-TEXAS LOTTERY-

News and Ideas for Texas Lottery Retailers

ENTER SECOND-CHANCE DRAWINGS FOR YOUR CHANCE TO WIN EXCITING TEAM PRIZES!



DALLAS COWBOYS





RoundUp August/September 2010

Email questions or comments about *RoundUp* to: roundup@lottery.state.tx.us

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(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

Retailers Awarded Over \$1.94 Million in Sales Incentive Program

Texas Lottery retailers are capitalizing on the opportunity to earn additional money through the retailer sales incentive programs. The number of retailers receiving [3]1807] payments more than doubled for the second program. Congratulations to the 4,240 retailers across the state who took on the challenge and successfully met their goal in the second retailer sales incentive program that ran January 17 through April 17. Together, they earned cash incentive payments totaling \$1,449,985.

In addition, a total of \$500,000 was awarded to 307 of those retailers through a special drawing held on May 14. Two top prizes of \$50,000 each were awarded in the drawing along with 5 - \$10, 000 prizes, 20 - \$5,000 prizes, 30 - \$2,500 prizes, 100 - \$1,000 prizes and 150 - \$500 prizes. All of the retailer incentive program payments are in addition to the 5 percent sales commission. [144290] Congratulations to all the owners, managers and sales associates who successfully achieved exemplary sales levels.

The Texas Lottery introduced its first 13-week sales incentive program in September 2009, followed by the second one in January 2010 and the third one May 9 through August 7. The third program featured a new format where retailers were provided a goal based on their total sales, excluding *Powerball*[®], *Power Play*[®], *Mega Millions*[®] and *Megaplier*[®]. The goal of these programs is to increase revenue for the Foundation School Fund while providing performance-based incentive payments to retailers.

The fourth retailer sales incentive program is scheduled for September 12 through December 11, 2010. This program has the same format as the recent summer program, with goals based on total sales, excluding *Powerball, Power Play, Mega Millions* and *Megaplier*. A special drawing featuring prizes up to \$50,000 will again be conducted for those retailers that achieve their sales goal.

# 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

Texas Lottery staff and the sales force are committed to helping all retailers improve their sales. Your lottery sales representative (LSR) can help you succeed in increasing your lottery sales and qualifying for future incentive programs.

Again, congratulations to all the retailers who received an incentive payment. We appreciate your dedicated sales efforts and support. [129738] By making our business a part of your business, together we benefit Texas education.

2

get more green WITH **PICK**³ GREEN BALL.

For the first time, the Texas Lottery is introducing a player promotion called Green Ball, which can increase prize winnings on the *Pick* 3^{TM} game by approximately 20 percent! Beginning in October and lasting for 48 drawings only, a special promotional drawing will be held immediately after each *Pick* 3 Day and Night drawing.

At the start of this special promotional drawing, five white balls and one green ball will be placed in a drawing machine, and one ball will be randomly selected. If the green ball is selected, winning players will have approximately **20 percent** added to their regular *Pick 3* prize amount! Every time a white ball is selected, that white ball is removed from the drawing machine and one less white ball will be included in the next promotional drawing. This increases the chances of the green ball being selected in the next drawing! Once the green ball is selected, the drawing process starts over again with all five white balls and one green ball being loaded back into the drawing machine.

To be eligible for the prize winnings, all players have to do is play *Pick 3*! There is no extra cost to the player to participate in this promotion. The Texas Lottery will provide several pieces of POS advertising to highlight the features of the Green Ball promotion. The exact dates of the promotion will be coming soon. The promotion applies to prizes for the *Pick 3* base game only and does not increase prizes for the *Sum It Up*[®] add-on feature.

Remind your players that they have to play to win! It's easy to get more green with Pick 3!







7-Eleven Conv. Store #26580, 14200 Trinity Blvd., Fort Worth

From left to right: Philip Garcia, GTECH; Gina Easley, GTECH; Robert Tirloni, Texas Lottery Commission; Azeem Riaz, 7-Eleven; Rob Engels, GTECH; Brad Slade, 7-Eleven; Rajeesh Singh, 7-Eleven.

7-Eleven #1611-26151, 1410 E. Illinois Ave., Dallas

From left to right: Robert Tirloni, Texas Lottery Commission; Solomon Basazinew, 7-Eleven; Jimmy Moin, 7-Eleven; Ben Wynkoop, 7-Eleven; Rajeesh Singh, 7-Eleven.

AbileneSpotlight

overing an area of more than 54,000 square miles, the Abilene sales district is the largest of all the lottery districts in Texas. That's more than 350 square miles larger than North Carolina! The district includes 53 counties, with eight lottery sales representatives and four customer service (technical) representatives to cover the entire territory.

