

TEXAS LOTTERY® RoundUp

News and Ideas for Texas Lottery Retailers

**Multiply Your Fun
with the "X" Suite of Games!**



**New Chocolate
Scented Scratch-Off
Ticket!**

Page 2

**Gary Grief Inducted Into
the Lottery Hall of Fame**

Page 3

Retailer Spotlight

Page 7

**How to Sell at Texas
Lottery Promotional
Events**

Page 10

January/February 2015

RoundUp

January/February 2015

Email questions or comments about

RoundUp to:

roundup@lottery.state.tx.us

Editor:

Roger Prather

Graphic Designers:

Coleen McKechnie & Karen Guzman

Published by the

Texas Lottery Commission

Headquarters:

611 E. 6th Street

Austin TX 78701

Mailing Address:

PO Box 16630

Austin TX 78761-6630

Retailer Services Hotline:

800-375-6886

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

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

Monday - Friday

GTECH Hotline:

800-458-0884

(For equipment problems,
to report stolen tickets,
or to order tickets.)

Available 24 hours,

7 days a week

Website:

txlottery.org



Table of Contents

THE SCENTED *CHOCOLATE* SCRATCH-OFF IS HERE! 2

GARY GRIEF INDUCTED INTO LOTTERY INDUSTRY HALL OF FAME 3

RETAILER SPOTLIGHT..... 7

PROMOTIONS CALENDAR OF EVENTS 9

HOW TO SELL AT TEXAS LOTTERY PROMOTIONAL EVENTS 10

FAQ 11

**The Scented
Chocolate
Scratch-Off is Here!**

Just in time for Valentine's Day, the Texas Lottery's latest scented ticket, game #1662 *Chocolate*, offers not just the tasty aroma of chocolate, but sweet prizes ranging [175379] from \$5 to \$100,000. Players can win up to 20 times on a single \$5 ticket.

In the past, scented tickets have proven popular with our players. Tell them [132105] about *Chocolate* today!

Gary Grief inducted into the **Lottery Industry Hall of Fame!**



Public Gaming Research Institute has inducted Texas Lottery Executive Director Gary Grief to its Lottery Industry Hall of Fame. The induction ceremony took place at the North American Association of State and Provincial Lotteries (NASPL) conference in Atlantic City.

"I want to congratulate Executive Director Grief for his much-deserved honor," said J. Winston Krause, Texas Lottery Commission chairman. "Gary's knowledge, experience and leadership are key elements to the continued [147781] success of the Texas Lottery."

The Lottery Industry Hall of Fame was founded in 2005 to honor those who have

contributed to making the lottery industry a success. The current members of the Lottery Industry Hall of Fame elect recipients of the award.

Grief was appointed executive director of the Texas Lottery Commission in March 2010. With 22 years in the industry, Grief has been an integral part of the success of the Texas Lottery Commission since its inception. He was appointed in 1991 by the Texas Comptroller of Public Accounts to the original eight-member Lottery Task Force assigned to research and launch the Texas Lottery. [155859]

In 1992, Grief assumed the role of statewide manager of claim centers, overseeing 24 field offices. Grief served in this role until 1997, [154659] when he accepted the position of director of lottery operations. While serving in this role, Grief received the 2002 "Powers Award" for Performance Excellence in Lottery Operations by NASPL.

In 2002, Grief was appointed by the Commission to serve the first of what would be three separate terms as acting executive director. [178028] Between and after these appointments, Grief served as deputy executive director until his official appointment as executive director in 2010. [126091] Grief also just finished serving a one-year term as the president of NASPL.

Retailer Spotlight

Super K-F Store

Super K-F Store in Houston might be a small corner store, but it produces some big winners! [149959] Owner Tri M. Huynh has been running the store since 1999 with a passionate focus on his Texas Lottery players. Tri keeps them up to date on current jackpot amounts and always reminds them that, “You can’t win if you don’t play!” The excitement he creates [173501] for his players has helped the store develop a hot streak for selling big prizewinning tickets, including numerous *Cash Five*® top prizes and an *All or Nothing*™ \$250,000 top prize!

Super K-F Store recently increased its slot count total up to 40, allowing Tri to offer a better variety for his customers. When asked the secret to his success and can-do attitude about selling Texas Lottery products, he said, “There is no secret at all. I keep my dispensers full with the newest games and I always treat my customers with respect and patience to answer any [126612] questions they might have about Texas Lottery games.”

