

L2503.6  
R313  
94/12



# REPEAT

December  
1994

Government Publications  
Texas State Documents  
JAN 31 1995  
Depository  
Public Library

## THE GIFT WITH MANY HAPPY RETURNS

You can boost your holiday Lottery sales and profits by encouraging your customers to give a gift for all seasons—Lottery tickets! Bright, colorful scratch tickets are unique, inexpensive gifts that are guaranteed to generate excitement for all concerned.

Don't just tell customers about Lottery tickets as gifts...show them! Here are just a few ideas that you and your customers can use:

- Hang a stocking with several void scratch tickets in it near your register. Your customers will get the idea of using Lottery tickets as "stocking stuffers."



- Tie a bow around a candy cane and attach a void Lottery ticket to it. Display this "sweet" idea near your candy and confectionery display area.



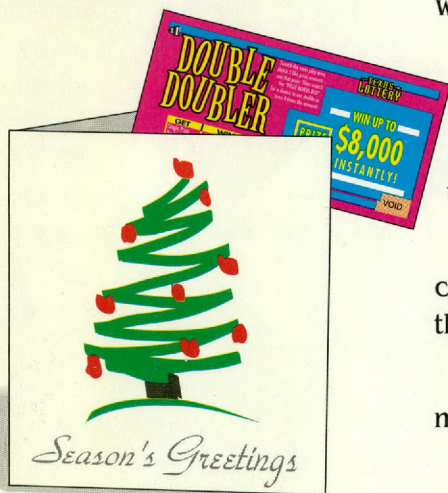
- Decorate a Christmas wreath with scratch tickets and display it in a prominent area. Use the wreath as a prize for a second chance drawing. Tell your customers they can make similar wreaths for their homes...or as special gifts for special friends.



- If you sell greeting cards, staple a void scratch ticket inside a card at the display. When customers bring cards to the register, ask them if they'd like some scratch tickets to go inside.

- Remind your customers to include Lottery tickets when they're making up holiday gift baskets.

We know you can think of many other ways of sending your holiday Lottery sales soaring into the New Year!



THE VERY BEST OF HOLIDAYS FROM YOUR FRIENDS AT THE TEXAS LOTTERY.



# HAVE YOU CHECKED IT OUT?

Have you looked for your Retailer ID in this issue of Retailer Update? Your number could be one of five hidden just about anywhere. Five lucky retailers have a chance to win a super Lottery prize package if you find your numbers and notify 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 January 31, 1994.



*The following GTECH Sales Representatives contributed to articles and feature stories in this Retailer Update:*

Pam Knebel

Gail Shields

Bob Massengale

Annita Lefall



## COUNTRY CENTER'S SALES ARE SOARING!

Why? Because the owner of the Robstown store, Gail Malek, decided to do some intense marketing to increase her Lottery sales—and it's working!

With the help of her employees, Gail redecorated the entire store with Lottery POS materials. Oversize tickets can be seen dangling from the ceiling, posters are displayed on the counter and on all windows, and pictures of winners are highlighted near the entrance.

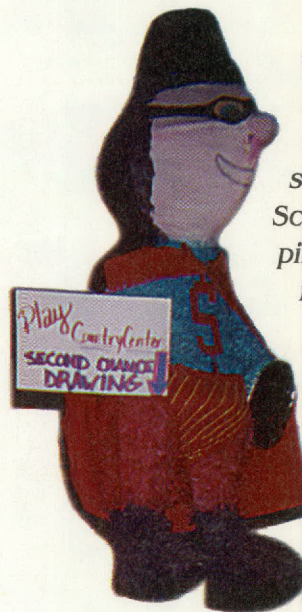
Just by entering the store, people instantly know that Country Center is a "Lottery headquarters." (236947)

And just in case customers don't notice the "Lottery renovation," there's a Scratchman piñata hanging above the main counter to catch their attention.

Gail maintains a close watch on her ticket inventory, keeping a supply of all current scratch tickets

on hand. She encourages her employees to rotate tickets in the dispensers to keep the ticket inventory looking fresh.

Malek said her goal for 1994 is to double her Lottery sales over last year. With a 30 percent increase already on the books, she's well on her way!



