

# RoundUp

—TEXAS LOTTERY—

News and Ideas for Texas Lottery Retailers

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# RoundUp

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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

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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!

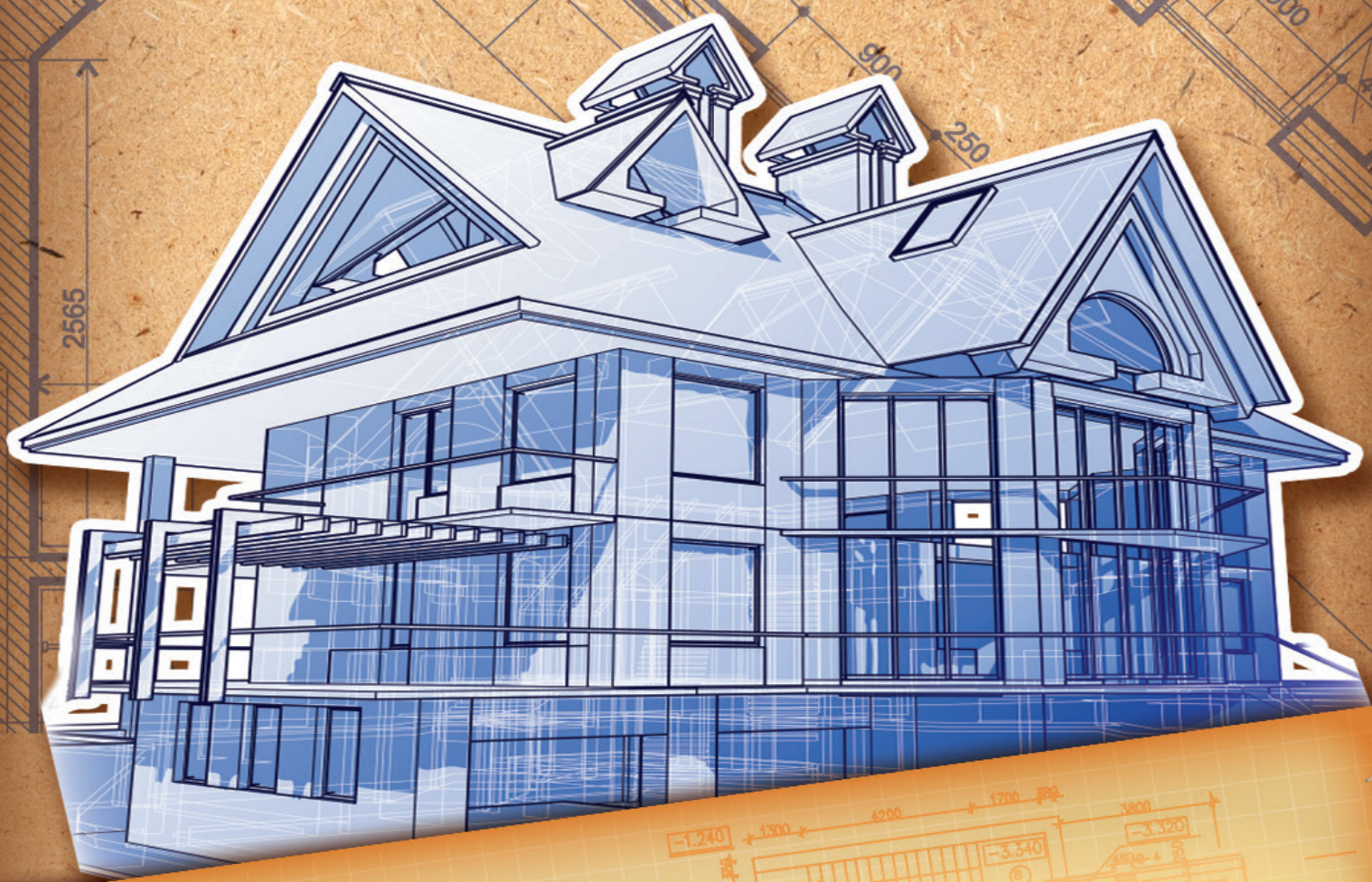
To claim your prize, call 800-37-LOTTO.  
You must call by August 29, 2014.

