

—TEXAS LOTTERY— RoundUp

News and Ideas for Texas Lottery Retailers

**GIVE,
SCRATCH,
BE MERRY!**

**Preparing for Pick 3™ & Daily 4™
Four Drawings a Day**

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in Payments
to Retailers!**

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Game Starts
October 19!**

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October/November 2013

RoundUp

October/November 2013

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RoundUp to:

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Published by the

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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 24 hours,

7 days a week

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 November 29, 2013.



Texas Lottery Commission

Drawings Studio



Preparing for **Daily 4** and **Pick 3** Four Times a Day!

The Texas Lottery Drawings Studio is normally a very busy place. The Texas Lottery's daily* draw games—*Pick 3*, *Daily 4*, *Cash Five*® and *All or Nothing*®—are enough to keep the Draw Team busy. Add in twice-weekly drawings for *Lotto Texas*®, *Texas Two Step*® and the multistate *Mega Millions* and *Powerball*® games that the Texas Lottery participates in and you have a busy schedule.

In recent months, the Draw Team was much busier as they prepared to add two more drawings to the *Pick 3* and *Daily 4* drawing schedule. On September 9, a morning draw at 10:00 a.m. and an evening draw at 6:00 p.m. were added to complement the day draw at 12:27 p.m. and the night draw at 10:12 p.m. Now *Pick 3*, *Daily 4* and *All or Nothing* all have the same drawing schedule and are drawn four times a day, six days a week.

Adding drawings, even to existing games, is not as simple as it might seem. [206724] Virtually every division at the Texas Lottery Commission has been involved in implementing these changes and has worked with the lottery operator, GTECH, and other vendors to make them happen. The Draw Team leads these efforts and works tirelessly to ensure a smooth implementation.

"I started by brainstorming and coming up with a list of everything I could think of that needed to be done," said Drawings Supervisor Conchita Rivers regarding how her

team handled the effort. [504603] "I reviewed each project area of the Drawings Section and identified all the areas that would be impacted. I then identified Project Teams and action plans/tasks for the draw team members to complete so all aspects of the new drawing schedule could be implemented without incident."

Those tasks included procuring new *Pick 3* and *Daily 4* drawing machines and ball sets, amending contracts with vendors, revising procedures and all drawings-related documents, rewriting announcer scripts in English and Spanish, redesigning graphic screens, testing all the new equipment and software changes—to name just a few.

"Wow. We thought we were busy... this beats busy," Rivers said.

"When we launched the *All or Nothing* game in September 2012, we quickly learned that the new morning and evening draw times were popular with players, especially the 6:00 p.m. evening drawing which proved to be a significant contributor to that game's success," said Products and Drawings Manager Robert Tirloni.

Agency staff believes the new evening time appeals to commuters who are making stops at retail stores on their way home. [455808] Retailers have been very enthusiastic about the foot traffic the new drawings have created in their locations.

"It was just natural for us to have *Pick 3* and *Daily 4* follow that same four times a day drawing schedule," said Tirloni.

All of the time and effort to introduce the new drawings was certainly worth it. [174792] The extra drawings were launched successfully on September 9, allowing more sales for our retailers and more drawing options for our players, all of which ultimately benefit Texas education through the Texas Lottery's contributions to the Foundation School Fund.

* Texas Lottery Commission draw game drawings are not conducted on Sundays.



Retailer Spotlight

Lone Star Food Store #48

First Jackpot-winning Powerball® Ticket Sold in Texas Makes Retailer Very Happy

The Texas Lottery has sold its first jackpot-winning *Powerball* ticket! A player from Ravenna won the \$40 million *Powerball* jackpot in the May 29 drawing. **Lone Star Food Store #48** located in **Bells**, a small town east of Sherman, was the lucky retailer that sold the winning ticket. [512957] The store got in on the winning experience as well.

