

TEXAS LOTTERY RoundUp News and Ideas for Texas Lottery Retailers



TEXAS LOTTERY

**New All or Nothing™
Draw Game Sales
Begin September 9!**

When sales begin on Sept. 9 for the Texas Lottery's newest draw game, *All or Nothing*, some lottery players may begin to wish that their numbers are not drawn. With the new \$2 game, not having your numbers drawn could result in a top prize of **\$250,000**.

The object of the game is to select either as many or as few numbers possible that match the 12 numbers drawn. If a player matches more than seven or fewer than five numbers drawn, the player wins a prize. If the player matches all 12 numbers drawn, **or does not match any numbers drawn**, the player wins the top prize of \$250,000. If more than one ticket has been sold in which a player has matched all or none of the numbers drawn, each player possessing such ticket will win the top prize of \$250,000.

All or Nothing drawings will be held four times a day, at 10:00 a.m., 12:27 p.m., 6:00 p.m. and 10:12 p.m. CT, six days a week, Monday through Saturday. *All or Nothing* will join the Texas Lottery's entertaining lineup of draw games including *Powerball*®, *Mega Millions*®, *Lotto Texas*®, *Texas Two Step*®, *Pick 3*™, *Daily 4*™ and *Cash Five*®.

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All or Nothing™ Prize Chart

Match	Prize	Odds of Winning
12	\$250,000	1:2,704,156
11	\$500	1:18,779
10	\$50	1:621
9	\$10	1:56
8	\$2	1:11
4	\$2	1:11
3	\$10	1:56
2	\$50	1:621
1	\$500	1:18,779
0	\$250,000	1:2,704,156

Overall odds are 1 in 4.5. All prizes are guaranteed prizes.

RoundUp

August/September 2012

Email questions or comments about

RoundUp to:

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Published by the

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1-800-375-6886

(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

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 September 28, 2012.

Texas Lottery Receives Fleurry Award!

The Texas Lottery introduced its first \$10 spotlight game, *\$200 Million Cash Spectacular*, in late February. This game features more than \$200 million in prizes, with ten \$1 million top prizes and ten \$100,000 prizes. The game has been very popular, with sales totaling \$52,407,620 from inception through the week ending April 28, 2012.

In addition to terrific sales, the game garnered the Texas Lottery the 2012 Fleurry award for "Best Instant Game Television Ad"! This is the first year of the Fleurry awards, which are awarded by LaFleurs, a lottery industry publication. The award is unique in that ads were voted on by peers in the industry via the LaFleurs website. [149726] The award was presented by LaFleurs at their April conference in Washington DC. Congratulations to the Texas Lottery Commission staff and TracyLocke, the advertising vendor, who made this possible!

2012 Fleurry Awards

TLC Executive Director Receives Lifetime Achievement Award!

On March 21, Public Gaming International Magazine presented the 2012 Major Peter J. O'Connell Lottery Industry Lifetime Achievement Award to our very own executive director, Gary Grief. The award was presented at the SMART-Tech conference in New York City.

"In his career, Mr. Grief has exemplified the integrity and dedication for which this award was created to recognize," said Paul Jason, [266102] publisher of Public Gaming International Magazine.

Created in 1993 to honor Major Peter J. O'Connell, the first director of the Rhode Island Lottery, recipients of the award are recognized for having distinguished themselves with their service to the lottery and for their important contributions to the success of the lottery industry and the causes they support. [173087] Recipients are nominated and selected by their peers.

At the March 30 Texas Lottery Commission meeting, Chairman Mary Ann Williamson recognized Mr. Grief for his award and achievement. Addressing Mr. Grief and the TLC staff, Chairman Williamson said, "Gary is very well-respected by his peers. And I think sometimes we all get involved in what we do right here, and we just really don't realize the esteem that the lottery and your executive director has. [173761] And not only him but everybody that works here, you contribute to that. And so those of you present, please take that back to your staffs, that without them we would not be where we are."

Commissioner J. Winston Krause added, "The bottom line is, [Gary is] here and he's running the agency. He's doing a great job, and I'm very proud of him."

Mr. Grief was appointed executive director of the Texas Lottery Commission in March 2010. As executive director, he oversees a \$3.8 billion enterprise tasked with generating revenue for public education and other worthy causes for the state of Texas. Under Mr. Grief's leadership, the Texas Lottery has seen record sales and contributed more than \$14 billion to the state's Foundation School Fund, which supports public education in Texas.

