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RETAILED

October/
November
1994



RETAILERS PRAISED FOR RECORD SALES!

What a year it was! The Texas Lottery ended Fiscal Year 1994 (September 1, 1993 through August 31, 1994) with total sales of \$2.7 billion. That's an increase of more than 48 percent over fiscal '93's total of \$1.8 billion. Lottery retailers earned \$137.8 million in commissions, with those who sold *Lotto Texas* jackpot winning tickets picking up another \$6.2 million in bonuses.

The state's General Revenue Fund gained \$869 million in Lottery profits during fiscal 1994—44 percent more than the official projections.

Nora Linares, Executive Director of the Texas Lottery Commission, said much of the year's success can be attributed to Lottery retailers doing their best to market 19 new scratch tickets, *Lotto Texas* and *Pick 3*.

"We are fortunate to have more than 15,000 hard-working retailers," Linares said. "If it weren't for them, the Texas Lottery wouldn't be able to produce these great figures for the past fiscal year."

Government Publications
Texas State Documents

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Since the Lottery began in May of 1992, it has transferred \$1.68 billion to the General Revenue Fund—\$620 million more than the original estimates.

Hats off to all our great Texas Lottery retailers!

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Look Closely

Congratulations to Quick Mart in Bryan, Kincer's Food Store in Bay City and Toot N Totum #26 in Amarillo. All three retailers correctly identified their ID numbers in the August issue of Retailer Update.

Don't forget...your Retailer ID number could be hidden somewhere in this issue of Retailer Update. Seven lucky retailers have a chance to win a super Lottery prize package by simply finding their Retailer ID numbers and notifying us.

Why seven numbers in this issue instead of the usual five? To be honest, we goofed with the September issue. Two ID numbers got left out of that issue, but we're including them here.

If you find your ID number (mailing labels don't count), call 1-800-37-LOTTO, ext. 3619 to claim your super prize. Prizes for this issue must be claimed by November 30, 1994. Find yours and win!



RETAILER BONUS WINNERS

The Lottery Salutes its Retailer Bonus Winners!

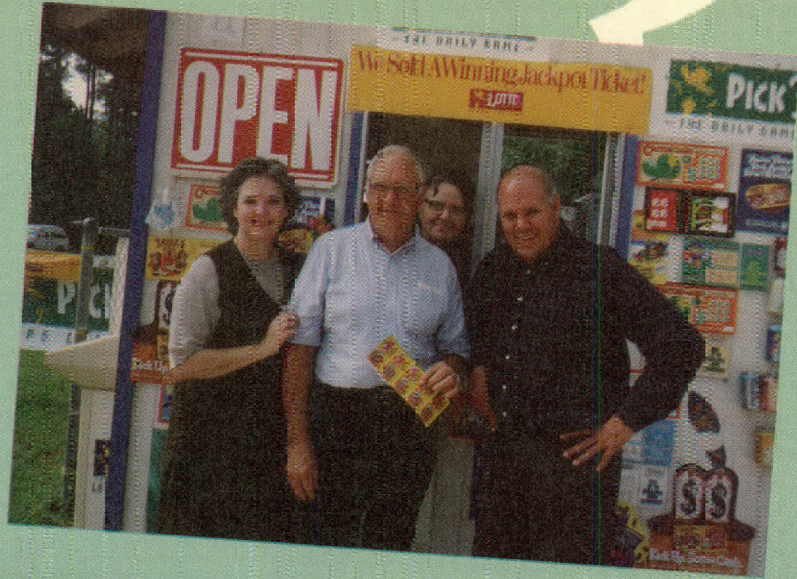


Cobra Truck Stop, Channelview - \$192,010.72

Rita Stevens, (1), Dawn Viney and Mike Karen, owner of Cobra Truck Stop, are all smiles after they sold a jackpot-winning ticket.

Jerry's Auto & Enterprises, Huffman - \$85,509.26

Jerry Patterson, owner of Jerry's Auto and Enterprises was so happy about selling a winning ticket, he decorated his entire store with Lottery POS. Pictured here (from left to right) are: Deborah Burch, GTECH Sales Representative; Jerry Patterson, Hazel Patterson; and Lottery Sales Director Greg Hoelk.



Stop N Go #1051, Houston - \$244,885.32

Soo Hui, (left) assistant manager and Wilma Crosby proudly tell all their customers about selling a jackpot winner.

Check Out the Action at Action Check Cashing



▲ Gail Shapiro places a customer's ticket into the second-chance drawing box.

According to Gail Shapiro—the Lottery action at Action Check Cashing in Bellaire is hot! Since the inception of the Lottery, Shapiro's store remains popular among Bellaire residents and continues to have a loyal following.