The Abilene district staff loves to get together with local retailers to host Texas Lottery selling events. We were most recently at the Larry Joe Taylor Texas Music Festival in Stephenville. Other past events include Falls Fest in Wichita Falls, Fiesta West Texas Expo in Odessa, and the Mex-Tex Family Fiesta in Midland. The lottery trailer covers plenty of miles bringing the *Games of Texas®* to events throughout the Abilene district.

7-Eleven #66 Odessa

by Joey Parker, LSR

Little changes can make a big difference when it comes to Texas Lottery sales. The team at the 7-Eleven #66 in Abilene found that out recently and the result was a homerun for their instant ticket sales. The store clerks and manager took it upon themselves to make a change in how they merchandise their scratch-offs. Previously, their tickets were displayed inside a counter, which made it difficult for the customers to see the games. At the time, their instant ticket sales averaged a little more than \$3,000 a week.

To improve the visibility for their players and improve their sales, they moved the tickets onto the counter. [153425] Now, 7-Eleven #66 averages almost \$6,000 a week and sales continue to increase.

Wes-T-Go #1 Abilene

by Kyle Doan, LSR

In Abilene, Wes-T-Go #1 has found the niche for selling Texas Lottery products, [203318] but this is no overnight success story! Teamwork plays a very important role in the success this store has achieved. They stand out statewide year after year and they go out of their way to provide great customer service for their lottery customers. Wes-T-Go #1 carries all the instants tickets that are [3]]994] available and they always keep the dispensers full and visible to the customers. Since a GamePoint was added, customers who were not previously Texas Lottery players have been showing interest in the games.



7-Eleven #66 Assistant Manager Joe Piotroski.



Pic-N-Pac team members (left to right) Esther Phares, Kim Woods, Neil Jouett and Lori Robertson (co-owner/manager).

Pic-N-Pac San Angelo

by Thomas Quintela, LSR

Pic-N-Pac Owner Robert Robertson and his daughter Lori Robertson have been selling the Games of Texas since the Texas Lottery began 18 years ago. Lori runs the store and oversees the promotional activities, [139644] and she is willing to try new ideas to increase their sales and bring awareness to their lottery products. Located on the outskirts of San Angelo for more than 20 years, the store now features a lottery bar, complete with bar stools for their customers to enjoy while scratching their instant games and filling out playslips.

Robert and Lori encourage all their employees to "ask for the sale" during each transaction and to maintain inventory in all of their 50 scratch-off slots.

Sundown Market Midland

by Roger Cramer, LSR

Sundown Market is located east of downtown Midland on Business 20 (formerly Old Highway 80). It's a long-time neighborhood grocery with a friendly staff that has been with the Texas Lottery since its 1992 startup. With a slot count of 50, the store sells all active games and averages more than \$19,000 per week in scratch-off sales. What really places Sundown Market above the crowd of other lottery retailers is their performance in *Pick 3*, with a weekly sales average of more than \$4,500. [139415] The biggest key to Sundown Market's Texas Lottery success is a welltrained and customer-service oriented staff that is fully engaged in promoting the Games of Texas.

Abilene District Highlights as of 6/18/10



DSM: Allen Beaty

LSRs: 6 – Randall Brown, Clay Collier, Roger Cramer, Ilda Cuevas, Kyle Doan, Craig Granbery, Thomas Quintela, Joey Parker

> **FSTs:** 4 – T J Click, Daniel Herrington, Andy Russell, Curtis Vaughn

> > Support Staff: Kathleen Leining

Claim Center Locations & Phone:

Abilene Claim Center	Odessa Claim Center
209 S. Danville	4682 E. University
Suite C-103	Suite 100
Abilene, TX 79605	Odessa, TX 79762
(325) 698-3926	(432) 550-6340

WINNERS SINCE START-UP

of Cash Five Top Prize Winners:176
of Lotto Texas Jackpot Winners:29
of Mega Millions Jackpot Winners:0
of Texas Two Step Jackpot Winners:12
of Powerball Jackpot Winners:0
Total Sales Since Start-up:\$3,306,860,868
% of Sales:
Retailer Commissions Since Start-up:\$165,343,043
No. of Isys Retailers:869
No. of GVT Extra Retailers:23
No. of SST retailers:21
No. of ITVM retailers:75
No. of GamePoints:18

HoustonSpotlight

he Houston sales district, which stretches from Galveston to Huntsville and from Vidor to Sealy, includes over 4,700 retailers and generates the largest share – more than 26 percent – of Texas Lottery sales in the state. This district is so big that it is divided into three regions: Houston Northwest, Houston East and Houston Southwest. A sales force of 33 lottery sales representatives (LSRs) and six senior representatives are led by three district managers. The Houston district team, with more than 420 years of combined lottery sales experience, takes pride in delivering the finest customer service to each retailer visited on a biweekly basis. Each LSR helps retailers maximize their sales through inventory customization, effective marketing of lottery products, product education and promotion execution during each visit. Even though the Houston sales district is split into three regions, all members work together as a team to ensure that retailers capitalize on their profits and increase proceeds to the Foundation School Fund.