With 20 years in the industry, Mr. Grief has been an integral part of the success of the Texas Lottery Commission since its inception. In 1991, Mr. Grief was appointed



TLC Executive Director Gary Grief and wife Lisa receive his lifetime achievement award.

by the Texas Comptroller of Public Accounts to the original eight-member Lottery Task Force assigned to research and launch the Texas Lottery. In 1992, Mr. Grief assumed the role of statewide manager of claim centers, overseeing 24 field offices. He served in this role until 1997, [129901] when he accepted the position of director of lottery operations. While serving in this role, Mr. Grief received the 2002 "Powers Award" for Performance Excellence in Lottery Operations by the North American Association of State and Provincial Lotteries (NASPL).

In 2002, Mr. Grief was appointed by the Commission to serve the first of what would be three separate terms as acting executive director. He served in this capacity from September 2002 to February 2003, from July 2005 to January 2006, [466193] and from October 2008 to February 2010. Between and after these appointments, he served as deputy executive director until his official appointment as executive director in 2010.

A native Texan, [596334] Mr. Grief is a graduate of the University of Texas at the Permian Basin where he earned a bachelor's degree in business administration.

Congratulations to Executive Director Grief for receiving this well-deserved honor!

Retailer Spotlight

Mallard Corner *Off the Beaten Path*

Is location the key to excellent sales? **Mallard Corner** store in Taylor proves that location isn't everything, as it's not located on a major highway. Yet this store averages over \$4,000 per week after only a short time in business. Store Manager **Imran Kahn** opened this store on December 13, 2011, and since then lottery sales have risen steadily. Mallard Corner store is Mr. Kahn's fourth convenience store, but his first in Taylor. [225596] Mr. Kahn has a simple customer-first approach to business. "Give the customer what they want, quickly," said Mr. Kahn as he swiftly checked out a customer. That statement serves as the store's philosophy.

All employees are trained to be friendly and helpful and above all, to ask for the sale. As customers enter the store, they are welcomed with a friendly greeting, and if they have any questions they are answered promptly [498085] and in a pleasant manner. Mr. Kahn recalls a story in which an employee not only explained *Pick 3*™ to a new player but also how the *Sum it Up*™ feature worked. "I didn't even know she knew how to play, much less how to explain it to a customer," he said, laughing. "But you know what? That customer she helped is a regular now, and plays *Pick 3* at my store."

All winning tickets are cashed with a smile. When players cash in their winning tickets, the clerks are always "talking it up" to foster excitement. Creating chatter about winners helps clerks to execute the "ask for the sale" strategy that Mr. Kahn expects his clerks to follow. "If a customer walks out without a

ticket it's because they said no, not because they weren't asked to play," Mr. Kahn says.

Mr. Kahn pays close attention to the marketing and merchandising of his lottery products. As customers approach the counter, the ESMM display and the 30 instant ticket dispensers are the first things they see. [512974] For players' convenience, the store's playstation is located at the end of the counter near the main point of purchase.

Mallard Corner is responsive to demand. The 36 dispensers are ordered by price point, from \$50 on the top right to \$1 on the bottom left. [130175] "The tickets with the largest prizes should be the most visible," says Mr. Kahn. He changes the mix of tickets to meet customer demand. When the store first opened, it stocked many lower price-point tickets but few higher price-point tickets. Over time, customers requested more of the higher price-point tickets. According to Mr. Kahn, "They wanted more \$20 games because the \$20 games seem to pay better." Mr. Kahn also makes a point to immediately display any game that is requested.

Mallard Corner shows that practicing the basic sales strategies of customer focus, good merchandising, cashing [156205] all tickets up to and including \$599, and asking for the sale are extremely effective, even if your store is not in the most convenient or highest traffic location.



