

# RoundUp

—TEXAS LOTTERY—

News and Ideas for Texas Lottery Retailers

## ***Boldly Going Where No Ticket Has Gone Before!***

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February/March 2013

# RoundUp

February/March 2013

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(Select Option 2, then Option 3 for  
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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

Drawing Results:

512-344-5010

(For winning number results only.)

Website:

txlottery.org

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## 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 March 29, 2013

## All or Nothing™ Ad Wins Fleurry Award!

The groundbreaking *All or Nothing* game, launched by the Texas Lottery last September, is not only garnering the Texas Lottery and its retailers great sales, but a TV ad for the game won the Fall 2012 Fleurry award for "Best Drawing Game Television Ad"! This is the second year of the Fleurry awards, which are awarded by LaFleur's, a lottery industry publication. The award is unique in that ads were voted on by peers in the lottery industry via the LaFleur's website. The award was presented by LaFleur's at their November conference in Orlando, Florida.

Congratulations to the Texas Lottery Commission staff and LatinWorks, the advertising vendor, who made this possible!



# New Star Trek Instant Ticket & Guinness World Record Attempt

Calling all Trekkies and Texas Lottery enthusiasts! On Saturday, March 30th from 10:00 am – 1:00 pm, the Texas Lottery is holding a kick-off event in Dallas for their new Star Trek instant ticket!



## Guest of Honor

In a celebration worthy of the Starship Enterprise, Captain James T. Kirk – **William Shatner** will be in attendance. As the guest of honor, Mr. Shatner will be there to scratch the first Star Trek instant ticket & sign autographs!

## Breaking a Guinness World Record®

As part of the celebration, the Texas Lottery is also organizing an attempt to break the Guinness World Record for the largest gathering of people dressed as Star Trek characters! The current record, set on August 13, 2011, is 1,040 participants at the Star Trek Convention in Las Vegas. The Texas Lottery [156223] is encouraging everyone to beam down dressed as your favorite character as your costume alone will get you entered into a promotional drawing sponsored by Pollard Banknote LTD. The complete event details will be coming soon.



Additionally, the Star Trek-themed event will feature exciting activities including Star Trek-related games, opportunities to get into the Texas Lottery money machine and a [155364] Star Trek photo booth! DJ Marshall Leak III will also be there to provide top-notch music that will keep the party flowing!

## Star Trek into Darkness

Few brands have stood the test of time like Star Trek. Since its debut in 1966, generations of fans have passionately followed the voyages of the Starship Enterprise of the United Federation of Planets and their mission, to *boldly go where no man has gone before*. The franchise has spawned numerous television series – live and animated, games, novels, merchandise, as well as a successful line of feature films.

Most recently, the franchise experienced a wildly successful reboot by J.J. Abrams. [1513002] Known for his skills in the area of science fiction, Abrams not only stayed true to the Star Trek mythos for hard-core Trekkies, but made the story accessible to millions of new fans as well, with the film grossing almost \$400 million worldwide.

## Spread the Word

During the event, attendees can keep the message going “warp speed” through social media by posting live Twitter and Facebook updates during the event! [1520503] A live message board will broadcast news and important info in real time during the launch of this amazing ticket!



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# Retailer Spotlight

## L-Stop

### *El Campo Retailer's Winning Ways!*

When the fine folks of El Campo want to buy Texas Lottery tickets, they roll into **L-Stop**, a convenience store with welcoming staff and a lucky atmosphere. [150172] L-Stop can attribute its success to thorough product knowledge, high enthusiasm and overall great customer service.

L-Stop staff believes the more they engage with a customer about lottery products, the more likely that customer will become a loyal lottery player at their store. Owner Lisa Graham and her staff always greet customers with a big smile and the latest lottery news for the day, such as jackpot amounts, new scratch-off games and the winning numbers from previous drawings. The staff establishes a friendly rapport with their customers that keeps them coming back.

When you enter the store you will see a counter along the wall with a few barstools where customers spend

hours talking, laughing and scratching Texas Lottery tickets. [123251] This spirited atmosphere and sense of community keeps customers entertained and helps set L-Stop apart from other stores.

Besides striving for customer satisfaction, L-Stop practices several basic principles that contribute to their lottery success. Every morning, Ms. Graham ensures that all 34 game dispensers are full and ready to sell. She maintains an inventory of all price points but emphasizes the \$5 and higher price points. She says her customers prefer the higher price points because there are larger prizes. [596323] If Ms. Graham sees that a particular game is selling well, she will double- or triple-face the game to increase its visibility to players. This strategy paid off during the Dallas Cowboys Retailer Sales Promotion when she highlighted the *Dallas Cowboys* scratch-off and was one of the top-selling retailers in the state, resulting in winning a pair of club seat tickets to a Dallas Cowboys game!