In the past year, the Houston district staff has joined Texas Lottery retailers at a variety of selling events, including the Pasadena Strawberry Festival, Lunar New Year Houston, Tomball German Heritage Festival, and Chevy's Freedom over Texas Fourth of July Festival. In addition, the Texas Lottery promotional trailer has participated in Customer Appreciation Days in towns such as Rosenberg, Brenham, Pearland, Livingston, LaPorte and many more.

Zee Smoke Nederland

by Jessie Jones, LSR

Zee Smoke in Nederland is a place where Texas Lottery customers know they can find a wide variety of games to purchase. Manager Fareed Arbani knows that in order to reach his weekly incentive goals, he must carry just the right *Games* of Texas. His willingness to help his patrons make a good selection and his quest to know everything about the games is very much appreciated by his faithful customers. [138253] This store recently had a \$25,000 winner from one of the store's best-selling games-the popular \$20 scratch-off, \$500,000,000 Blockbuster.

Mr. Arbani is proud of his employees, who also make it a point to be knowledgeable about every game and to explain to customers how games are played, especially the new arrivals. Zee Smoke is a very upbeat and pleasant environment; one where customers love to be and a place where they can find any Texas Lottery game they want.



Zee Smoke Manager Fareed Arbani.

EZ Food Mart Bayou Vista *by Linda Crowe, LSR*

EZ Food Mart, located in Bayou Vista, has become known as the "lucky" Texas Lottery retailer in town. On March 3, Owner Rafik Buddy sold a five-number winning Powerball ticket worth \$200,000. Rafik is a high-selling on-line retailer due to his efforts in promoting the daily jackpot games and advertising the jackpot amount. He uses plus-selling as a tool to continuously increase his lottery sales and encourages his employees to do the same. EZ Food Mart is known for great customer service and Rafik strives to ensure that his Texas Lottery players are satisfied. One way he achieves this is by keeping his ticket dispensers full and by activating the new games as soon as they arrive. Rafik utilizes all POS and signage available in order to attract new customers and to inform his regular players. By continuing to push his Texas Lottery sales, Rafik's next goal is to sell a [152494] winning jackpot ticket!



EZ Food Mart Owner Rafik Buddy.



Papa Keith's Grocery Owner George Siqueira.

Papa Keith's Grocery Riverside

By Cary Rosenbaum, LSR

Texas Lottery players looking for scratch-offs and some fishing need only head out to Papa Keith's Grocery, the top-selling Texas Lottery retailer in Riverside, located [2293]7] near the north shore of Lake Livingston. Since purchasing the store about a year ago, George Siqueira and his partners have increased their weekly lottery sales by about \$4,000, for an average weekly total of \$9,400. They do this by keeping their 40 slots full and with fast, friendly customer service. George loves it when the excitement of huge jackpots causes a spike in on-line ticket sales and he posts signs throughout the store creating awareness of jackpot amounts. George wants to sell a winning jackpot ticket for the retailer bonus of course, but he also really looks forward to having one of his customers become the Texas Lottery's next millionaire!

Fiesta Mart #3

by Antonio Alba, LSR

Booth Manager Teresa Rangel and her assistant Mario Gutierrez of **Fiesta Mart #3** in Houston are a couple of the most pro-Texas Lottery folks around. Teresa and Mario work really well together to ensure the ITVM and GamePoint in their store are loaded every day, and ready for their customers to enjoy a variety of scratch-offs.

This store averages more than \$15,000 per week in scratch-off sales and another \$2,400 in on-line games. [42578]] Since the store is located on the eastside of downtown Houston, they have a good mix of international customers from Asia, India, Vietnam, Korea and South America. Two of the most popular games with their players are the \$3 Loteria Texas and the \$5 Big Money Bingo.

On the store's busiest days, Mondays and Fridays, Teresa and Mario are kept very busy selling Texas Lottery tickets as well as when jackpots are high for *Lotto Texas*[®], *Mega Millions* or *Powerball*. Since the store sells so many tickets, they have a lot of winners as well. On April 16, 2010, they had a \$10,000 *Mega Millions* winning ticket purchased from their GamePoint.