## New RoundUp Schedule

Looking forward  
to seeing the  
September/October  
issue of RoundUp!

This issue of *RoundUp* covers the summer months—June, July and August—instead of the usual two-month period. We're adjusting our publishing schedule to better sync with our advertising strategies and instant ticket launches, and therefore bring you relevant information in a more timely fashion. Beginning with our next bimonthly issue (September/October), we'll be back on track!





# Texas Dream Home Game Gets a Social Media Boost!

The new *Texas Dream Home* scratch-off game from the Texas Lottery was introduced April 28 and received special attention on social media thanks to the *Texas Dream Home* Mini-Makeovers promotion on Facebook and Twitter. [596830] Texas Lottery fans and followers had the opportunity to win The Home Depot® Gift Cards in amounts ranging from \$50 to \$1,000!

The Texas Lottery used strategic advertising on Facebook [522245] and other websites to increase awareness of the *Texas Dream Home*

game. Similar strategies were used for the *Star Trek*™ and *KISS*® games last year, and the response from the online community was very favorable.

With overall odds of winning any instant win prize of 1 in 3.77, *Texas Dream Home* allows players to win up to \$100,000 instantly. [153767] Players who don't win instantly can enter second-chance drawings\* to win \$500,000 to build a D.R. Horton® Dream Home\*\* or \$25,000 in [472202] The Home Depot® Gift Cards for a Room Makeover or a \$500 Gift Card from [149598] The Home Depot®!

\*The Home Depot® is not a sponsor of The Texas Dream Home 2nd Chance Promotion. The Home Depot® is a registered trademark of Homer TLC, Inc. and is used with permission. \*\*D.R. Horton is an Equal Housing Opportunity Builder. D.R. Horton is a registered service mark of D.R. Horton Management Company, Ltd. The image of the home shown on the front of this ticket is for illustration only and is not a depiction of the Dream Home that the winner may elect to build.



# Retailer Spotlight

## Elvan's Granbury Chevron

*Get a Sense of History with Your Lottery Ticket*

Stroll down the streets of historic Granbury (established in 1860) and you get a feel for small-town Texas life. On a hot sunny day you might just want to get a cold drink and a lottery ticket while you're taking in some Texas culture. [522285] Elvan's Granbury Chevron, located at 407 W. Pearl, one block from Granbury Town Square, offers the opportunity to get that refreshment and entertainment. In business since 2006, this family-owned and operated establishment prides themselves as a leading Texas Lottery retailer. Manager Nathan Vascones is serious about customer service and views the Texas Lottery as a part of that.

[150703] "The best part of running a store is interacting with the customers," says Mr. Vascones as he rings up a customer. "The lottery gives me a great chance to do that. It's fun."

Players enjoy being able to choose from several instant games as Mr. Vascones regularly faces multiple packs of popular games. The store's staff shares his positive attitude, assisting customers with draw games and talking about the size of that night's jackpot. [214402] Elvan's frequently offers second-chance drawings and hosts a number of lottery promotions, including a Customer Appreciation Day featuring the Texas Lottery's promotional trailer.

Since early 2013, Elvan's has increased its instant ticket slots from 82 to 144 and reached instant ticket sales of \$12,000 per week. [150482] Mr. Vascones believes that the key to sales is having the right attitude, promotions and point-of-sale materials. Obviously it's working for him!

When tourists or locals walk into Elvan's, they can't help noticing that the store sells Texas Lottery tickets. The highly visible ESMM is mounted directly above the counter, and the 144 instant ticket dispensers are clean and easy to see.



