

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery Retailers

April / May 2010

The Texas Lottery began sales of *Powerball*® tickets on January 31, and Texas Lottery players participated in their first drawing February 3. *Powerball* sales in Texas totaled more than \$1.3 million for the first drawing.

The first step toward introducing *Powerball* in Texas was an agreement in principle announced in October 2009 between the *Mega Millions*® states and the Multi-State Lottery Association (MUSL), the organiza-

tion that manages *Powerball*, to allow for the sale of both *Mega Millions* and *Powerball* tickets in all U.S. lottery jurisdictions. The Texas Lottery Commission then proposed a *Powerball* rule and accepted public comment. In a public meeting held on January 6 of this year, the commission approved the rule.

Powerball and *Mega Millions* are the two multi-jurisdictional lottery games played in the United States and its territories. The 12 *Mega Millions* states, including Texas, have a total population of approximately 161 million.



IT GOT HERE AS FAST AS IT COULD!

Thirty-one state lotteries, the District of Columbia and the U.S. Virgin Islands make up MUSL, with a total population of approximately 130 million.

Powerball Grand/Jackpot prizes begin at \$20 million and increase based on projected sales. There are nine prize levels, starting at \$3 for matching only the *Powerball*. Overall odds of winning any prize are 1 in 35, and odds of winning the Grand/Jackpot Prize are one in 195,249,054.

Players can opt to play

the *Power Play*® multiplier feature for an extra \$1 per play for a chance to increase their non-Grand/Jackpot prizes up to 5 times.

The largest advertised jackpot for *Powerball* was \$365 million in February 2006, while the \$370 million *Mega Millions* jackpot record was set in March 2007.

“We are excited to add *Powerball* to our mix of games, and we also expect to have additional lotteries participating in *Mega Millions* as a result of this new initia-

cont'd on page 2

RoundUp

April/May 2010

Email questions or comments about

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1-800-375-6886

(Select Option 2, then Option 3 for
licensing or accounting questions.)

Available 7 a.m. - 5:30 p.m. Central Time
Monday - Friday

GTECH Hotline:

1-800-458-0884

(For equipment problems
or to order tickets.)

Available 4 a.m. - midnight,
7 days a week

Web site:

www.txlottery.org

TEXAS

POWERBALL

POWERPLAY®

cont'd from cover

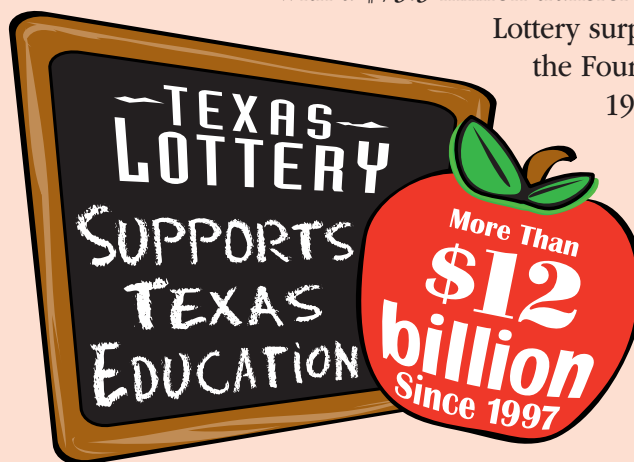
tive. As the number of people playing both games increases, there will be an opportunity for jackpots to climb faster and higher than ever before," explained Texas Lottery Commission Deputy Executive Director Gary Grief. "Most importantly, we estimate that *Powerball*® could provide an additional \$35 million per fiscal year in additional revenue for the Foundation School Fund, which supports public education in our state."

For more information on *Mega Millions*®, *Powerball* or the Texas Lottery, please visit www.megamillions.com, www.powerball.com, or www.txlottery.org.

Transfers To The Foundation School Fund Exceed \$12 Billion

With a \$73.3 million transfer on February 10, the Texas

Lottery surpassed \$12 billion in transfers to the Foundation School Fund (FSF) since 1997. Prior to 1997, proceeds were allocated to the General Revenue Fund, but since that time, Texas Lottery revenue has been dedicated to the FSF, which supports public education in Texas. [232398] Total transfers to the state from the time the first ticket was sold in 1992 currently exceed \$17 billion.