Although the player who purchased the ticket did not come forward right away, the exciting news that the winning ticket had been sold at that store spread quickly. A friend of company President Bill Martin told him early the next day. Mr. Martin knew this sale qualified the store for a bonus of one percent of the advertised jackpot, so he immediately called his

lottery sales representative to verify the amount. He was elated to hear that the bonus was in fact \$400,000!

On June 17, the Texas Lottery presented a ceremonial check at Lone Star Food Store #48. [175646] The store also held a Customer Appreciation Day, complete with Texas Lottery ticket sales, spin-to-win promotion and refreshments, to celebrate with the community. Teresa Edwards of the Texas Lottery Commission presented the ceremonial check to Chairman of the Board Bill Douglass.

Mr. Douglass announced that a portion of the money would be shared with employees and used to help defray the cost of their health insurance. Mr. Douglass also presented a check for \$10,000 to Bells 4B, a local community organization, to go towards making improvements at a local park. The \$40 million *Powerball* jackpot winner, who requested minimal publicity, also attended the check presentation to support his favorite lottery retailer.

Since word has spread that a *Powerball* jackpot prize-winning ticket [506901] was sold at Lone Star Food Mart #48, the store has seen an increase in business, particularly lottery sales. Players consider it a lucky store.

This winning experience is an example of how the Texas Lottery not only benefits players who win prizes, but the retailers who sell prizewinning tickets, and can benefit the community as a whole. [496816] With a bit of luck, perhaps we'll see more *Powerball* jackpot winners in Texas!





L to R: Bill Douglass, Lone Star Food Stores Chairman of the Board; Diane McCarty, CEO; Joan Douglass, Treasurer; Larry Janning, Store Manager; Tabitha Burns, Team Member; Teresa Edwards, Texas Lottery; Tim Brown, City of Bells/Parks and Rec; Gary Martin, Bells Mayor.

Retailer Spotlight

Star Stop #2

“Lucky” Store in Houston Keeps Players Coming Back for More

While playing the lottery is fun for consumers, selling Texas Lottery products can be very rewarding to retailers; just ask Tammam (Tom) Eid, manager of **Star Stop #2 in Houston**. Star Stop #2 is one of the highest-selling stores in the area, and its success can be attributed in part to Mr. Eid's engagement and focus on Texas Lottery games. He recognizes the added value of the numerous promotions, incentives and bonuses the lottery offers, such as retailer pack settlement promotions and the Retailer Cash Incentive Program, and he utilizes these promotions to increase his bottom line.

Star Stop #2 has 60 scratch-off ticket slots but not all of them are numbered. Mr. Eid applies letters to 20 of his slots that are dedicated to multi-facing new and spotlight games. [522601] He finds that players enjoy buying tickets of the same game from different packs, so multi-facing his lettered bins leads players to purchase the games Mr. Eid is emphasizing. His regular players also look to the lettered bins to see which games are new and popular. [153422] Once lottery players have purchased their tickets, there is a special area where they can scratch their tickets, socialize and talk about new and favorite games.

Mr. Eid motivates himself and his staff by setting goals, one of which is to be the top-selling Star Stop store in Houston. With average weekly sales over \$12,000 and climbing, he's making great progress towards that objective! [421714] During a recent retailer pack settlement promotion, Star Stop #2 earned 10 free packs of *Weekly Grand*. Mr. Eid's goal for the next pack settlement promotion is to win 16 packs.

Star Stop #2 uses winner awareness strategies to ensure that players have a positive lottery experience

and return again and again to purchase their lottery tickets. Mr. Eid had his own sign created that reads: “Eastside Luckiest Store – Try a scratch-off now,” which hangs from the ceiling over his scratch-off ticket dispensers. He also displays properly defaced winning tickets for customers to see. Mr. Eid's staff reminds customers that three \$10,000 prize-winning tickets were sold at this location – two *\$500 Million Frenzy* tickets and one *Cash Excitement*.

The friendly and engaging atmosphere at Star Stop #2 makes it an inviting place to play the lottery. [459802] Not only do the players enjoy playing there but employees enjoy talking to players about the lottery and watching them try their luck at winning!