You can always count on seeing this Scratchman piñata hanging around at Country Center.





# Retailer Bonus Winners!

## THREE CHEERS FOR OUR LATEST BONUS WINNERS -HO! HO! HO!

Payless Supermarket, Houston—  
\$417,624



Cash Food Market, Bryan—  
\$101,232



Get N Go #12, Laredo—  
\$166,666



Small's Drive In, Cleveland—  
\$166,666



Fail's Drive In, Garland—  
\$166,666



Fiesta Mart #1, Houston—  
\$85,509

A&H Drive In, Devine—  
\$10,000



Sun Mart, Houston—  
\$192,010



Super Sak, Tyler—  
\$43,438



Big Mike's Farm Store,  
Big Spring— \$272,460



Quik Pak #10, Hewitt—  
\$10,000



Kennedy Food Market,  
Houston— \$274,604





# CIRCLE K LIVES UP TO ITS MOTTO

"Fast and friendly service" is more than just a phrase for employees of the Circle K outlet in Hallettsville—it's a way of life. Because of their positive attitude, Circle K employees say they've heard many people say they would never buy their Lottery tickets anywhere else.

"Excellent customer service is the reason the Circle K in Hallettsville leads the region in Lottery sales," says Peggy Cervenka, the store's assistant manager. "Customers like coming into our store because the employees are always nice and polite...and we try to get them in and out quickly."



*Pam Knebel, GTECH Sales Representative, Patty Bracker and Peggy Cervenka.*

GTECH Sales Representative Pam Knebel says Circle K store manager Patty Bracker and her employees have worked hard promoting the Lottery for more than two years.

"They've hung Lottery POS everywhere," Knebel says. "It's on

the walls, hanging from the ceiling, on the front door, even in the bathroom!"

Effort and hard work pays off. In July, the Hallettsville Circle K was among 200 Texas Lottery retailers earning a spot in the Million Dollar Retailer Club.



## GOING NUTS OVER LOTTO!

There are a lot of nuts in and around Comanche...pecans and peanuts, that is. Margrette ("Marge") Keough of Nu-Way Oil in Comanche came up with her own quick pick method long before the Lottery offered it, using Lotto numbers painted on pecans! Customers draw six nuts from a large container...and mark their playslips with the numbers on the pecans.

"It seemed proper since Comanche County is such a large producer of nuts," Marge said. "Quite a few of our players still use the nutty quick pick for their *Lotto* tickets." (105487)

"I enjoy the fun the Lottery offers, even if it is a bit nutty at times," she added.







# BIG TIME WINNING!



While Texas Lottery players are chanting, "Jackpot, jackpot, jackpot!" Lottery retailers should be thinking "Bonus, bonus, bonus!" Retailers who sell a jackpot-winning *Lotto Texas* ticket receive a bonus of one-percent of the jackpot. And that bonus can be as high as \$500,000 per drawing!

Lottery retailers across the state are coming up with new ideas on a daily basis — all aimed at improving their sales and increasing their chances of selling a jackpot winner and receiving the bonus money. Take a look at what some retailers are doing:

- Town & Country in McAllen has already sold two jackpot winning tickets...and owners Alvin and Tim Potter have given the winners two brand-new Chevrolet trucks. The Potters say they'll probably use the rest of the bonus money to open another store.

- Minyard Food Stores, a Fort Worth area chain, divides part of the bonus check with employees and donates a good percentage of the money to the Teachers'

- Anyone who buys a jackpot winner from Lakeside Video in Pottsboro will also be riding in style. Owner Lanny Sikes says he'll give a



*Darren Backus will give away his restored 1955 Bel Air if he sells a winning jackpot ticket.*

Program. That program donates computers, visual aids and scholarships to local school districts.

- The Sac N Pac chain in Central Texas shared a portion of its recent bonus with store employees, then put the remainder of the money in a scholarship fund.

- Gilbert's Drive-In in Edinburg recently began a promotion to increase Lottery sales and attract more customers.

Manager Jorgé Treviño says he'll give a new Geo Tracker to the lucky player who purchases a jackpot winning ticket from his store.