# RETAILER PROMOTION UPDATE

In-store Second Chance Drawings have been reinvented to have a greater impact on your sales!

## Features:

- Offers a second chance to win
- Involves effortless execution
- Includes enticing prizes

## Benefits:

- Builds customer loyalty
- Enhances stores' winning image
- Encourages repeat business

Ask your  
Lottery Sales  
Representative for  
details!





# Merchandising Assistance Pays Off

## Stop N Serv #2 Gets Some Sales Help

The temperature isn't the only thing on the rise in New Caney, Texas. Ryan Swanner, GTECH Sales Merchandising and Business Development Representative (SMBD) is currently assigned to grow sales in the Houston market. As an SMBD, his responsibilities include identifying sales growth opportunities, assisting with merchandising and POS placement/recommendations, educating retailers on draw and instant games, promoting awareness for retailer cash incentive/free pack promotions, management of inventory and the recruitment of new retailers.

When [130210] visiting with John Kim, owner of Stop N Serv #2, a Texas Lottery retailer since 1999, Ryan found that they had always kept their scratch-off tickets on the back wall behind the cash register.

As a result, store clerks had to turn around completely to assist customers with their scratch-off purchases. This would often result in a slower transaction or even worse—a **missed sale**. [154612] Ryan's observation identified a perfect opportunity to sell in a more impactful merchandising solution to promote sales. This is just one of the many services SMBDs deliver to their assigned retail accounts.

After agreeing to move the scratch-off tickets to the front counter to create a more prominent display, the "Do you sell lottery?" questions have all but ended for Stop N Serv #2. "We have had a great response from our customers telling us how much they like our lottery display. It allows them to shop for their games at their own pace and I can already see a positive impact on sales. This will definitely help us to reach our Retailer Cash Incentive goal and have a chance to win free tickets in the pack settlement promotions!" says owner John Kim.

### BEFORE



*Before the new ticket display was installed.*

### AFTER



*Stop N Serv #2's new eye-catching ticket dispensers.*



“Best practices” described below can be executed by any retailer to grow sales:



- Utilizing 4x4 display cards speeds up transaction time because it provides the customer with important information about the scratch-off games. [174539]  
Customers appreciate being able to see price points and top prizes.
- Establishing point-of-sale placement for lottery helps to promote all games.
- Double facing the fastest selling games ensures that adequate inventories of top selling games are always available. [109227]
- Removing any clutter from blocking the view of tickets or the ESMM monitor allows customers to shop for themselves, speeding up transactions.
- Adding multiple exterior signs, [513680] in the window or on the street, invites customers at the pump to come inside and play their favorite Texas Lottery games.
- Placing the ESMM at a prime checkout location informs customers of draw game jackpots, new scratch-off games and provides winner awareness. [154495]

Those are the reasons why, as the temperature climbs in New Caney this summer, so will sales at Stop N Serv #2!



# Don't Miss Your Chance to Win \$50,000!

The 14<sup>th</sup> Retailer Cash Incentive Program (RCIP) is well underway with retailers across the state promoting lottery sales to make their goal. RCIP qualifying retailers have the opportunity to earn payments for achieving their sales goal, over and above the standard 5 percent commission paid to retailers for all lottery sales. [145987] On top of the incentive payments, every retailer who meets their sales goal earns the chance to win prizes ranging from \$500 to \$50,000 in the follow-up drawing.

To successfully meet your goal it is important that you closely track your RCIP sales which include all games including scratch-offs, except *Powerball*®, *Power Play*®, *Mega Millions*® and *Megaplier*®. You can monitor your progress by using the report on your terminal or reports from the Retailer Services Center on our website, [txlottery.org](http://txlottery.org). At the end of every program, there are always some retailers who missed their goal by a few dollars and even more who could have earned payments by watching their reports and selling just a few more tickets. [134938] Don't miss your chance to win big money!