MALLARD CORNER

SH COFFEE

CIGARETTES

ORLANDI VALUTA
MONEY ORDERS

PHONE CARDS

ICE-LOTTO

FRIED CHICKEN
PIZZA

FRIED CHICKEN

*Clerk Nicole Hernandez
with Owner Imran Kahn*

Retailer Spotlight

Power Mart #3

A Team Effort

The importance of selling Texas Lottery games at **Power Mart #3** is evident from the owners down to each staff member. Located in League City on West Main Street, you know this store is all about lottery as soon as you pull up. Owner **Aiyub Ali** has invested in custom-made lottery signage featuring the Texas Lottery draw games on the exterior of his store, which attracts the attention of traffic driving by. As you approach the store a large sign reads "Welcome to Lucky Power Mart," inviting each customer into the store. Customers are greeted by bright Texas Lottery signs all around the store, a colorful wall of 94 instant ticket dispensers and another 24 games displayed in the Gemini™ vending machine.

While Mr. Ali has made the investment in signage inside and outside of his store, he depends heavily

on Manager Aires Alfonso and his staff to ensure that all his lottery players are offered a pleasant and fun playing experience. [174098] Mr. Alfonso keeps each of the 118 dispensers stocked at all times, and double- and triple-faces his most popular games. Power Mart's staff never refuses to cash a winning ticket of \$599 and under and makes sure each player leaves satisfied. They always perform very well during the Retailer Cash Incentive Program and retailer pack settlement promotions taking advantage of the rewards the Texas Lottery offers.

Excellent customer service is at the core of this business, and rewarding players is a part of that. Mr. Ali offers monthly second-chance drawing promotions, to which he contributes store prizes of \$25, \$50 and \$100. This rewards their loyal customers and attracts new players when they hear what prizes they can win. [146992] During a recent Texas Lottery Customer Appreciation Day, they awarded a loyal customer with a 32" flat screen TV, and gave free fountain drinks to everyone. In addition to second-chance drawings and Customer Appreciation Days, Power Mart #3 participates in other lottery promotions, including Spin & Win and Ask for the Sale events.

Since Mr. Ali added his outdoor and indoor signage and redesigned his scratch-off displays, he has more than doubled his sales. But he understands that it takes more than pretty signs to sell lottery tickets. [151821] His employees make the difference, and greeting customers with a smile and taking the time to talk about lottery games with them is what makes this store the "lucky" Power Mart.



POWER MART



*(L to R) Manager Aires Alfonso,
Clerk Shaijad Ali, Clerk Hajrat Ali.*

Texas Lottery Celebrates 20 Years at the State Fair of Texas!

The Texas Lottery will be visiting Big Tex again in Dallas as the lottery celebrates its 20th year at the State Fair of Texas. Did you know that Big Tex will be turning 60 this year?

The lottery will be keeping fairgoers entertained with the *Games of Texas* and fantastic prizes at the Texas Lottery Luck Zone, located at the East Park Plaza on Coliseum Drive.

Patrons can play their favorite jackpot draw games such as *Lotto Texas*®, *Texas Two Step*®, *Mega Millions*®, and *Powerball*®. They can also play for a chance to win big bucks in other games like *Cash Five*®, *Daily 4*™ and *All or Nothing*!

We are anticipating lots of excitement and lottery educational opportunities as we feature the Texas Lottery's newest *All or Nothing* draw game. Players can also try their luck at over 40 popular scratch-off games such as *\$500,000,000 Extreme Cash Blast* and the *\$200 Million Cash Spectacular*.

The Texas Lottery Luck Zone will feature extraordinary player promotions such as the Texas Lottery Spinning Wheel and the Texas Lottery Money Machine. [153141] When fairgoers purchase Texas Lottery tickets, they can spin the wheel and instantly win Texas Lottery scratch-offs! They may even be lucky enough to land a trip inside the famous Money Machine for their chance to win even more scratch-off tickets!

The 2012 State Fair of Texas runs from September 28 through October 21 at Fair Park in Dallas. Don't forget to tell your customers going to the fair to stop by the [258043] Texas Lottery Luck Zone for a unique "stay and play" experience and their chance to win!

New Spotlight Game: \$500,000,000 Extreme Cash Blast!

Sales begin August 13 for the Texas Lottery's latest spotlight game, *\$500,000,000 Extreme Cash Blast*. This \$20 ticket features 10 top prizes of \$2,500,000, plus 40 second-tier prizes of \$1 million! Other exciting prizes range from \$20 to \$25,000. Players can win up to 20 times on a ticket.

Like our previous [311953] spotlight games—*\$500,000,000 Blockbuster* and *\$500 Million Frenzy*—we expect this game to be a hot seller. Tell your players about it today!



Dallas Cowboys and Houston Texans Scratch-Offs Return!