**EASTSIDE
LUCKIEST
STORE**

**TRY A
SCRATCH-OFF
NOW**



STAR STOP #2 MANAGER TOM EID



**TEN
TIMES
THE
FUN**

Over \$50 Million in Payments to Retailers!

YOU COULD WIN UP TO \$50,000

RETAILER CASH INCENTIVE PROGRAM
AUGUST 25 - NOVEMBER 23, 2013

2 WAYS TO CASH IN! *Base Program + Drawing*

- Earn up to \$500 for reaching your Minimum Sales Goal (MSG)*** plus an additional \$75** for each additional \$1,000 in sales*** over your goal.
- Reach your Minimum Sales Goal and earn an entry into the drawing for prizes of \$500 to \$50,000. Earn an additional entry for each additional \$1,000 in sales*** over your goal.
- Only one drawing prize per location.
- A chain with multiple locations may win at more than one location.
- Drawing is tentatively planned for Dec. 15, 2013.

# of Prizes	Prize Amount	Total
1	\$50,000	\$50,000
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	\$500,000

Eligibility Period (EP):
August 26 - November 24, 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 + 2.5% + \$500.
MSG = (IEP Savg x 13) + 2.5% + \$500.

Alternate Eligibility Period (AEP):
March 10 - June 8, 2013.
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 + 2.5% + \$500.
MSG = (AEP Savg (adj) x 13) + 2.5% + \$500.

For more information, talk to your LSR or call 800-375-6886 (800 377 LOTTO).

After 11 programs in just four years, we have paid more than \$54.8 million to Texas Lottery retailers in Retailer Cash Incentive Program payments. The most recent program ended August 3 and resulted in 6,530 retailers meeting or exceeding their goal and earning a total of \$5,010,675.

The current 13-week retailer incentive program began August 25 and ends November 23. [153635] Each retailer's goal is based on their own sales from the same time period last year or the alternate eligibility period if they did not have sales all 13 weeks in the

eligibility period. [154096] As Texas Lottery sales continue to grow each year with the strong support of our licensed retailers, we strive to set challenging, yet attainable sales goals for ourselves and our retailers to increase revenue supporting Texas education and veterans' programs.

You are encouraged to monitor your progress by viewing the weekly reports available on your lottery terminal. These reports provide your goal, sales-to-date, balance needed to make your goal, and potential payment and drawing entries to date. The payment is labeled "potential" because results are not final until audited. [156249] Also, the Texas Lottery has a limited budget for retailer incentive payments in the current program of \$5,916,666 plus \$500,000 for drawing prizes. If the total incentive 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 their final payment amount via letter and terminal report prior to the electronic funds transfer (EFT). Retailer incentive EFT will occur on a different day than your regular lottery bank sweep. Program payments are tentatively planned for Friday, December 13, 2013 and drawing payments for Friday, January 3, 2014. [145167] The drawing is planned for Sunday, December 15 pending receipt of final audited results.

Don't miss out on your chance to win \$500 to \$50,000 in the retailer incentive program drawing. In the 11 previous drawings, we already have given away \$5.5 million in prizes to our valued retailers. Take advantage of the sales promotions and merchandising opportunities this fall, such as the return of *All or Nothing*[®], four daily drawings of *Pick 3*, *Daily 4* and *All or Nothing*, the introduction of the annuity suite of *Weekly Grand* games, the new suite of holiday games, and the popular \$20 game *20X CASH*. [504239] All these initiatives and the individual support of your lottery sales representatives can help you reach your sales goal, generate additional revenue and earn entries into the drawing where we will give away a total of \$500,000 in prizes.

Your Feedback is Useful!

Over the 15 months from Feb 2012 to May 2013, Texas Lottery retailers provided the following useful information when they responded to surveys in the Texas Lottery retailer magazine *RoundUp*.

- Average number of surveys received per issue was 57.
- Most surveys were returned by managers (43%) and owners (30%).