The current 13-week program runs May 4 through August 2, 2014. All retailers were provided a program flyer that includes their individual goal and their previous sales that were used to set their goal. It is important that you read all of the guidelines and rules of the RCIP so that you know how to reach your goal. When tracking your sales, remember that any active or settled packs of tickets that are returned and credited to your account are deducted from your sales for the week. [135696]

After 13 successful programs, we have paid out more than \$65 million to retailers who met their retailer incentive goal. The Texas Lottery and GTECH are committed to helping you meet your goal in this and future programs. For additional information, contact your GTECH lottery sales representative or call Texas Lottery Retailer Services at 800-375-6886.

**Meeting Your Minimum Sales Goal**

Dist. LSR Day

Ret # Name

Weekly Sales Average (EP or AEP)

Minimum Sales Goal

**RETAILER CASH INCENTIVE PROGRAM**  
**MAY 4 – AUGUST 2, 2014**

**How to Track Your Progress**

- Altura® terminal - Select "REPORTS" then "Retailer Incentive."
- Texas Lottery® website - Register to use the Retailer Services Center at [txlottery.org/rsc](http://txlottery.org/rsc). For assistance, call 800-375-6886.
- Ask your lottery sales representative (LSR).

**Who is Not Eligible**

- Retailers who started selling after Feb. 15, 2014.
- Retailers who did not have sales either all thirteen (13) weeks May 5 – Aug. 3, 2013 OR all thirteen (13) weeks Nov. 17, 2013 – Feb. 15, 2014.
- Retailers who are not active as of Aug. 2, 2014.

**Program Budget Limitation & Payments**

The Texas Lottery has a limited budget for retailer incentive payments in this program of \$5,916,666 (plus \$500,000 for drawing prizes). If the total payments exceed \$5,916,666, all payments will be reduced by an equal percentage in order to not exceed the allocated program budget. Drawing prizes and entries are not affected by the program budget limitations. Eligible retailers will be notified of final payment amount via letter and terminal report prior to electronic funds transfer (EFT). Retailer incentive EFT will occur on a different day than regular lottery bank sweep. Program payments are tentatively planned for Aug. 29, 2014 and drawing payments for Sept. 12, 2014.

**How to Increase Sales**

- Always keep dispensers full.
- Double face fast-selling instant tickets.
- Remind players to purchase their Pick 3™ and Daily 4™ tickets for 4 daily drawings.
- Encourage customers to try All or Nothing™ with 4 drawings daily Mon – Sat.
- Display winner information.
- Provide friendly, knowledgeable customer service.
- Ask for the sale.
- Offer a variety of price points and popular games.
- Celebrate winning experiences in the store.
- Keep ticket display clear of obstructions – they won't buy what they can't see.
- Pay all prizes up to \$999.
- Encourage competition with internal contests.
- Know and share the features of each game.

**For more information, talk to your LSR or call 800-375-6886 (800 37 LOTTO).**

**YOU CAN WIN \$50,000**

**RETAILER CASH INCENTIVE PROGRAM**  
**MAY 4 – AUGUST 2, 2014**

**2 WAYS TO CASH IN! Base**

- Earn up to \$50\* for reaching your **Minimum Sales Goal (MSG)\*\*** plus an additional \$75\* for each additional \$1,000 in sales\*\*\* over your goal.
- Eligibility Period (EP)**  
**May 5 – Aug. 3, 2013**  
For retailers with sales all 13 weeks of the EP, your **Minimum Sales Goal** is your weekly sales\*\*\* average during the EP x 13 weeks + 2.1% + \$500. MSG = ((EP Savg x 13) + 2.1%) + \$500.
- Alternate Eligibility Period (AEP)**  
**Nov. 17, 2013 – Feb. 15, 2014**  
For retailers who do not have sales all 13 weeks of the EP, you must have sales all 13 weeks in the AEP. If you have less than 13 weeks of sales during the AEP, you will not be included in this program. Your **Minimum Sales Goal** is your weekly sales\*\*\* average during the AEP (adjusted for seasonality) x 13 weeks + 2.1% + \$500. MSG = ((AEP Savg (adj) x 13) + 2.1%) + \$500.

