.

## E-Z Stop

In North Richland Hills, manager Bill Berry of **E-Z Stop** rewards his *Lotto Texas* winners. Anyone who purchases a 4-of-6 winner at the store gets \$5 worth of free Lotto tickets!

## Big Daddy's Convenience Store

It's party time at **Big Daddy's Convenience Store** in Lake Tawakoni. Whenever the *Lotto Texas* jackpot goes above \$15 million, store management throws a "Lottery party" on Saturday—giving away soft drinks, hot dogs and other prizes. And you better believe that Lottery sales during the party are outstanding!

## Fast Stop Stores

Faced with ever-increasing competition, Byron Harris of **Fast Stop Stores** in Big Spring came up with a way to set his stores apart from other Lottery retailers. Harris is giving a crisp \$100 bill to the player who cashes in the largest winning scratch ticket each week. Is it working? Yes! Fast Stop's scratch ticket sales have soared from \$250 a week to more than \$1,500 a week since Harris began the promotion.



*\* for illustration only, bonus watch may differ.*

## Cashworks, Inc.

**Cashworks, Inc.** of Houston is a Lottery retailer who should be watched! Company president James Floyd is boosting sales of the *Instant Million* scratch game by promising a Rolex watch to anyone who buys a top prize-winning ticket at his store. (Retailers receive a \$10,000 bonus for selling a million dollar winner in *Instant Million*).

# Lottery sales!

## The Best Little Beverage Store in Texas



Spend a little, make a lot. The **Best Little Beverage Store in Texas** installed a large, permanent Lottery sign in front of the store on State Highway 21 in Caldwell—and witnessed an increase in store traffic and a 30-percent jump in Lottery sales during the following month!

## Dee's Way

At **Dee's Way** in Grand Prairie, you can fill up and win! This aggressive Lottery retailer carries at least 15 scratch games, promotes *Lotto Texas* and *Pick 3* throughout the store, and—as an added bonus—customers get a free Lottery ticket with every gasoline fill-up of 8 gallons or more! (208402)

## H & B Motors

**H & B Motors** in Celina is pumping up *Lotto* sales with a promise of new wheels. Owner Bobby Brown says if a jackpot winner purchases the winning ticket at H & B, he'll top the prize with a "fully loaded" new Chevrolet pickup worth \$25,000!

See any ideas you can use? Maybe you have some of your own that you'd like to share with other Texas Lottery retailers. Talk with your Sales Representative and get on the winner's bandwagon!

## El Paso retailer on the move!

**T**he Furr's Supermarket chain is well known throughout most of West Texas—and **Furr's No. 945** is the top-selling store in the chain in El Paso. But store manager Charlie Lopez didn't feel that his Lottery sales were as good as they could be.

After a consultation with Sales Representative Jesse Carrasco, Lopez went on the offensive. First, Lottery P.O.S. danglers went up in the video department, along with scratch ticket dispensers in three different key locations in the video section alone.

Then, Lopez began selling scratch tickets at 10 of the checkout lanes in addition to the customer service booth. Still not satisfied, Lopez said, "We'll sell tickets from every checkout lane in the store, including the express lanes!" (204514)

When Lopez and his enthusiastic store team began their aggressive campaign, the store was selling only 25 tickets a week. Now, just a few months later, **Furr's No. 945** is selling more than 1,000 tickets a week! Way to go, Charlie!



Assistant store manager, Ray Samaniego (left) and Furr's No. 945 manager, Charlie Lopez.

# Glad you asked that!

**Q** Since the new *Pick 3* playslip is now available, should I keep the old *Pick 3* playslips?

**A** Definitely. The new easy to use playslips are designed for beginning players. The original playslips, however, give your more experienced players several play options not found on the new playslips. Be sure to keep a good supply of both playslips on hand.

**Q** What's the procedure for confirming packs of scratch tickets?

**A** Just follow these simple steps:

- When scratch tickets are delivered, the ticket delivery form is included in the carton. This delivery form is also your invoice.
- The delivery form is bar-coded. To confirm the order, you must swipe

the delivery form bar-code through your GVT or on-line terminal. This confirmation proves that you have received your ticket order.

- Retain the ticket delivery form in a secure place for your records. You are responsible for the tickets once they are delivered. (114654)

- Call the Hotline at 1-800-458-0884 if your ticket order is not delivered when you expect it, or if there's a mistake on the delivery form.

## Bonus leads to new store!

**W**hat does it mean to sell a winning *Lotto Texas* jackpot ticket? To one lucky retailer, it meant a brand-new store!

Randy and Mary Davis opened the **Blessing Country Store** in the small South Texas town of Blessing after receiving \$77,243, which represented a one-percent retailer's bonus from the sale of a \$7.7 million *Lotto Texas* jackpot ticket. (115444)

The winning ticket was purchased by **Laverne Hicks** at the Davis' Blessing Drive In.

During the grand opening of the Blessing Country Store, Randy and Mary gave away 100 Lottery scratch tickets and arranged for a live radio remote broadcast to promote their new location.



Mary and Randy Davis

A brand-new Texas Lottery retail outlet—all made possible by a jackpot bonus!