Since the promotion began, Lottery sales at the location have increased a whopping 50 percent and overall sales are up 40 percent! (112506)

Wave Runner jet ski to his future big winner. (Lanny says less adventurous souls will be offered a new riding lawnmower instead of the Wave Runner.) Anyone matching 3 of 6 *Lotto* numbers at Lakeside Video gets a free movie rental, 4 of 6 winners get 10 free scratch tickets and those who pick 5 of 6 receive 50 free scratch tickets!

- Darren Backus takes the "classic" approach to any jackpot winner who buys a winning ticket at Backus Texaco in Lake Highlands. He'll give the winner a completely restored 1955 Chevrolet Bel Air. "Some people don't even care if they win the jackpot," Backus says. "They just want the car!"

In addition to the one-percent bonus paid for a winning *Lotto Texas* jackpot ticket, Lottery retailers can pick up a cool \$10,000 bonus for selling an *Instant Million* scratch ticket. That's 10,000 more reasons to promote your Lottery sales! And remember—there are still five \$1 million winners to be found in this game!



*Rodrigo Robles stands beside the new Geo Tracker that Gilbert's Drive-In will give to the player who purchases a winning ticket from his store.*





# AND THE ANSWER IS...

**Q**

**What is the optimum number of scratch games a retailer should offer?**

**A**

Retailers are encouraged to offer all active scratch games. That way, you have the advantage of offering your customers games with a variety of themes, play styles and prize levels. By carrying as many games as possible, your chances of having at least one game that appeals to every customer will improve dramatically! It's a proven fact that the more games you carry, the higher your sales.

**Q**

**How often is the Winners Gazette printed?**

**A**

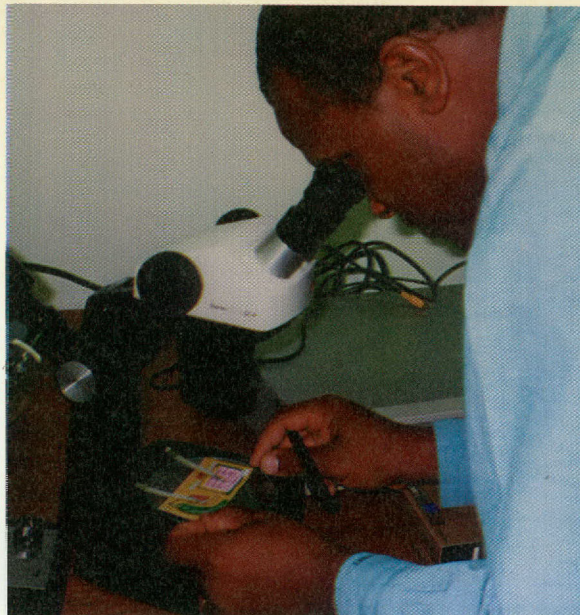
The popular newsletter for Lottery players is printed monthly and distributed to Lottery outlets by Sales Representatives. If you run out of Winners Gazettes, please call your Sales Rep. to get more.

**Q**

**Will the Lottery be adding Lotto jackpot billboards in other cities?**

**A**

Jackpot billboards have been added in Waco, El Paso, the Rio Grande Valley and will be coming soon to Corpus Christi.



*Lottery security investigator Horace Taylor gets a closer look at a defaced ticket.*

# LOTTERY SECURITY IS WORKING FOR YOU

Standing by the *Lotto Texas* or *Pick 3* drawing machines six nights a week, Oscar Rodriguez is the most widely known of the Texas Lottery's 11 full-time security investigators. What you see on television

is only a tiny portion of the overall Lottery Security operation. And many of the Lottery's security-related precautions are so undetectable that you as a retailer might not realize that you're being protected!

"One of our main concerns is to protect the more than 15,000 Lottery retailers from fraud," says Senior Investigator Kay Grant. (105335)

Lottery Security plays an important role in investigating Lottery ticket theft and fraud. But, says Grant, if tickets are stolen from your store, call your local police authorities first. "Local law professionals can assess the crime scene and collect evidence," Grant notes. Lottery Security works closely with local authorities and prosecutors to solve fraud cases.