"People around town consider our store Lottery Headquarters because we have so many Lottery promotions throughout the store," Shapiro said.

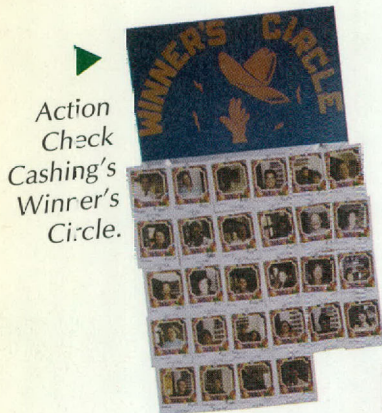
"For example, our LOTTO CLUB is very popular. Whenever a customer purchases \$50 of *Lotto Texas* and/or *Pick 3* tickets, they receive a free ticket. It really gets fun when the jackpot gets big! (114046)

"We offer second-chance drawings. Each week we draw for \$10 to be awarded to a customer who dropped off a non-winning scratch ticket from the previous week. Those winners have their pictures taken and the photos are displayed in our 'Second Chance Winners' section."

"There's also a Winner's Circle' reserved for pictures of recent winners who have won \$20 or more from scratch tickets. And we take photos of *Pick 3* and *Lotto* players who match 4 of 6 numbers. When new customers come into our store, they see all the winners' pictures posted on the window. Quite often, it encourages them to become repeat customers.

Whenever a new scratch game is introduced, Shapiro promotes that game by making a poster or drawing a character from the ticket. On special occasions such as Mother's or Father's Day, she makes red hearts and displays them with Lottery tickets as a reminder.

"WE JUST LIKE TO HAVE FUN," Shapiro exclaimed.



▶ Action Check Cashing's Winner's Circle.

Pick 3 Mania

Lottery retailers across the state are finding innovative ways to increase their *Pick 3* sales on a daily basis! Experienced retailers know that *Pick 3* is a traffic builder because *Pick 3* players become daily customers. Here are just some of the ways retailers are increasing *Pick 3* awareness and increasing sales:

A&B Drive Inn Grocery

- *Pick 3* sales are booming at A&B Drive Inn Grocery in Goldthwaite. Store owner Bobby Johnson says he sells an average of \$2,500 worth of *Pick 3* tickets every week because he makes a special effort to educate his players about the daily game. Johnson says he "fell in love" with the game when it first started, and he's passing his enthusiasm along to his customers. Johnson makes a special effort to show his customers how to play...and emphasizes that *Pick 3* gives them great odds of winning. "By knowing how to play, they find out how easy it is to win," Johnson says. "By educating the players, I can establish a solid customer base that will continue to grow."

Shop-Rite Grocery

- During the Lottery's second birthday celebration in May, Shop-Rite Grocery owners Tommy Joe Hyak, Sr. and his son, Tommy Joe, Jr., took advantage of the opportunity to increase their *Pick 3* sales. The Victoria store hosted a Lottery birthday party, and along with a local radio station, gave away \$250 worth of *Pick 3* and scratch tickets to all customers who purchased *Pick 3* tickets. The Hyaks also served birthday cake to all their customers. Several GTECH employees were on hand to teach customers how to play *Pick 3*. (112468)



Tod's Shop

- In Sinton, Tod's Shop sponsored a special *Pick 3* promotion during the Lottery's second anniversary celebration. Store traffic was heavy at the time because of an estimated \$40 million *Lotto Texas* jackpot, so the store capitalized on the opportunity to increase *Pick 3* sales. Employees gave away free *Pick 3* tickets to customers who purchased *Lotto* tickets. And store employees say customers are still talking about the promotion.

Don't miss out on your share of *Pick 3* sales! As your sales representative for other ways you can promote *Pick 3* in your store.



▲ Several Pasadena Produce Market customers fill out information for the store's second chance drawing.

Pasadena Produce Market —A Peach of a Retailer

Pasadena Produce Market in Pasadena deserves recognition not only for selling a winning *Lotto Texas* jackpot ticket, but also for providing its customers with exemplary Lottery service. Allen and Ronald Brantner, co-owners of the large open produce market, really know how to generate player enthusiasm.

Lottery Representative Ron Wilcox recently had a chance to see some creative examples of marketing and quality customer service when he presented the store with a retailer bonus check. (101233)

"Every register had ticket dispensers filled with scratch tickets and there was a special booth just for *Lotto* and *Pick 3*," Wilcox said. "The booth is decorated with the most current POS and void scratch tickets."

For the convenience of their customers and to encourage people to play the Lottery in their store, Pasadena Produce Market has set aside an area with a table and benches where players can fill out playslips or scratch their tickets.