Teamwork is one of the keys to Texas Lottery success at Fiesta Mart #3, but the staff is competitive when it comes to clerk promotions. They enthusiastically encourage sales and compete with their peers for a [450213] chance to win Texas Lottery promotional merchandise. Houston District Highlights as of 6/18/10



DSMs: 4 – Jesse Carrasco, Terry Kearns and Suhail Sharief

 LSRs: 33 – Hassan Al-Ahmad, Antonio Alba, Larry Burton, Linda Crowe, Shanell Davis, Rhonda Duhart, Thomas Duhart, Ruben Elizondo, Charlotte Friedrichs, Edith Garza, Ron Goodwin, Norma Guerra, Dayna Honeycutt, Marshall Ivory, Griffin Jackson, Amin Jangda, Jessie Jones, Annita Leffall, Carl Lott, Kimberly Martin, Ana Martinez, Leonard McCluney, Alana Mendez, Traci Pyle, Maurice Reynolds, Cary Rosenbaum, Arlene Scott-Armstrong, Tim Spies, Ryan Swanner, Johnny Vasquez, Charles Verrett, Clifton Welch and Salim Zafer

Senior Reps: 6 – Anna Cervantes, Ken Henry, Charles Ontiveros, Russell Broadbent, Elia Saad, Beatrice McDonald

FSS: Robert Gouner

FSTs: 17 — Ernie Armador, Nicole Beauregard, Joe Celenza, Stephen De Leon, Anthony Dennis, George Dwebeng, Stephen Eitel, Moses Godinez, Leland Godkin, Glenn Henry, Randy McIntyre, Brian Nguyen, Tara Neagle, Ken Okwara, Brandon Reese, Carl Thomas and Travis Wither

> Support Staff: Thuy Huynh, Doan Pham and Bob Moscatello

Claim Center Locations & Phone:

Beaumont Claim Center	Houston Claim Cente
6444 Concord Rd.	1919 N. Loop W., Ste.
Beaumont, TX 77708	Houston, TX 77008
(409) 347-0734	(713) 869-6451

WINNERS SINCE START-UP



Howdy, Folks! Texas Lottery Returns to the State Fair of Texas

Since 1992, the Texas Lottery has had a presence at the State Fair of Texas. All the fun and excitement of playing the *Games of Texas* is once again returning in 2010.

Players will have a chance to purchase all of their favorite lottery games at the Texas Lottery Luck Zone at our new featured location at the East Park Plaza on Coliseum Drive. Players can play the multi-million-dollar jackpot games, *Mega Millions, Lotto Texas* and the newest game—*Powerball*. Players can also try [507269] to win big bucks in our daily drawing games—*Cash Five®, Texas Two Step®*, *Pick 3* and *Daily 4*[™], along with the always [210327] popular scratch-off games. This year approximately 50 different scratch-off games will be offered during the State Fair.

The Texas Lottery Luck Zone will feature exciting player promotions like the Texas Lottery Spinning Wheel and the Texas Lottery Money Machine. When fairgoers purchase Texas Lottery tickets, they can spin the wheel to win exciting prizes including Texas Lottery scratch-offs or enter the Money Machine for a chance to win multiple scratch-off tickets. Additionally, feature promotions such as Game of the Day and other promotional opportunities will be offered to players during the State Fair.

As a special incentive to play the *Games of Texas*, players may receive Texas Lottery branded prizes and gear for each \$5, \$10, \$15, \$20 or \$50 purchase of lottery tickets. Items for this year may include hooded sweat-shirts, outdoor folding chair with bag, t-shirts, baseball caps, beach towels, umbrellas and pop-up coolers. [45153] The 2010 State Fair of Texas runs from September 24 through October 17 at Fair Park in Dallas. Tell your players to look for the Texas Lottery Luck Zone and plan on having a whole "lotto" fun!





Texas Veterans to Receive Additional Services with Scratch-Off Funds

During the 81st Texas Legislature regular session, Sen. Leticia Van de Putte of San Antonio and Rep. Chris Turner of Arlington worked with their colleagues to pass a bill creating a new Texas Lottery game benefitting veterans' services in the state. The first scratch-off game designated to support the Fund for Veterans' Assistance was introduced on November 9, 2009, and called *Veterans Cash*. The game was followed in January with a second scratch-off, *Veterans Winnings*.

Both games included patriotic themes and cash prizes up to \$20,000, making them popular with many players throughout the state. [236832] In fact, more than \$1 million in Veterans Cash tickets were sold during the game's first week of sales. The two games combined had sales of more than \$20 million through April, resulting in more than \$4 million in transfers to the Fund for Veterans' Assistance.