And Lottery sales can make a big difference to retailers. Take **Four Points Stop** in St. Hedwig, for example. Using profits generated by Lottery sales, owner **Greg Franckowiak** has installed a new walk-in freezer, added a 25' x 50' extension to his warehouse, added a material yard to his feed store and constructed a new office for himself.

That's more than \$17,000 in improvements to Greg's business—thanks to Texas Lottery sales and Greg's hard work!

# New Games Coming Soon!

**\$1**

**BONUS 7'S**

Get three "7's" in the same row, column or diagonal and win the prize in the Prize Box.

A 7 in the Bonus Box **DOUBLES** your Winning Prize.

**TEXAS LOTTERY**

**PRIZE BOX**

**BONUS BOX**

**WIN UP TO \$7,000!**

## Bonus 7's - On Sale May 31!

*Bonus 7's*, Game No. 49, features the popular tic-tac-toe play style: get three 7's in a row—horizontally, vertically or diagonally—and win the amount in the prize box. A new feature on *Bonus 7's* is the Bonus Box. If a player gets a 7 in the Bonus Box, the prize is doubled. The top prize in *Bonus 7's* is \$7,000.

**\$1 Texas Treasure Hunt**

If the "Hidden Symbol" matches any one of the symbols under the Moneybag spots, win "Prize" in Treasure Chest!

**TEXAS LOTTERY**

**WIN UP TO \$1,000!**

**HIDDEN SYMBOL**

**PRIZE**

## Texas Treasure Hunt - On Sale May 31!

Game No. 50 is *Texas Treasure Hunt*, a colorful game with a "key symbol match" playstyle. If the "Hidden Symbol" matches any one of the symbols under the four moneybag spots, the player wins the prize in the Treasure Chest—up to \$1,000!



## Beat The Dealer

Game 23

Final redemption date:

September 28, 1995

## Texas Bonus Card

Game 25

End of Game Notice:

May 1, 1995

Final redemption date:

October 28, 1995

(Texas Bonus Card

Game 33 is still on sale!)

## Three Across Texas

Game 24

End of Game Notice:

June 1, 1995

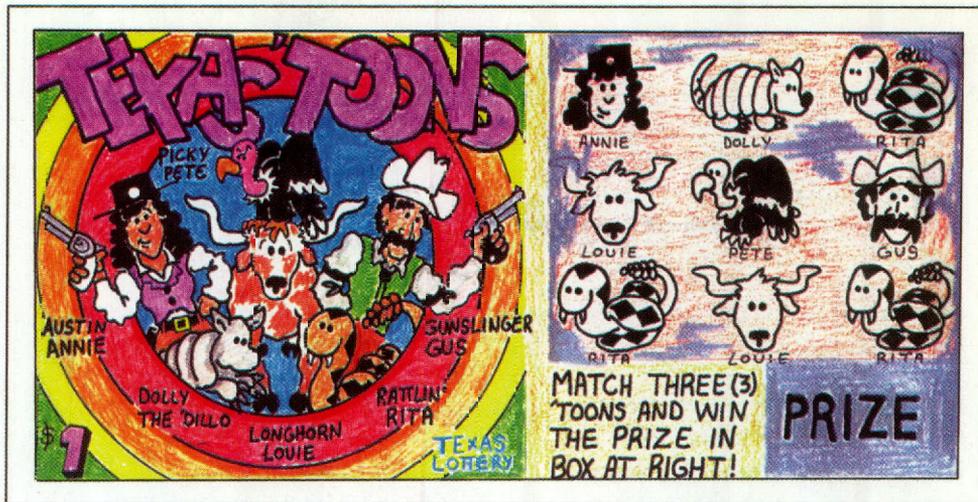
Final redemption date:

November 28, 1995

## Answers for the April issue!



# Scratch ticket contest results!



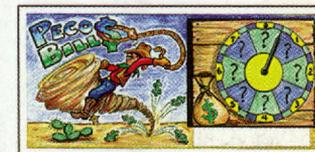
**T**exas 'Toons may be playing in your area sometime in the near future. After careful judging of more than 31,000 entries in the Texas Lottery's first scratch ticket design contest, 20 finalists were represented at the final judging in Dallas on March 23.

The \$3,000 Grand Prize winner, designed by Greg Dorchak of Austin, is called *Texas 'Toons*. Ten celebrity judges decided that Dorchak's colorful ticket had the best combination of theme, play style, graphics and originality from among the 20 finalists.

The first runner up was *Texas Scramble*, designed by J. Jack Cloutier of Shiner. Terry Lynn Brooks of Schulenburg caught the second runner up spot with her entry, *Catch the Cash!*

Tying for the remaining two runner up positions were Raphael Casarez of San Antonio, who submitted *Honey Money*, and Randy Bridges of Allen, who designed *Pecos Bills*. All four runners-up received a prize of \$1,000 each.

The top five winning designs will be tested in Lottery focus groups in the near future, and Texas Lottery Commission Executive Director Nora Linares said all five of the winners have a "very good chance" to become real Texas Lottery scratch tickets.



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