Every eligible customer who walks into L-Stop is asked "Are you feeling lucky today?" and then asked if they would like to purchase a Texas Lottery ticket. The staff at L-Stop is not shy about asking for the sale and recognizes a boost in sales by simply asking and informing the customer about available games. [144983] L-Stop takes advantage of all promotions the Texas Lottery offers, including second-chance drawings and Spin and Win promotions. Ms. Graham gains satisfaction from rewarding players who choose to buy lottery products from her store.

With weekly scratch-off sales exceeding \$15,000, L-Stop's strategy of providing stellar customer service and a lucky atmosphere has reaped great dividends!







L-STOP: Amy Anderson, Rachel Jones, Cheryl Ann Gentry, Wayne Eugene O'Neil, & Maria Patten

# Retailer Spotlight

## Sac N Pac

### *Connecting with Customers Through Social Media*

All successful retailers know that staying connected with customers is crucial to building their business. [123066] In the digital age, **Sac N Pac** understands the importance of connecting with their customers through social media. In August 2012 they coupled this strategy with Texas Lottery products to attract their loyal patrons and new customers alike! Sac N Pac, a family-owned business since 1966 that operates 47 locations in South Central Texas, began a point-based rewards program a few years ago and has recently augmented that effort by running promotions and contests through new media, developing their very own mobile phone application. Sac N Pac has found that designing and conducting promotions that tie in Texas Lottery products with their rewards program is a winning combination for both businesses.

Beginning on August 13, 2012, Sac N Pac conducted a one-of-a-kind promotion through the Sac N Pac

Rewards Program featuring Texas Lottery specials. [482001] All new and existing Sac N Pac Rewards members who purchased \$10 worth of *Powerball*® on one ticket received a free Texas Lottery cooler bag and a free 10 lb. bag of ice or a \$.50 off coupon for their next

store purchase. Sac N Pac contributed substantial promotional marketing support, including producing and posting signage at the sales counter and funding the creation of audio-at-the pump advertising encouraging customers to enter the store for the exclusive offering. [153132] Sac N Pac also posted the offer on its Facebook page.

This Sac N Pac promotion resulted in significant lottery sales gains, with a 41 percent increase in *Powerball* sales and a 17 percent increase in overall draw game sales compared to the eight weeks prior. Sac N Pac customers were excited about the promotion and the additional free value they received with their \$10 *Powerball* purchase. One customer said she went back to work after her Sac N Pac visit and all her co-workers wanted to know how to get the deal. She described how easy it was explaining to simply purchase \$10 of *Powerball* and scan her Sac N Pac Rewards tag.

Megan Sutfin, Social Media Administrator for Sac N Pac Stores, reported, "The promotion was an excellent way to reward loyal lottery customers and gain new Rewards members and lottery players too! [154906] It was great to see the very positive customer response.

"Social media is a crucial marketing tool which allows us to stay connected to and engaged with our customers when they are outside of the store," she said. Social and digital media is becoming a vital tool for all retailers, [597162] and Sac N Pac has been driving innovation by seamlessly integrating it into their traditional marketing channels.









# The Texas Lottery Helps Make Austin Fan Fest a Fun Fest!

The Texas Lottery was an official sponsor of the Austin Fan Fest Powered by Mobil 1, a festival to celebrate the inaugural 2012 Formula 1 United States Grand Prix. [156386] The three-day festival took place in the heart of downtown Austin, Nov. 16 – 18. Festival attendees could purchase the *\$50,000 Fast Cash* ticket, a racing themed scratch-off game that launched on Oct. 29, and had a chance to win more prizes at the Texas Lottery Luck Zone. [174526] Total sales topped \$52,000 and the event was considered a great success for the Texas Lottery and the City of Austin!





# ***New Ticket Offers Mega Prizes!***

*10X Mega Money* is the Texas Lottery's newest spotlight game. This \$10 game offers ten \$1 million prizes, over 3.5 million prizes ranging from \$20 to \$200, and over 2,500 prizes ranging for \$1,000 to \$100,000!

Tell your players about it today!



## ***Texas Lottery Commission Recognizes National Problem Gambling Awareness Week***

The Texas Lottery Commission is joining communities nationwide to observe [406527] the 11th Annual National Problem Gambling Awareness Week (NPGAW) March 3 – 9.

“We are proud to once again support the mission of NPGAW to increase awareness of the consequences of problem gambling and the availability of treatment,” said Texas Lottery Commission Executive Director Gary Grief.