A brightly-colored banner over the entrance proudly announces to all street traffic that Pasadena Produce Market sold a winning jackpot ticket. And to give customers an added reminder of the occasion, the Brantners had special ballpoint pens designed which read "\$9 Million *Lotto* Ticket sold here 4-21-94," along with the store's name and phone number.

Also, the store's second chance drawings are a big hit with customers. The drawings offer cash and ticket prizes. Winner's names are clearly printed on a nearby sign for everyone to see.

The Brantners know most of their regulars by name, and they have made their store a fun, friendly place to shop and visit. Coffee and doughnuts are on hand near the checkout counter—and some folks come by for the socializing as much as for produce and Lottery tickets.

"Our customers all want to buy their *Lotto* tickets here because they say if they win, we win," said Cindy Brantner. "I think their sentiments are genuine and that makes us feel real good."

Hats off to Pasadena Produce Market!



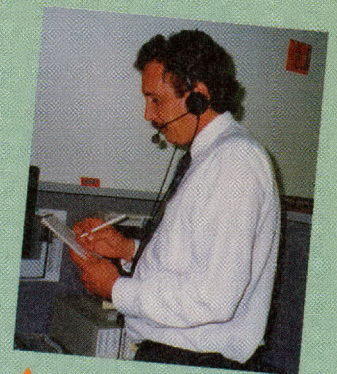
▲ Lottery Representative Ron Wilcox (far left) brought along a life-sized Scratchman stand-up to help present the Brantners with a one-percent bonus check. From left to right are: Ronald, Cindy, Allen and Faye Brantner.

Licensed to Assist

Do you need to update or make corrections to your Lottery license?

The Lottery has 19 licensing specialists available Monday through Friday to update and maintain licenses for the 15,000 Texas Lottery retailers. Following are some helpful hints to speed the process of changing information on your license:

- Be prepared to state your Retailer identification number (6-digit number.) This will speed up your processing time.



▲ Kenny Fain, Lottery License Specialist.

- When calling 1-800-37-LOTTO, be sure you are listed as an authorized contact person for the business. The Licensing Section will not give out information regarding your license or business to an unauthorized person. This is for your protection. (104256)

- Be sure you have the name, address, bank account number or other pertinent information readily available.

Providing the information above should help process information in a quick efficient manner.

And the answer is...

Q

Are credit cards or debit cards acceptable as payment for Lottery tickets? How about food stamps?

A

Absolutely not. According to the Lottery Act, all purchases of Lottery tickets must be paid for in cash or by check. Retailers **cannot** accept credit cards, debit cards or food stamps as payment for Lottery tickets.

Q

Could you give me information about the "Just A Minute" program? Where can I tune in?

A

Just A Minute With the Texas Lottery is a one-minute radio program that airs on 190 local radio stations all across Texas. The program features updates on winners and behind-the-scenes information about the Lottery. The program also answers the most commonly asked questions and gives how-to-play instructions on the newest scratch tickets. Ask your Sales Representative for fliers telling you and your customers where to tune in to "Just A Minute" in your area. (103121)

Q

I've sold a *Lotto Texas* winning jackpot ticket. How long will it take to receive my retailer bonus?

A

Generally, it takes 10 days to two weeks to process a retailer bonus check. First, Lottery Security must verify that the retailer in question actually sold the winning *Lotto* ticket. This usually happens the morning following the drawing. Next, the retailer is contacted by a representative from Lottery Headquarters and a claim form is generated. The retailer is asked to supply information such as a store contact name, and the name, driver's license and Social Security number of the person who will be accepting the bonus check. Then, the Games Compliance Division must verify that the retailer is in compliance with the portion of the Americans with Disabilities Act (ADA) which applies to Lottery retailers. Once the retailer is shown to be in compliance with ADA, Lottery Accounting is authorized to cut and release the one-percent bonus check. A Lottery Marketing representative schedules the check presentation.

Q

I'm interested in having someone from the Lottery come and talk to my organization. How do I go about scheduling someone to speak to my group?

A

The Lottery's speaker's bureau is available to speak to local civic and social groups, as long as 30 people or more are in attendance at a meeting. All requests should be made 30 days before the scheduled event. Call 1-800-37-LOTTO, ext. 3642, to schedule a Lottery speaker.

Q

Sometimes a player will ask for a box of playslips instead of just a few. How can I handle this?

A

You are not obligated to give out large quantities of playslips to one player. Instead, tell the player that your supply is limited and you can only give him or her a maximum number of playslips. Remember to keep a good reserve supply of playslips on hand to accommodate all your players.

Scratch Games Are Winners!