"The staff at the Texas Lottery works with our retailers to maximize revenue for the Foundation School Fund," said Texas Lottery Commission Deputy Executive Director Gary Grief. "This is truly a noteworthy accomplishment for everyone involved, and it reminds us that when it comes to the Texas Lottery, Texas education remains the biggest winner of all."

During Fiscal Year 2009, which ended on August 31 of last year, approximately 27 cents of every dollar earned in Texas Lottery sales went to the FSF, a total of more than \$1 billion. Overall, about 95 percent of the \$3.72 billion in sales last year returned to the state and players in the form of prizes, contributions to the FSF, retailer bonuses and commissions, and other state programs.



Second-Chance Drawings for Cash Prizes Up to \$1 Million!



**Coming
May 31st!**



TylerSpotlight

The Tyler District includes more than 1,150 Texas Lottery retailers within 35 counties and shares borders with three neighboring states — Oklahoma, Arkansas and Louisiana. The district is home to the state's top account in total Texas Lottery sales volume — Stateline Citgo in Texarkana.

Tyler District lottery sales representatives (LSRs) take pride in helping retailers maximize their sales through inventory customization, effective marketing of lottery products and fun-filled promotions.

An enthusiastic team spirit contributes greatly to the district's success. Lottery fans throughout the district can join the fun when the Texas Lottery teams up for events at Mardi Gras Upriver in Jefferson, Tomato Fest in Jacksonville and AlleyFest in Longview.

Athens Shell Food Mart Athens

by Stephen McCurley, LSR

Lottery sales are booming [249215] at **Athens Shell Food Mart** in Athens. Manager Ida Meador attributes the high sales to her staff for always asking for the sale and posting winner awareness materials. [141218] This location has 42 slots and keeps them full at all times. On November 14, 2009, one lucky customer hit the top prize on *Cash Five*® in the amount of \$35,525. *Cash Five* sales at the store have been increasing ever since. Great job!



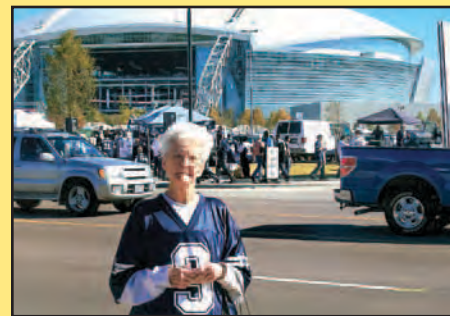
*Athens Shell Food Mart clerks
Delsie Scott and Sam Ferguson.*

Nash Grocery Nash

by Sheila Roberson, LSR

Nash Grocery is a family-owned business operated by Jan Whitley. During the run of the *Dallas Cowboys* scratch-off game, [142251] the store sold a \$100,000 top-prize winner, and won three pairs of Dallas Cowboy game tickets in the Texas Lottery Retailer Sales Incentive last fall. Jan decided to give her first pair of tickets to Louise Davis, one of her lottery customers who also happens to be a diehard Dallas Cowboys fan.

Louise keeps stats on the players, and when the games are blocked from local TV, she listens to them on the radio. After learning about Louise's recent hospitalization, Jan arranged for Louise's son to take her to the game, where she had a great time!



*Nash Grocery customer
Louise Davis at a Cowboys game.*

Jan gave the second pair of tickets to her boyfriend and his grandson for the Thanksgiving Day game, and donated the third to charity, raising \$800 for a needy family. Congratulations to Jan for her win and kudos for her kind generosity!

D & N Grocery Tyler

by Stephen Bentley, LSR

"How 'bout them Cowboys?" Everyone likes a winner, and when it comes to winning, **D & N Grocery** in Tyler is among the best. [448903] Owners Dale and Novella Klinner pull out all the stops when it comes to Texas Lottery sales. During the Dallas Cowboys and Houston Texans retailer contests, they put together a winning game plan. All store employees were given Dallas Cowboys T-shirts and were encouraged to make the sale of the *Dallas Cowboys* scratch-off game their top priority. [152046] As a result, the store won free tickets to

all three eligible games. So, the next time there's a contest or promotion, "huddle up" and get your team behind it. [138063] You could become a winning Texas Lottery retailer too!