Anyone with concerns about this issue can reach a nationwide problem gambling help line at 1-800-522-4700. [229374] Help is available 24 hours a day, seven days a week. Additional information about NPGAW can be found at [npgaw.org](http://npgaw.org).

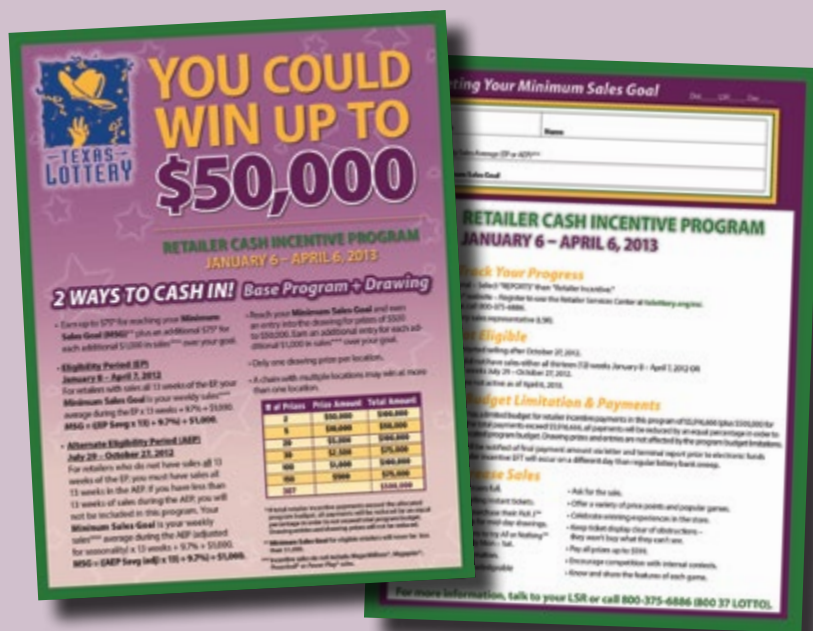
“As always, we remind our players to enjoy our products responsibly,” said Grief. “If you or someone you know has a problem, we encourage you to seek out the help and resources you need.”

The Texas Lottery includes its “Play Responsibly” message on tickets, brochures and the agency’s website, which offers links to a variety of resources. [174989] For more information, please visit the official Texas Lottery website at [txlottery.org](http://txlottery.org).



# Retailer Cash Incentive Program

## Jan. 6 - April 6, 2013



This spring marks the introduction of the Texas Lottery's 10th Retailer Cash Incentive Program (RCIP) offering our retailers the opportunity to earn payments for achieving their sales goal plus the chance to win up to \$50,000! [114172] We have paid out more than \$44.5 million in combined incentive payments and drawing prizes to retailers during the first nine programs.

The current 13-week program runs January 6 through April 6, 2013. The flyer at left was distributed to all retailers before the program began and included each retailer's goal. Please review this information to make sure you understand the criteria and your sales goal.

As a reminder sales for our newest draw game,

*All or Nothing*<sup>™</sup>, are included in your sales totals to assist you in meeting your goal. Only *Mega Millions*, *Mega-plier*<sup>™</sup>, *Powerball* and *Power Play*<sup>®</sup> are excluded. [464111] If you no longer have your flyer you can find your goal and track your progress with the incentive report available on your lottery sales terminal or by signing up for the Texas Lottery Retailer Services Center at [txlottery.org](http://txlottery.org). For additional information, contact your lottery sales representative or call Retailer Services at 800-375-6886.

### Retailer Cash Incentive Program Summary to Date

	Dates	Retailers Paid Incentive	Incentive Payments	Retailers Paid Drawing	Drawing Payments
1	Sept 6 - Dec 5, 2009	1,845	\$495,490	307	\$500,000
2	Jan 17 - April 17, 2010	4,240	\$1,449,985	307	\$500,000
3	May 9 - Aug 7, 2010	4,158	\$2,585,800	307	\$500,000
4	Oct 10, 2010 - Jan 8, 2011	5,789	\$4,473,900	307	\$500,000
5	Feb 6 - May 7, 2011	11,886	\$13,864,300	307	\$500,000
6	Dec 4, 2011 - Feb 11, 2012	9,070	\$4,856,998	307	\$500,000
7	March 4 - May 12, 2012	9,568	\$4,856,996	307	\$500,000
8	June 3 - Aug 11, 2012	5,883	\$3,377,175	307	\$500,000
9	Aug 26 - Nov 24, 2012	5,632	\$4,106,175	307	\$500,000
10	Jan 6 - Apr 6, 2013	Current program.			
Totals			\$40,066,819.06		\$4,500,000

**Total Paid To Date**  
**\$44,566,819.06**



# Frequently Asked Questions

**Q. What is the difference between Mail and News on the terminal and how do I retrieve the messages?**

**A.** A News message automatically appears on the screen when you sign on the terminal. Like Mail messages, the News message may be viewed anytime during the day. The Mail messages sent out may be new game or marketing information, or time sensitive information sent out as part of a regional or statewide alert. The terminal is able to store up to ten Mail messages.