As a Lottery retailer, you already know that Lottery tickets are among the most secure products in the retail marketplace. However, keeping Lottery products secure requires the cooperation of business owners, corporate officials and Lottery Security.

### **Retailers should take these basic steps to avoid fraud:**

- **Keep all non-activated tickets in a locked and secure place away from the public.**
- **Deface all validated scratch tickets by punching holes through the four underlined digits (the VIRN numbers) and vertically, through the barcode.**
- **Never accept tickets that are torn or taped together. Encourage the ticket holder to take the ticket to a nearby Claim Center.**
- **Never pay a winning ticket without first obtaining a "pay message" from your GVT or terminal.**

**Following these procedures every day can help prevent fraud and ensure the integrity of the Game of Texas.**





**DEUCES WILD!**  
TEXAS LOTTERY

Match 3 like card symbols or 2 like card symbols and a WILD DEUCE (2) and win prize shown in prize legend.

GET	WIN
3 - A's or 2 - A's+2	\$2,000
3 - K's or 2 - K's+2	\$100
3 - Q's or 2 - Q's+2	\$50
3 - J's or 2 - J's+2	\$25
3 - 10's or 2 - 10's+2	\$10
3 - 9's or 2 - 9's+2	\$5
3 - 8's or 2 - 8's+2	\$2
3 - 7's or 2 - 7's+2	\$1

WIN UP TO \$2,000 INSTANTLY!

**Deuces Wild**  
\$1 ticket  
Top Prize:  
\$2,000  
Sales begin:  
December 8

Scratch both games. Match 3 like prize amounts in Game 1, win that prize.

**TWO FOR THE MONEY**  
TEXAS LOTTERY

WIN BOTH GAMES!  
\$2  
WIN TWICE ON ONE TICKET UP TO \$50,000!

Match 3 like prize amounts in Game 2, win that prize.

**GAME 1**

**GAME 2**

WIN BOTH PRIZES!

**TWO FOR THE MONEY**  
\$2 ticket  
Top Prize:  
\$50,000  
Sales begin:  
January 12

**Longhorn Loot**  
Win up to \$5000 Instantly!

Get 3 Longhorns in the same row, column or diagonal, win prize in Prize Bag.

PRIZE BAG

**Longhorn Loot**  
\$1 ticket  
Top Prize:  
\$5,000  
Sales begin:  
January 12



# SCRATCH GAMES COMING SOON



PRIZE REDEMPTION  
END DATE

**Texas Treasures  
(Game 13)**

Prize Redemption End Date:  
November 28, 1994

**Texas Cash Roundup  
(Game 9)**

Prize Redemption End Date:  
December 28, 1994

**Tex Tac Dough  
(Game 15)**

Prize Redemption End Date:  
January 28, 1995





# PICK 3 BOOMS AT HOUSTON STORE!

Boone Food Store in Houston could easily bill itself as the "one-stop Lottery shop" because of the enthusiasm of its owners, Thanh K. Tran and his mother, Xuan Monter. Both share a passion for keeping their customers happy, and weekly *Pick 3* sales of more than \$5,000 indicate that they know just how to do it.

"Thanh is constantly promoting the 'combo' play for his customers to increase their odds of winning the higher payoffs," says Sales Representative Annita Lefall. "He's directing his energies to creating a winning situation for his players, his business and the Lottery."

Thanh himself attributes his business success to high Lottery sales and the adoption of what he calls "Keys to effectively market *Pick 3*:"

- Use slow business hours to educate customers about the game;
- Always remember it's as important to **cash** winning tickets as to **sell** them; and
- Use the Lottery connection to enhance your business operation by using all available POS.

Thanh says using these basic tips will allow retailers to follow his "3-P's" formula: "**P**ick me to play **P**ick 3 and I'll **P**ay you! (246305)



*Thanh Tran and his mother Xuan Monter both share a passion for keeping their customers happy. Also pictured is GTECH Sales Representative Rosa Bryant.*



Bulk Mail  
U.S. Postage  
PAID  
Austin TX  
Permit No. 2096

Texas Lottery  
Commission  
PO Box 16630  
Austin, Texas  
78761-6630