On top of that, Tri also makes sure to display any winner information that he gets onto his “Lucky Wall” located close to the cash register. That way all of his customers can see the success that his players have enjoyed. You will never forget that big prizewinning tickets are sold in Super K-F because of the jumbo sized “We Sold a Winning Ticket!” signs that he proudly displays in his front windows.

So the next time you’re on Highway 6 in Northwest Houston be sure to stop into Super K-F and prepare to be greeted with a big smile and who knows—maybe you’ll end up on Tri’s “Lucky Wall” too!



Promotions Calendar of Events

Event	City	Date
Fort Worth Stock Show and Rodeo	Fort Worth	January 23 – 25
Houston Lunar New Year	Houston	February 21 – 22
San Antonio Stock Show and Rodeo	San Antonio	February 28 – March 1
Borderfest	Hidalgo	March 7 – 8
Deep Ellum Arts Festival	Dallas	April 3 – 5
Poteet Strawberry Festival	Poteet	April 10 – 12
Red Bull MotoGP Grand Prix of the Americas	Austin	April 10 – 12
Trader's Village - Grand Prairie: 18th Annual Big Mamou Cajun Festival	Grand Prairie	April 11 – 12
Trader's Village - Houston: Bayou City Cajun Festival	Houston	April 11 – 12
Fiesta San Antonio - <i>TETRIS</i> ® Game Launch Event	San Antonio	April 16
Fiesta de los Reyes	San Antonio	April 24 – 26
Mayfest	Fort Worth	April 30 – May 3
Old Pecan Street Festival	Austin	May 2 – 3
Pasadena Strawberry Festival	Pasadena	May 16 – 17
Wildflower! Arts & Music Festival	Richardson	May 15 – 17
X Games	Austin	June 5 – 7
Taste of Dallas	Dallas	June 12 – 14
Tomato Fest	Tyler	June 13
Aransas Pass Shrimporree	Aransas Pass	June 13 – 14
El Paso Downtown Street Festival	El Paso	June 20 – 21

Mention of specific dates does not constitute agreement of participation.
All dates are subject to change.

January/February 2015 Retailer Survey

Position of Person Completing Survey:	<input type="checkbox"/> Owner	<input type="checkbox"/> Manager	<input type="checkbox"/> Employee
Shift When Survey Completed:	<input type="checkbox"/> Day	<input type="checkbox"/> Evening	<input type="checkbox"/> Overnight

1. Did you receive a double-wide dispenser to display the \$20 *Holiday Game Book*?

Yes ____ No ____

If "no," did you want one?

Yes ____ No ____

If "yes," will you use it for future games?

Yes ____ No ____

IF YOU DID NOT RECEIVE A DOUBLE-WIDE DISPENSER, SKIP THE FOLLOWING QUESTION.

Did use of the double-wide dispenser increase sales?

Yes ____ No ____

2. Did your customers like the game book format for scratch-off tickets?

Yes ____ No ____ Not Sure ____

3. Would you like to see more scratch-off games using the game book format?

Yes ____ No ____

4. Do you have any other ideas for scratch-off tickets that would improve your sales?

*Please return the survey by **February 20, 2015**. Thank you.*

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: David Wilkinson, Research Coordinator
Texas Lottery Commission • P.O. Box 16630 • Austin, Texas 78761-6630 • FAX: 512-344-5254

Frequently Asked Questions

Q. How do I get a copy of my 1099-MISC form for last year's commissions?

A. The IRS form 1099-MISC is mailed by January 31 of each year to all retailers who do not own and operate their businesses through corporations. The IRS does not require the 1099 form to be mailed to corporations. All Texas Lottery retailers, including those who operate via corporations, may call our Retailer Services Hotline at 800-375-6886 for commission, bonuses and incentive information.

Q. Can I cancel a draw game ticket?

A. *Pick 3™* and *Daily 4™* tickets are the only tickets that can be canceled. The selling retailer can cancel the ticket within 60 minutes of printing or up to Draw Break for the game, whichever comes first. *Lotto Texas®*, *Mega Millions®*, *Powerball®*, *Texas Two Step®*, *Cash Five®*, and *All or Nothing™* tickets cannot be canceled. This protects the retailers and the Texas Lottery Commission from possible liability issues due to the size of those prizes.

Q. What is the difference between a "Pre-Call" Notice and a Game "Call" Notice?

A. When it is determined that a game is to be closed, specific dates are set. These dates are the "Pre-Call" date, and the "Call" date.