To view or print the current Mail or News message(s), select the **Special Functions** menu, and then select the **News** or **Mail** buttons. Below is a list of possible messages you may receive via your lottery terminal:

- Renewal License Notification
- Marketing Messages
- Exclusive Retailer Promotions
- Player Promotions
- Amber, Silver, Blue or Endangered Missing Person Alerts
- New Instant Game
- Draw Game Alerts
- Closing Game Notifications
- Where winning ticket was sold
- Jackpot Alerts

**Q. How do I obtain upcoming game information?**

**A.** Retailers may access all current scratch-off information on our website, [txlottery.org/retailer](http://txlottery.org/retailer). The **Game List and More** section has the Upcoming Games List, and the UPC List which includes the start date, pack size and pack price. You can also view the latest Closing Games List.

**Q. Does my Lottery license need to be renewed? If so, how do I do that?**

**A.** Yes, state law (or the Texas Lottery Act) requires that you renew your Lottery license every two years, and the renewal application and renewal fee of \$15 must be submitted before your license expiration date. All you need to do is complete a license renewal application

and send it to the Texas Lottery, Retailer Services department. License renewal applications are sent to retailers 60 days prior to the expiration date of each retailer's license. To request a replacement copy, please contact the Retailer Services Department at 1-800-375-6886. We invite you to visit our website at [txlottery.org](http://txlottery.org) and consider registering at our Retailer Services Center where you can also renew your Texas Lottery license online.

**Q. Who is responsible for maintenance and repair of the equipment?**

**A.** The retailer is responsible for keeping equipment clean and minor maintenance like changing paper and clearing jams. If your equipment is disabled or you are not sure how to fix the problem, please call the GTECH Hotline, **1-800-458-0884**, for support. The Hotline is available **24 hours, 7 days a week**. The Hotline staff can often help retailers fix minor problems over the phone. Hotline staff can also dispatch Service Technicians to address more significant problems and provide repair and maintenance services.

**Q. My Terminal Prints an Incomplete Ticket, (not valid). What can I do to receive credit?**

**A.** You may send the ticket with a Retailer Adjustment Form to the Texas Lottery Commission. The Retailer Services Department will review your request for credit. If approved, the credit will 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 GTECH Lottery Sales Representative, at any Texas Lottery claim center or can be downloaded from the Texas Lottery website [txlottery.org](http://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, but it must be postmarked before the time of the drawing listed on the ticket.*

# Retailer Bonuses



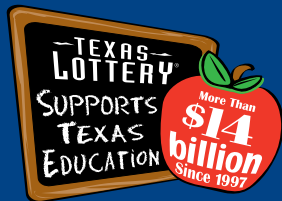
Game	Retailer	Location	Bonus
\$500,000,000 Extreme Cash Blast #1387	Corner Store #1062	San Antonio	\$10,000
Texas Lottery Black IV #1401	Arcadia Liquor	Dallas	\$10,000
Merry Millions #1466	Tipton's Conoco	Victoria	\$10,000
Casino Action #1277	7-Eleven Store #32870	Allen	\$10,000
Merry Millions #1466	Kroger #390	Tomball	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Shop N Go 4	Beaumont	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Stripes #235	Snyder	\$10,000
Merry Millions #1466	7-Eleven #34098	Forest Hill	\$10,000
\$500,000,000 Blockbuster #1114	Metro Mart 4	Tyler	\$10,000



Draw Date	Retailer	Location	Bonus
10/25/12	RaceTrac #563	North Richland Hills	\$6,000
11/1/12	Valero Corner Store #2315	Lake Jackson	\$2,250
11/5/12	Speedy Stop Store #414	Austin	\$1,000
11/5/12	7-Eleven #34556	Southlake	\$1,000
11/19/12	Greenhouse Food Mart	Cypress	\$4,250



Draw Date	Retailer	Location	Bonus
11/7/12	Thelma Food Store	San Antonio	\$320,000



PLAY RESPONSIBLY.

Visit us online at:  
[txlottery.org](http://txlottery.org)

## Maybe It's Your Lucky Day★

Mon

Tue

Wed

Thu

Fri

Sat