Johnson-White & Associates Waskom

by Tanja Wright, LSR

Johnson-White & Associates of Waskom has had great success with *Mega Millions*, and ranks as one of the top 10 sellers of that game in the state. Johnson-White is the go-to store for players within many miles. On big jackpot days, the line of customers into the store can be really long, but clerks Delsie Scott and Sam Ferguson work accurately and fast, and are very knowledgeable about the games. Customers are offered a "good luck!" with every Texas Lottery ticket purchase. [148959] The store has 21 in-counter scratch-off game dispensers that are kept full at all times.

Johnson-White takes care of out-of-state customers as well by posting numbers for the drawings next to the phone. Good job, everyone!

Reno Quick Stop Reno

by Helen Rockwell, LSR

Ashan Zia & Saad Hashain have been the proud owners of **Reno Quick Stop** in the small town of Reno for the past seven years. They pride themselves on being the best that they can be, [145588] with average weekly lottery sales exceeding \$7,500. When they were told about the first Texas Lottery Retailer Cash Incentive last fall, they were excited and determined to make their goal of being one of the incentive winners. Their strategy was to continue to create a family atmosphere, keep customers coming

back by calling them by name, keeping their 24 in-counter dispensers full, paying all winning tickets up to \$599 and asking for the sale. They believe that with every customer who says no, [151328] they get closer to one who'll say yes. Congratulations to Reno Quick Stop for making their goal!



Reno Quick Stop owners
Ashan Zia and Saad Hashain.

Donut Plus Nacogdoches

by Chris Sweaks, LSR

In the city of Nacogdoches, you can find many stores that sell Texas Lottery products, but one store stands out year after year. **Donut Plus** is one of the highest-selling and highest-cashing lottery retailers in town. Manager Steve Teng says that keeping the dispensers full, cashing all tickets up to \$599, and carrying all available instant tickets are his secrets to success. Plus, great customer service and knowledge of all on-line games keeps players coming back. [258109] Donut Plus has built a huge lottery customer base and they are rewarded with great commissions every year. Way to go, Donut Plus!



Donut Plus Manager Steve Teng.

Tyler

District Highlights

as of 2/10/10



DSM: Alan Dore

LSRs: 9 – Stephen Bentley, Richard Gonzalez, Stephen McCurley, Sheila Roberson, Helen Rockwell, Angie Sessions, Michael Skinner, Chris Sweaks and Tanja Wright

FSTs: 5 – Roger Jekat, Steven Crocker, James Williams, Richard Haughn and Carl Green

Support Staff:

Gayle Strickland, Administrative Assistant

Claim Center Location & Phone:

3800 Paluxy Dr., Ste. 330

Tyler, Texas 75701

(903) 509-9008

WINNERS SINCE START-UP

of Cash Five Winners:231

of Lotto Texas Jackpot Winners:32

of Texas Two Step Winners:16

Total Sales Since Start-up:\$4,111,234,060.50

% of Sales:7.2%

Retailer Commissions Since Start-up:\$205,561,703

No. of Isys Retailers:1128

No. of GVT Extra Retailers:46

No. of SST retailers:42

No. of ITVM retailers:116

No. of GamePoints:4

VictoriaSpotlight

The Victoria District area ranges from Ricardo and Rivera just south of Corpus Christi to Angleton, Lake Jackson, Clute, Freeport and portions of rural Alvin. The counties included are diverse in nature, culture and economic structure. Aransas Pass Shrimporee and Rockport Seafair are two local events where you can enjoy a cool breeze off the Gulf of Mexico.

The Victoria GTECH staff has more than 75 years of combined experience serving Texas Lottery retailers, and all staff members are dedicated to excellent customer service. We want to thank all of our retailers for your continued hard work and dedication toward increasing revenue for the Foundation School Fund. Once again, we are proud to work with each and every one of you.