In their survey responses, retailers reported being knowledgeable about new games and incentive programs.

Retailers indicated that they:

- Understand the new draw game, *All or Nothing* – 100%
- Know their store's results for the retailer cash incentive program – 88%
- Use terminal report to track their progress during cash incentive programs – 82%

Retailers indicated they have effective communication with their lottery sales representatives.

- 95% responded that their LSR is usually where they get information about new games.

Retailers responded enthusiastically to participation in clerk incentive programs.

- 89% reported they participate in Texas Lottery clerk incentive programs.
- Incentives provided encouragement to make a special effort to promote the targeted Texas Lottery product – 94%.
- Promotional items were used for customer appreciation often (44%) and sometimes (38%).

Retailers reported that they promoted lottery games to customers.

- Store employees are the most effective way for customers to learn about new lottery games – 73%.
- Store employees talk to customers about how to play lottery games – 81%

If you have questions about the *RoundUp* survey results please contact David Wilkinson, Research Coordinator at (512) 344-5279 or David.Wilkinson@lottery.state.tx.us

June/July 2013 Retailer Survey

Person Completing Survey: Owner ☐ Manager ☐ Employee ☐

Shift When Survey Completed: Day ☐ Evening ☐ Overnight ☐

1. Do you and your staff understand the new *Lotto Texas* add-on feature *Extra!* that started April 14?
Yes ☐ No ☐

2. Do your customers like the new *Extra!* add-on feature? Yes ☐ No ☐ Not sure ☐

3. What is your main source of information about the changes in *Lotto Texas*? (Choose one.)
Lottery Website ☐ Customers ☐ Lottery Sales Rep ☐ TV & Radio ☐ POS ☐

4. Did the *Lotto Texas with Extra!* player promotion (free *Extra!* Quick Pick with \$10 *Lotto Texas* purchase) help introduce your customers to the new *Extra!* feature? Yes ☐ No ☐ Not sure ☐

5. Did the *Lotto Texas* clerk voucher promotion help motivate employees to sell the *Extra!* feature? Yes ☐ No ☐

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

Mega Millions Game Update New Game Starts October 19, 2013

Exciting changes!

- Jackpots start at \$15 million.
- Faster growing jackpots – jackpots grow by no less than \$5 million for each drawing.
- New \$1 million second prize (matching 5 + 0) – Four times bigger than the previous 2nd tier prize!
- Enhanced Megaplier® – Now featuring a 5X multiplier with a chance to win up to \$5 million.
- Better overall odds of winning – Now 1 in 14.7!
- New matrix – choose five (5) out of 75 numbers and one (1) out of 15 for the Mega Ball number.

And STILL JUST A BUCK!

Drawings remain on Tuesdays and Fridays. Look for new how-to-play brochures and playslips to be delivered by your GTECH LSR.

For more details visit txlottery.org.



October/November 2013 Retailer Survey

Position of the Person Completing Survey:

Owner ____ Manager ____ Employee ____

Normal Work Shift of Survey Completer:

Day ____ Evening ____ Overnight ____

1. Do you and your staff understand the new Secure Shield™ validation method available on certain scratch-off game(s)?
Yes ____ No ____ Not Sure ____
2. Has it been easy to identify the game(s) that have a Secure Shield bar code? Very ____ Easy ____ Difficult ____ Very Difficult ____
3. Have you experienced any difficulty scanning the Secure Shield barcode under the latex? Yes ____ No ____ Not Sure ____
4. Do the terminal messages provide clear information when a scanning error has occurred? Yes ____ No ____ Not Sure ____
5. Has the new Secure Shield bar code saved you time?
Yes, a lot ____ Yes, a little ____ No ____
6. Do you or your staff need additional information on how to scan tickets with Secure Shield? Yes ____ No ____ Not Sure ____

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



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Frequently Asked Questions

Q. What is Secure Shield and how will it affect my validations?

A. Secure Shield is a new, keyless validation process. It will allow you to scan tickets and pay winners faster! The new Secure Shield barcode will replace the current barcode found under the latex scratch area on the front of the tickets. [173699] On Secure Shield tickets, you won't have to find and then enter the four-digit boxed security numbers (VIRN) after scanning the barcode on the back of the ticket. You just have to scan the Secure Shield barcode under the latex.