Once again the Texas Lottery has teamed up with Texas' two powerhouse football franchises to offer *Dallas Cowboys* and *Houston Texans* scratch-off [154580] tickets that offer top prizes of \$100,000 and a chance to win up to 20 times on a ticket!

Not only that, but players have a chance to enter their non-winning tickets into promotional second-chance drawings to win terrific Cowboys and Texans prizes, including weekend trips to see games, season tickets, autographed jerseys and much more.

Ask your customers to play today!



August/September 2012 Retailer Survey

- 1. Has your Lottery Sales Representative informed you about the new draw game, *All or Nothing*, that will be introduced in September? Yes ____ No ____
- 2. Where do you usually get information about new lottery games? (Choose one.)
Lottery Website ____ Customers ____ Lottery Sales Rep ____ TV & Radio ____
- 3. Are you aware that there will be four (4) drawings a day for this new game? Yes ____ No ____
- 4. Which of the four drawing times do you think will have the *most* impact on lottery sales in your store?
(Choose one.) 10:00 a.m. ____ 12:27 p.m. ____ 6:00 p.m. ____ 10:12 p.m. ____
- 5. Which is the *most* effective way for your customers to learn about this new lottery game?
(Choose one.) Store Employees ____ Brochure ____ Playslip ____ Lottery Website ____
Lottery Sales Rep ____ TV & Radio ____ In-store POS ____ Social Media ____

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



San Antonio Retailer Receives a Big Bonus!

On April 5, **Texas Food Mart** of San Antonio received a \$220,000 bonus check for selling the top prize-winning ticket in the February 15, 2012, Lotto Texas drawing. The winner of that drawing won a whopping \$22 million jackpot. Congratulations to Food Mart on its lucky day!

Food Mart Owner Mamun Azam and Manager Fred Golder.

Frequently Asked Questions

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

- A.
- Retailers Homepage: FAQ, Software updates, Game list 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 Contests and Retailer Cash Incentive Programs

Q. Can I cancel an on-line ticket?

- A.
- Pick 3 and Daily 4 tickets are the only tickets that can be cancelled at the store in which the ticket was issued. 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 cancelled. [526203] This protects the retailers and the Texas Lottery Commission from possible liability issues due to the size of those prizes.

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. Retailer Adjustment Forms are available from your GTECH Lottery Sales Representative, at any Texas Lottery claim center or can be downloaded from the Retailers page of the Texas Lottery website txlottery.org. 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.

*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.***

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.

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. 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.

Retailer Bonuses



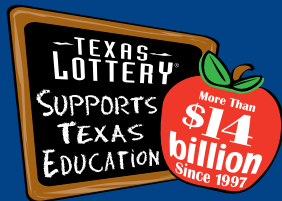
Game	Retailer	Location	Bonus
\$500,000,000 Blockbuster #1114	Stripes #9132	Edinburg	\$10,000
Monthly Bonus #1437	AB Food & Gas	San Antonio	\$10,000
\$500,000,000 Blockbuster #1114	Olee's Quickie Picky	Porter	\$10,000
Texas Lottery® Black IV #1401	J&J Food Mart #5	San Antonio	\$10,000
\$500 Million Frenzy #1354	7-Eleven #621	El Paso	\$10,000
Set For Life #1197	The Fillin Station	Dumas	\$10,000
Weekly Grand #1355	Kent Kwik #307	Midland	\$10,000
\$500 Million Frenzy #1354	Timewise #7601	Houston	\$10,000



Draw Date	Retailer	Location	Bonus
3/22/12	7-Eleven Conv Store #34143	Fort Worth	\$5,000
3/22/12	QuickTrip #907	Garland	\$5,000
4/5/12	Finer Foods	Beaumont	\$5,250
4/23/12	Little World Grocery Store	Dallas	\$7,500
5/10/12	Z-M.S. Grocery	Madisonville	\$3,625
5/10/12	Thrall's Grocery and Deli	Nacogdoches	\$3,625
5/14/12	Food Fast #1070	Tyler	\$2,000



Draw Date	Retailer	Location	Bonus
5/12/12	Crossroad Shell	Fort Worth	\$280,000



PLAY RESPONSIBLY.

Visit us online at:
txlottery.org

Maybe It's Your Lucky Day★

Mon

Tue

Wed

Thu

Fri

Sat

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