Big B's Karnes City

by Ernie Helweg, LSR

"Let's bring 'em in!" says **Big B's** owner Benny Lyssy. Benny is referring to his recent effort to attract highway traffic to his store, which is located [510705] on the outskirts of Karnes City. Texas Lottery advertising placed outside the building is steadily attracting new and current lottery players. Inside sales (including lottery sales) have been increasing [147847] since Benny and Christina redesigned their building and added the Texas Lottery advertising to their parking lot. Pump toppers and curb signs are instrumental in catching the eyes of passersby. Late last year, Big B's lottery sales increased by \$600 a week. [507367] Congratulations!



Big B's Owners Christina and Benny Lyssy and Manager Elosie Sixto.

H-E-B #069 Corpus Christi

by Terri Crosswhite, LSR

[458702] Late last fall, **H-E-B #069** in Corpus Christi successfully conducted an "Ask for the Sale" promotion thanks to the leadership of several partners and their strategy in implementing this program. Business Center Lead Johnny Cruz encouraged each business center partner to follow "the plan," which

included having partners wear jackpot stickers, displaying lottery balloons, asking for the sale, keeping jackpot signs updated [507988] and making jackpot amount announcements on the in-store P.A. system. After Johnny announced that the *Mega Millions* jackpot had climbed to \$300 million, the business center was swamped with players eager to purchase the next ticket. [498154] H-E-B partners have a tremendous understanding of the value lottery players bring to their stores and we thank them for their gracious attitude and perseverance.



H-E-B #069 employees —
Back row: Cash Controller Claudio Cantu,
Cash Controller Jennifer Ramirez,
Business Center Lead Johnny Cruz,
Business Center Partner Loretta Helmick.
Front: Business Center Partner
Lindi Carpenter.

Timewise #4801 East Bernard

by Ernie Helweg, LSR

Timewise #4801 in East Bernard recently celebrated a 14 percent increase in Texas Lottery sales after a three-month effort utilizing best practices.

Manager Linda Garcia credits the increase to using outside point-of-sale advertising, keeping ticket dispensers full, placing 4" x 4" advertising cards in each ticket dispenser, and most of all, ask-



ing for the sale. Linda encouraged the sales staff to boost sales, and reminded them that their efforts would pay off. We appreciate the efforts of all the employees at Timewise #4801, and look forward to your continued success.

Black Cat Chevron #1 Bay City

by Lee Roy Campos, LSR

Good location is an asset to any successful business [153085] and the owner of Bay City Exxon, Bay City Shell and **Black Cat Chevron #1** in Bay City knows this well.

But "location" doesn't refer only to real estate. It also refers to the placement of Texas Lottery products and advertising. Store employees are maximizing point-of-sale advertising, both outside and inside their locations. They also have emphasized ticket placement at the point of purchase using 4" x 4" cards to enhance the sale of instant games. All three of these stores had astounding results in 2009 with the added focus. Black Cat



Black Cat Chevron #1 Owner Preeti Jain.

Chevron doubled its instant and on-line sales in the third quarter of 2009, and qualified to win five packs of *Weekly Grand* scratch-offs in the *\$500 Million Blockbuster* retailer contest. Way to go!

H-E-B Food Store #584 El Campo

by Ramiro Rodriguez, LSR

The slogan "Do You Feel Lucky?" ran wild at the El Campo **H-E-B Food Store #584** last fall.

[147690] In an attempt to increase lottery sales, cash controllers at the Customer Service Center, along with several H-E-B partners, wore T-shirts with the slogan "Do You Feel Lucky?" on the front, and the words "Then Play the Texas Lottery" on the back. What happened was quite interesting.

These shirts were a highlight and conversation piece for customers standing in line, and were definitely eye-catching. [507224] The advertisement resulted in notable sales increases when employees wore the shirts. Good work!



H-E-B Food Store #584 Cash Controllers Carol Rheinschmidt, Charlotte Belicek and Val Hammon.