**# of Prizes Prize Amount 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
<b>307</b>		<b>\$500,000</b>

\*If total retailer incentive payments exceed the allocated program budget, all payments will be reduced by an equal percentage in order to not exceed total program budget. Drawing entries and drawing prizes will not be reduced.  
\*\*\*Exclusive sales do not include Mega Millions®, Megaplier®, Powerball® or Power Play® sales.



# Texas Lottery Continues to Support Texas Veterans

Legislation was passed in 2009 directing the Texas Lottery to create and offer an instant scratch-off game for the benefit of the Fund for Veterans' Assistance administered by the Texas Veterans Commission. The Fund awards reimbursement grants to eligible charitable organizations, local government agencies, and Veterans Service Organizations [507393] that provide direct services to Texas Veterans and their families.

The first game, *Veterans Cash*, was introduced in fiscal year 2010, and since that time 12 additional games have been introduced with the proceeds supporting the fund. Through fiscal year 2013, the Texas Lottery has transferred \$27.5 million in proceeds for the benefit of Texas veterans and their families!

Our current games benefiting veterans are game #1596 *Triple Winning* 777's and #1614 *On the Money*. Please remind your players that by playing these games, they're supporting Texas veterans.

As a special promotion, veterans' scratch-off tickets will be given away to a lucky row or section at the following sports games that occur around the Fourth of July holiday:

- Corpus Christi Hooks baseball game – 7/4
- Round Rock Express baseball game – 7/5
- San Antonio Missions baseball games – 7/4 and 7/5

At the following selling events, players that purchase five veterans' scratch-off tickets will receive a free camo cap:

- El Paso Downtown Street Festival – 7/4 – 7/5
- Taste of Dallas – 7/11 – 7/13



## South Shore Shell Gets a Big Bonus!

On March 6, **South Shore Shell** in League City received a retailer bonus check for \$121,385.34 for selling a jackpot-winning *Lotto Texas* ticket worth an estimated annuitized \$12,000,000 on January 1, 2014. Congratulations!



L to R: Texas Lottery Executive Director Gary Grief, Clerk Ali Mohammed, Manager Naveeda Haroon, and Owner Shawn Mohammed.



## June/July/August 2014 Retailer Survey

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

What do you think about the change (began March 3) from a weekly to a 4-week ticket distribution schedule for new scratch-off games?

Strongly like \_\_\_\_\_ Like \_\_\_\_\_ Dislike \_\_\_\_\_ Strongly dislike \_\_\_\_\_

Please explain your answer: \_\_\_\_\_

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**Your Retailer Number** \_\_\_\_\_

Please return the survey by **August 25, 2014**

**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. What do I do with an Exchange ticket?

**A.** If you validate a Multi-Draw ticket that still has draws remaining, the terminal will produce a RETAILER COPY validation receipt, a PLAYER COPY validation receipt plus an EXCHANGE ticket. Pay the customer the amount on the validation receipt and keep the original ticket. Give the EXCHANGE ticket to the player. The EXCHANGE ticket will have the same numbers as the original ticket and is good for any remaining draws. This process may be repeated until there are no draws remaining on the ticket.

## Q. When do I notify the lottery that I am closing my business?

**A.** The Texas Lottery needs a minimum of three business days advance notice to complete retailer cancellations. Advance notification will ensure that LSRs can complete their work in accordance with your business plans. If you plan to temporarily close your business, it is important that you contact the Texas Lottery immediately. We will assist you with tickets, equipment, and we can explain any financial responsibilities you may have while your business is closed.