Established by the Texas Legislature in 2005, the Fund for Veterans' Assistance supports a variety of local and statewide veterans' programs, including job placement assistance, nursing care, scholarships, counseling and much more. The instant game revenue supplements any grants and donations received by the fund, []48606] which is administered by the Texas Veterans Commission.

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Frequently Asked Questions

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You may send the ticket with a Retailer Adjustment Form to the Texas Lottery Retailer Services Department for review. If approved, the credit should appear on your weekly statement within four to six weeks. To check the status of an adjustment request, please call the Retailer Services Department at 1-800-375-6886. Retailer Adjustment Forms are available from your Texas Lottery Sales Representative, at any Texas Lottery claim center or can be downloaded from the lottery website **www.txlottery.org.**

Note: A complete ticket that is generated in error or a customer refuses to purchase is considered a valid ticket. You may sell the ticket to another customer that is willing to purchase it or buy the ticket yourself. You may also request an adjustment for a valid ticket. The request should be sent along with a completed Retailer Adjustment Form and it must be postmarked before the time of the drawing listed on the ticket.

Maylinelocate the lattery equipment?

No. If you would like the lottery equipment moved,
please contact the Texas Lottery Retailer Services
Department at 1-800-375-6886. [494414] Our communications specialists will take the necessary
information and arrange to have a technician visit
your retail location and move the equipment.

Q. Cantibeplayer change their payment option from Annual Rayments to Cash Value Option after the ficket is purchased?

No, the choice must be made at the time the ticket is purchased and cannot be changed. [464105]

What is a draw break and what time dessificant?

The purpose of a draw break is to verify that wagering has stopped for that draw. Players cannot purchase tickets for any game that has a drawing during the draw break. For example, during draw break on Saturday night, players cannot purchase tickets for *Lotto Texas, Powerball, Cash Five, Daily 4* and *Pick 3*, because those games have drawings that night. But they may purchase tickets for *Mega Millions* or *Texas Two Step* because they do not have drawings on Saturday night.

Draw Break Chart/ Texas Lottery Games Schedule

Game:	Draw Break:	Broadcast:
Lotto Texas®	10:00 p.m.	10:12 p.m.
Mega Millions®	9:45 p.m.	10:12 p.m.
Powerball®	8:59 p.m.	10:12 p.m.
Texas Two Step [®]	10:00 p.m.	10:12 p.m.
Cash Five [®]	10:00 p.m.	10:12 p.m.
Daily 4™	D-12:15 p.m./ N-10:00 p.m.	D-12:27 p.m./ N-10:12 p.m.
Pick 3 [™]	D-12:15 p.m./ N-10:00 p.m.	D-12:27 p.m./ N-10:12 p.m.

D = Day Drawing **N** = Night Drawing

RetailerBonuses

<u>Game</u>	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
\$500,000,000 Blockbuster #1114	Fort Sam Chevron	San Antonio	\$10,000
Super Set For Life #1024	Mac's Corner	Grapevine	\$10,000
Weekly Grand #1153	Parker Beverages	Plano	\$10,000
\$500,000,000 Blockbuster #1114	Timewise Food Store #5001	Richmond	\$10,000
\$500,000,000 Blockbuster #1114	HEB Food Store #480	San Antonio	\$10,000
\$500,000,000 Blockbuster #1114	Randall's #1011	Houston	\$10,000
\$500,000,000 Blockbuster #1114	Tom Thumb #2554	Plano	\$10,000
\$1,000,000 Goldrush #1068	JR's Minutemaid	Baytown	\$10,000
Monthly Bonus #1164	Sam's Express #1	Baytown	\$10,000

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 September 30, 2010.

T E R Y	Draw Date	<u>Retailer</u>	<u>Location</u>	<u>Bonus</u>
10	6/1/01	Loves Travel Stop #273	Weatherford	\$2,500
s	10/12/09	Valley Shamrock #1526	Pharr	\$2,000
TEX	12/17/09	Fast Time Chevron	Lorena	\$4,625
	3/1/10	C.L. & M. Grocery	Hemphill	\$6,000
	3/11/10	Super Stop #25	Baytown	\$2,750
	4/8/10	M N M Food Mart	Everman	\$9,250
	4/15/10	Exxon #60361	Dallas	\$2,250
	5/27/10	Huntington Speed Mart	Huntington	\$10,000
E R V				



Draw Date	<u>Retailer</u>
5/29/10	7-Eleven Convenience #21972

<u>Location</u>	<u>Bonus</u>
Dallas	\$500,000



PLAY RESPONSIBLY.



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MAYBE IT'S YOUR LUCKY DAY.