Victoria District Staff

Left to right: Oscar Hinojosa, Brenda Boucher, Lee Roy Campos, Ernest Helweg, Terri Crosswhite, Pam Knebel, Mandy Carter, Ramiro Rodriguez and Eric Moreno.
Seated in front: Betty Sutton

Victoria

District Highlights

as of 2/10/10



DSM: Brenda Boucher

LSRs: 7 – Lee Roy Campos, Terri Crosswhite, Ernest Helweg, Oscar Hinojosa, Pam Knebel, Eric Moreno and Ramiro Rodriguez

FSTs: 2 – Rick Garcia and Floyd Srubar

Support Staff:

Betty Sutton, Administrative Assistant

Claim Center Locations & Phone:

<i>Corpus Christi Claim Center</i>	<i>Victoria Claim Center</i>
4639 Corona, Suite 19	2601 Azalea, Suite 16
Corpus Christi, TX 78411	Victoria, TX 77901
361-853-4793	361-573-4185

WINNERS SINCE START-UP

# of Cash Five Winners:	243
# of Lotto Texas Jackpot Winners:	31
# of Texas Two Step Winners:	16

Total Sales Since Start-up:	\$3,457,972,297.50
% of Sales:	6.1%
Retailer Commissions Since Start-up:	\$172,898,614
No. of Isys Retailers:	815
No. of GVT Extra Retailers:	7
No. of SST retailers:	44
No. of ITVM retailers:	70
No. of GamePoints:	2

New, Streamlined Retailer Sales Incentive Program Starts May 9

A new streamlined retailer incentive program starts May 9, 2010, and runs through August 7. The new program features a simplified structure and will allow **all** retailers with at least eight (8) weeks of sales as of March 27, 2010, to be eligible to participate in the 13-week program. The purpose of the program is to generate additional net revenue for the Foundation School Fund by rewarding retailers for achieving exemplary sales performance.

You have two opportunities to earn incentive payments. You can earn \$100 for each additional \$1,000 in total sales (excluding *Mega Millions*, *Megaplier*®, *Powerball* and *Power Play*) over your weekly sales average multiplied by 13 weeks. Once that goal is reached, you automatically are entered into a drawing for prizes ranging from \$500 up to \$50,000. You continue to earn \$100 and an additional drawing entry for each additional \$1,000 in total sales beyond your goal throughout the program.

To establish each retailer's sales goal we took your weekly sales average (excluding *Mega Millions*, *Megaplier*, *Powerball* and *Power Play*) for the 26-week period September 27, 2009, through March 27, 2010*. That weekly average was multiplied by 13 (the number of weeks in the incentive program) plus \$1,000 to get the retailer's Minimum Sales Goal for this program. This formula is illustrated below:

$$\text{Minimum Sales Goal} = \text{Weekly Sales Average} \times 13 \text{ weeks} + \$1,000$$

It is important to note that Lotto Texas sales are included and will count toward achieving your Minimum Sales Goal!

Retailers increase their chances of being selected in the drawing by earning more than one entry. Please note that an individual retailer location can win only once in the drawing. Although a retailer with multiple locations could win at more than one of their locations.

Incentive payments will be mailed to retailers by August 31, 2010. A separate payment will be issued to drawing prize-winning retailers approximately two weeks after the drawing.

DRAWING		
# Prizes	Prize	Total
2	\$50,000	\$100,000
5	\$10,000	\$50,000
20	\$5,000	\$100,000
30	\$2,500	\$75,000
100	\$1,000	\$100,000
150	\$500	\$75,000
307		\$500,000

The first retailer incentive program, which ran September 6 through December 5, 2009, resulted in additional net revenue of \$3 million. Thank you to all of the retailers that successfully participated in the first incentive program and helped raise additional revenue for the Foundation School Fund.

The second retailer sales incentive program is currently running January 17 through April 17, 2010.

Complete program details can be obtained by calling 800-37-LOTTO (800-375-6886), contacting their Lottery Sales representative or going online to txlottery.org/retailerpromotions.

*If you have less than 26, but at least 8, weeks of sales as of March 27, 2010, your Weekly Sales Average will be calculated based on your number of active weeks.