The "Pre-Call" Notice date begins a 30-day period prior to the game "Call" date. This provides public notice that games will be closing soon and allows players the opportunity to play for prizes prior to the "Call" date. [144408] Lottery sales representatives (LSRs) will not pick up games that are in "Pre-Call" status. The terminal inventory report will show a "P" for all games in "Pre-Call" status.

The "Call" Notice is the 45 day period during which LSRs return all remaining tickets for the games that are going to close. Retailers will receive terminal messages with the official "Call" date when all top prizes in a game have been claimed or the Texas Lottery decides to close the game for business reasons. Games in "Call" status will show a "C" in the terminal inventory report. No tickets will be distrib-

uted after the "Call" notice. All games in "Call" status should be returned to the LSR.

The "End-of-Game" date is 45 days after the "Call" date and marks the end of the game. No tickets for the closed games may be sold after the "End of Game" date.

Q. What information is available for retailers on the Texas Lottery website, txlottery.org?

- A.
- Retailers Homepage: Frequently Asked Questions, Round-Up Newsletters, Draw Game updates and more
 - Retailer Service Center: Account information for up to seven weeks
 - Retailer Guide: Guide to Policies and Procedures
 - Retailer Forms: License Application and Accounting Forms
 - Retailer Benefits & Bonuses: Bonus and Commission Information
 - Retailer Promotions: Current Pack Settlement and Clerk Voucher Promotions, Retailer Cash Incentive Programs, Player Promotions and In-Store Promotions.

Q. What do I do if scratch-off tickets are stolen from my store?

- A. Within 24 hours of discovering a theft or loss:
1. Contact local law enforcement to report the theft and obtain a case number. In some situations a case number is not immediately available. **Do not let this delay your report to the GTECH Hotline.** The case number may be provided after the initial call to **GTECH Hotline**.
 2. Call the GTECH Hotline, **800-458-0884**, and provide game, pack and ticket numbers of missing inventory. The Hotline is available **24 hours, 7 days a week**.

The sooner you report a theft or loss, the sooner the tickets can be deactivated in the system and minimize your liability. If validations occur on the tickets, you will be responsible for the range of tickets in which the validations occurred. An administrative fee of \$25 per pack of tickets will apply to confirmed packs reported lost or stolen. In order to complete the process for reporting tickets as stolen to the Texas Lottery, you must provide a local law enforcement case number.

Retailer Bonuses



Game	Retailer	Location	Bonus
Instant Millions #1621	EZ Shop	San Antonio	\$10,000
100X The Cash #1583	Alabama Mini Mart	Wharton	\$10,000
10X Mega Money #1536	West Bellfort Shell	Houston	\$10,000
\$200,000,000 Cash Blowout #1644	Maxey Shell	Houston	\$10,000
Bonus Weekly Grand #1629	Handi Plus 273	Houston	\$10,000



Draw Date	Retailer	Location	Bonus
9/22/14	Mireles, Inc.	San Antonio	\$10,000
9/25/14	Valero Corner Store #2609	Houston	\$2,000
9/29/14	Valero Corner Store #1050	San Antonio	\$2,000
10/9/14	2000 Food Store	Arlington	\$3,000
10/16/14	Hippo Beverage	Richardson	\$2,250

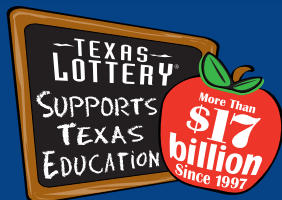
REMEMBER!

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 800-37-LOTTO.
You must call by February 27, 2015.



Draw Date	Retailer	Location	Bonus
10/15/14	Kwik Stop #3	Mineral Wells	\$115,000



PLAY
RESPONSIBLY.

Visit us online at:
txlottery.org



TEXAS LOTTERY CLAIM CENTERS

Abilene

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

Amarillo

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

Austin

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

Beaumont

6444 Concord Rd.
77708
409-347-0734

Corpus Christi

4639 Corona, Suite 19
78411
361-853-4793

Dallas

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

El Paso

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

Fort Worth

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

Houston

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

Laredo

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

Lubbock

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

McAllen

4501 W. Business 83
Suite A2
78501
956-630-2278

Odessa

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

San Antonio

9514 Console
Suite 111
78229
210-593-0210

Tyler

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

Victoria

2306 Leary Ln.
Suite 400
77901
361-573-4185