Q. The new Secure Shield label isn't on all of the tickets I sell. Why?

A. Secure Shield is a new technology in Texas and it will be introduced to our scratch-off games over time. Many games have already been printed without the new barcode and will be shipped and available for sale. [507366] Until the supply of these games is depleted, you will see tickets with and without the Secure Shield label.

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, **1-800-458-0884**, and provide game, pack and ticket numbers of missing inventory. [522290] 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.

REMEMBER: THE SOONER YOU REPORT A THEFT OR LOSS, THE SOONER YOU CAN LIMIT YOUR FINANCIAL LIABILITY.

Q. Can I cancel a draw game ticket?

A. *Pick 3* and *Daily 4* tickets are the only tickets that can be canceled at selling retailer location. You 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 do I tell a customer who can't find their favorite holiday scratch-off game?

A. The Texas Lottery has a **Scratch-Off Game and Store Locator** feature online (txlottery.org), allowing searches by city, zip code, smoking policy and scratch-off game. This tool makes it easy for players to find a specific scratch-off game in their area. Search results include contact information and a map for each location. Players may call Texas Lottery Retailer Services at 1-800-375-6886 for more information.

Q. What does the message "Validation Not Accepted: Call Hotline" mean?

A. This message will appear when a validation is attempted for inactive tickets. Always remember to activate before you sell. After all, it takes away from the winning experiences and it is a violation of Texas Lottery Commission rules. When you see this message, please call the retailer hotline at 1-800-458-0884 for assistance.

Retailer Bonuses



Game	Retailer	Location	Bonus
Cash Excitement #1486	7-Eleven Conv Store #27367	Arlington	\$10,000
Texas Lottery® Black IV #1401	Pick & Pay	Rosenberg	\$10,000
Casino Action #1277	Randalls #2477	West Lake Hills	\$10,000
\$200 Million Cash Spectacular #1433	B T Rand Oil Company	Vidor	\$10,000
20X Cash #1511	Don's Butane Service Inc	Olney	\$10,000
Monthly Bonus #1453	7-Eleven Conv Store #33123	Mesquite	\$10,000
20X Cash #1511	Country Food Mart	Pearland	\$10,000
10X Mega Money #1536	Fiesta's Mart	Mission	\$10,000
\$500,000,000 Extreme Cash Blast #1387	Stripes #2365	Wichita Falls	\$10,000
\$500 Million Frenzy #1354	Lone Star Conoco	Bedford	\$10,000
20X Cash #1511	Valero Community Store	Odessa	\$10,000
\$200 Million Cash Spectacular #1433	Get N Go Food Mart	Yoakum	\$10,000



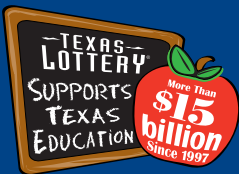
Draw Date	Retailer	Location	Bonus
5/23/13	Melek Service Center	El Paso	\$2,375
5/23/13	Melek Service Center	El Paso	\$2,375
6/10/13	Stripes #9132	Edinburg	\$6,250
7/1/13	HEB Food Store #540	Houston	\$8,250
7/4/13	Red's 211	Palestine	\$2,000
7/25/13	Diamond Shamrock Corner #1457	Lubbock	\$8,250



Draw Date	Retailer	Location	Bonus
7/31/13	Kwik Chek #81	Laredo	\$193,013



Draw Date	Retailer	Location	Bonus
7/16/13	Rosslyn Food Mart	Houston	\$190,000



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txlottery.org

Play the Games of Texas!®

Mon

Tue

Wed

Thu

Fri

Sat



Morning/Day/Evening/Night



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