Texas Lottery Claim Centers



Abilene

209 S. Danville
Suite C-103
79605
325-698-3926

Corpus Christi

4639 Corona, Suite 19
78411
361-853-4793

Houston

1919 N. Loop W.
Suite 100
77008
713-869-6451

Odessa

4682 E. University
Suite 100
79762
432-550-6340

Amarillo

7120 IH-40 West
Suite 110
Park West Office Centre
79106
806-353-0478

Dallas

1555 W. Mockingbird Ln.
Oakbrook Plaza
Suite 203
75235
214-905-4912

Laredo

1202 Del Mar Blvd.
Suite 4
78045
956-727-8750

San Antonio

9514 Console
Suite 111
78229
210-593-0210

Austin

611 E. 6th St.
78701
512-344-5252

El Paso

401 E. Franklin Ave.
Suite 150
79901
915-834-4920

Lubbock

6202 Iola Ave.
Suite 900A
79424
806-783-0602

Tyler

3800 Paluxy Dr.
Suite 330
75703
903-509-9008

Beaumont

6444 Concord Rd.
77708
409-347-0734

Fort Worth

4040 Fossil Creek Blvd.
Suite 102
76137
817-232-9478

McAllen

4501 West Business 83
78501
956-630-2278

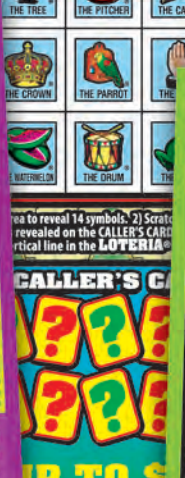
Victoria

2601 Azalea, Suite 16
77901
361-573-4185

TEXAS LOTTERY® BASE SCRATCH-OFF GAMES!



All retailers are encouraged to carry these base games at all times.



April/May Retailer Survey

Have your regular *Pick 3*™ players been spending more, less, or about the same amount of money on *Pick 3* in the past several months? (Please check one)

☐ More ☐ Less ☐ About the same

If they have been spending less, please list examples of their reasons for spending less. _____

Your Retailer Number _____

Thank you for your time. A retailer will be selected from a random drawing of all completed surveys from this issue of *RoundUp* to receive a Texas Lottery prize package of promotional items!

Please send survey to: Dr. David Sizemore, Research Coordinator
Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254

Promotions Calendar of Events

DATE	EVENT	LOCATION/DISTRICT
April 9 - 11	Poteet Strawberry Festival	Poteet
April 16 - 18	Taste of New Orleans	San Antonio
April 23 - 24	Larry Joe Taylor Music Fest	Stephenville
April 24	Buccaneer Days BBQ & Rodeo	Corpus Christi
April 30 - May 1	Fiesta West Texas Expo	Odessa
May 1	Cinco de Mayo	Lubbock
May 1 - 2	Pecan Street Festival	Austin
May 15 - 16	Pasadena Strawberry Festival	Pasadena
May 21	Round Rock Express Baseball	Round Rock

These events are subject to change.

Retailer Bonuses

REMEMBER!

If you find your retailer ID number hidden in this issue of *RoundUp*, you can receive a prize package of Texas Lottery promotional items!

To claim your prize, call 1-800-37-LOTTO.
You must call by May 31, 2010.



Game	Retailer	Location	Bonus
Merry Millionaire #1193	RaceTrac #493	Grand Prairie	\$10,000
Merry Millionaire #1193	Troy Exxon	Troy	\$10,000
\$500,000,000 Blockbuster #1114	Big Diamond #1273	El Paso	\$10,000
Merry Millionaire #1193	Speedmax #4	Plano	\$10,000



Draw Date	Retailer	Location	Bonus
11/20/08	Airline Food Mart	Houston	\$2,000
10/8/09	Tigerland Express #2	Katy	\$2,250
11/9/09	Neal One Stop #5	Sabinal	\$3,750
11/19/09	Fastlane #5	Beaumont	\$2,750
12/21/09	Lam's Liquor Store	Houston	\$2,000

2009 Retailer Cash Incentive Program



**\$50,000
Drawing
Prize
Winner**

From Big Diamond #1334 in Northcrest:
(l-r) John Robinson, store manager;
Joyce Williams, customer service representative;
and Ed Passalugo, area manager.