## Q. How do I cancel an All or Nothing™ ticket?

**A.** *Pick 3™* and *Daily 4™* tickets are the only Texas Lottery tickets that can be canceled. *All or Nothing*, *Lotto Texas®*, *Mega Millions®*, *Powerball®*, *Texas Two Step®* and *Cash Five®* tickets cannot be canceled. This protects the retailers and the Texas Lottery from possible liability issues due to the size of the jackpot/top prizes offered in those games.

## Q. Does my Texas 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 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 renew your Texas Lottery license online.

## Q. How do I order scratch-off tickets?

**A.** You may order scratch-off tickets through your LSR, who will help promote lottery sales at your business by conducting inventory review and merchandising support. Also, you may order tickets through the *GTECH Hotline* at 800-458-0884. The Hotline staff can assist you with ticket ordering and processing, as well as with any equipment issues.

## Q. Is a retailer required to sell scratch-off tickets?

**A.** Yes. The Texas Administrative Code Rule 401.361 specifically states that each retailer must offer at least two instant games for sale at all times. [152016] A retailer who does not maintain minimum sales in accordance with such criteria is subject to possible license suspension or revocation.



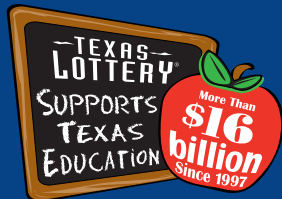
# Retailer Bonuses



Game	Retailer	Location	Bonus
Holiday Millions #1562	Polk Pick It Up #2	Wells	\$10,000
20X Ca\$h #1531	Stop N Shop	Irving	\$10,000
10X Mega Money #1536	Joshua Food Mart	Joshua	\$10,000
Holiday Millions #1562	B&B Food #59	Sour Lake	\$10,000
Weekly Grand #1555	Jasper Jiffy Market	Jasper	\$10,000
50X The Cash #1580	AFM	Longview	\$10,000
\$500 Million Frenzy #1354	Beverage Station	Balch Springs	\$10,000
50X The Cash #1580	K B Mart	Grand Prairie	\$10,000
\$500 Million Extreme Cash Blast #1387	Travel Mart	Bertram	\$10,000
20X Ca\$h #1531	S & A Express	Whitney	\$10,000
\$1,000,000 Jackpot #1520	Fuel Station #3	San Antonio	\$10,000



Draw Date	Retailer	Location	Bonus
2/17/14	Camco Mart	Leander	\$4,250
2/27/14	Little Sam #3	San Antonio	\$1,500
2/27/14	Lone Star Food Store #89	Sherman	\$1,500
3/17/14	Stripes #9761	Edna	\$3,000
3/17/14	Midway #8	New Waverly	\$3,000



PLAY RESPONSIBLY.

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

## PLAY THE GAMES OF TEXAS!®

Mon & Thurs	Tues & Fri	Wed & Sat	Wed & Sat	Mon - Sat	Mon - Sat	Mon - Sat	Mon - Sat
Draw Break Starts 10:00 PM	Draw Break Starts 9:45 PM	Draw Break Starts 9:00 PM	Draw Break Starts 10:00 PM	Draw Break Starts 10:00 PM	Draw Breaks Start M - 9:48 AM D - 12:15 PM E - 5:48 PM N - 10:00 PM	Draw Breaks Start M - 9:48 AM D - 12:15 PM E - 5:48 PM N - 10:00 PM	Draw Breaks Start M - 9:48 AM D - 12:15 PM E - 5:48 PM N - 10:00 PM
Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Time 10:12 PM	Draw Times M - 10:00 AM D - 12:27 PM E - 6:00 PM N - 10:12 PM	Draw Times M - 10:00 AM D - 12:27 PM E - 6:00 PM N - 10:12 PM	Draw Times M - 10:00 AM D - 12:27 PM E - 6:00 PM N - 10:12 PM

M - Morning, D - Day, E - Evening, N - Night. Texas Lottery Game Drawings are not held on Sundays. Times listed are Central Time. Draw times listed are when drawings are broadcast in Texas.