Scratch games are a proven way to increase sales! Just like sales of gum, candy, gasoline and other small-ticket items—those sales add up!

By carrying all scratch games available, you are providing your customers with many choices of play styles, themes, prize levels and colors. The chances of having at least one game that appeals to each customer improve dramatically! (211303)

Scratch tickets sales will continue to grow. It's up to you to capitalize on it!

PICK 3 IT'S EASY! —THE DAILY GAME—

Exact Order - Just One Way to Play

A Pick 3 Exact Order play means just that: if your numbers are drawn in the same order you played them, you win!

If you Picked:	For:	Numbers drawn are:	YOU WIN:
746 (exact order)	\$1.00	746	\$500
746 (exact order)	50¢	746	\$250

Any Order - Another Way to Play

A Pick 3 Any Order play allows the player to cover all the possible draw combinations.

If you Picked:	For:	Numbers drawn are:	YOU WIN:
746 (any order)	\$1.00	746, 764, 674, 647 476 or 467	\$80
746 (any order)	50¢	746, 764, 674, 647 476 or 467	\$40

Drawing held Mon. - Sat. at 9:59 p.m.

Scratch Game Coming Soon.

Match 3 like prize amounts in **game 1**, win that amount.

Holiday Mint

Get 3 "WREATHS" in the same row, column or diagonal in **game 2**, win prize in prize box.

Match any one of "YOUR NUMBERS" to the "LUCKY NUMBER" in **game 3**, win prize directly below your matching number.

Win Up to 3 Times on this Ticket, Up to \$25,000!

VOID

Match 3 like prize amounts in **game 1**, win that amount.

Holiday Bucks

Get 3 "WREATHS" in the same row, column or diagonal in **game 2**, win prize in prize box.

Match any one of "YOUR NUMBERS" to the "LUCKY NUMBER" in **game 3**, win prize directly below your matching number.

Win Up to 3 Times on this Ticket, Up to \$25,000!

VOID

Match 3 like prize amounts in **game 1**, win that amount.

Holiday Dough

Get 3 "WREATHS" in the same row, column or diagonal in **game 2**, win prize in prize box.

Match any one of "YOUR NUMBERS" to the "LUCKY NUMBER" in **game 3**, win prize directly below your matching number.

Win Up to 3 Times on this Ticket, Up to \$25,000!

VOID

Match 3 like prize amounts in **game 1**, win that amount.

Holiday Cheer

Get 3 "WREATHS" in the same row, column or diagonal in **game 2**, win prize in prize box.

Match any one of "YOUR NUMBERS" to the "LUCKY NUMBER" in **game 3**, win prize directly below your matching number.

Win Up to 3 Times on this Ticket, Up to \$25,000!

VOID



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 23, 1994

Tex Tac Dough (Game 15)

Prize Redemption End Date:
January 28, 1995

Holiday Game
(Game 40)
Top Prize: \$25,000
Sales Begin:
November 3, 1994

Cafe Creates "Watering Hole" for Lottery Customers



▲ Owner Pat Jackson (right) poses above with frequent customer Mrs. Merle Chapman who says she loves Scratchman.

Bertram Café is more than just a "down-home" restaurant to Bertram residents—it's the gathering place for folks who love to play the Texas Lottery. Owner Pat Jackson says the group comes to the café daily to purchase tickets and discuss their winnings. Jackson provides the group with tables and chairs where they can sit, scratch tickets and find out who won the most.

"It's entertaining and it's great for business," Jackson says. "They talk about everything from the latest jackpot winner, scratch tickets and even our local winners. Their conversation brings in more customers to the café. Sometimes, when they win, they'll split their winnings with everyone in the group."

Jackson knows which games are the favorites, and she often has ticket orders ready when the group shows up at the café. One member of the group only buys *Texas Two Step* tickets because he's "bound and determined to win that \$1,000!"

"It's like taking a food order," Jackson notes. "Everyone has a favorite ticket and they have special names for them. For example, *Texas Hot Cash* is referred to as the 'pepper ticket.' *Texas Bonus Card* is known as the 'oatmeal ticket' because the little man on the ticket reminds them of the character featured in Bertram's annual Oatmeal Festival. And, *Texas Tornadough* they call the 'twister ticket.'" (113723)

To spice up conversation and sales, Jackson offers second chance drawings and gives away special prizes from her café. Or, she'll give away special prizes such as Scratchman coins to customers who purchase \$10 worth of tickets.

"The group has had a lot of fun with the promotions," Jackson says. "I had one lady who won \$20 on *Texas Bonus Card* after scratching off with a Scratchman coin that I gave her. Now she won't scratch her tickets with anything else!"

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