

nebraska lottery

Drawing Results, Winners, and Scratch Game Information **402-471-6114**
 Players Hotline **402-471-6139** and **800-224-LUCK (NE & WY only)**
 Main Number **402-471-6100** and **800-587-5200**
 Website **nelottery.com**

scratch tickets and osr

877-651-6296
lottery retailer hotline
800-560-2919
problem gambling help line 833-238-6837

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



ticket talk

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Lottery Director
 Brian Rockey
Editors
 Neil Watson
 Tate Schneider
 Sam Craig
Designer
 Tom Bash

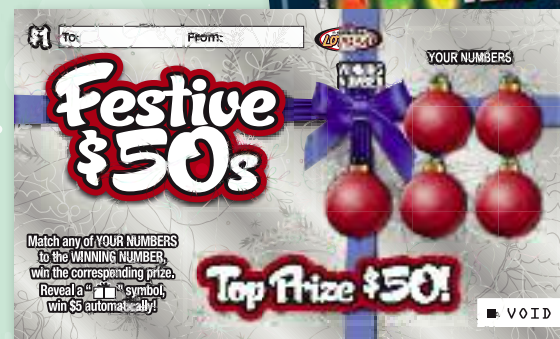
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Holly Jolly Holiday Games



Summer Bonuses

Here are the retailers who received High Prize Seller Bonuses for selling major winning tickets from mid-August through mid-September:

Cubby's, Bennington, \$100,000 Cash Crossword, \$1,000
Kwik Shop #673, Omaha, Lucky Ladybug Crossword, \$3,333
Casey's General Store #2744, Lincoln, Multiplier Spectacular, \$20,000
Anderson Convenient Market 168, Omaha, Red Riches, \$1,000
Casey's General Store #1743, Ord, Truck\$ & Buck\$, Truck
One-Stop Country Store, Beatrice, \$100,000 Cash Crossword, \$1,000
Kwik Shop #635, Lincoln, Emerald Mine 3X, \$10,000
Casey's General Store #2729, Lincoln, Red Riches, \$1,000
Bucky's #21, Elkhorn, Flawless Fortune, \$1,000
La Guerita, Madison, Scratch Keno, \$5,000
Casey's General Store #1752, Auburn, \$100,000 Cash Crossword, \$1,000
Cubby's, Blair, \$100,000 Cash Crossword, \$1,000
Hy-Vee Gas #8, Omaha, Pick 5, \$1,350
Casey's General Store #1595, Franklin, The Addams Family Fortune, \$50,000
Trotters Whoa & Go Express, Broken Bow, \$100,000 Cash Crossword, \$1,000
Casey's General Store #2882, Grand Island, \$100,000 Cash Crossword, \$1,000
Russ's Market #31, Beatrice, \$100,000 Cash Crossword, \$1,000
Hy-Vee Food Store #01 (1465), Omaha, 2by2, \$22,000
Casey's General Store #2068, Lexington, The Big \$10 Super Ticket, \$1,000
N-Stant Conv Store 1, McCook, The Big \$10 Super Ticket, \$1,000
Rath's Mini Mart, Laurel, Wheel of Fortune, \$1,000
Parkview One Stop, Schuyler, Powerball, \$1,000,000
M&M C Store, Ericson, MyDaY, \$5,000
Russ's Market #02, Lincoln, MyDaY, \$5,000
Cubby's, Omaha, \$100,000 Cash Crossword, \$1,000
Casey's General Store #2744, Lincoln, \$100,000 Cash Crossword, \$1,000
Family Fare 784, Omaha, 10X Bingo Multiplier, \$35,000
Quik Pik #07, Valley, Bonus Crossword, \$1,000

Casey's General Store #2987, Omaha, The Addams Family Fortune, \$1,000
Casey's General Store #1193, Fairbury, Wheel of Fortune, \$50,000
EZ Mart, Omaha, Mega Millions, \$1,500
White Star Oil Company, Albion, \$100,000 Cash Crossword, \$1,000
Cornhusker Bottle Shop, Lincoln, \$100,000 Cash Crossword, \$1,000
Casey's General Store #3819, Omaha, Powerball, \$1,000,000
Mom's Corner, Beatrice, \$100,000 Cash Crossword, \$1,000
Kwik Shop #650, Lincoln, \$100,000 Cash Crossword, \$1,000
Kwik Shop #673, Omaha, \$100,000 Cash Crossword, \$1,000
U-Stop #06, Lincoln, Double Diamond, \$100,000
Speedy Gas N Shop, Bellevue, Flawless Fortune, \$1,000
Snac Shac, Grand Island, MyDaY, \$5,000
Taylor Quik-Pik #11, Blair, \$100,000 Cash Crossword, \$1,000
Bucky's #21, Elkhorn, \$100,000 Cash Crossword, \$1,000
Super Saver #27, Lincoln, \$100,000 Cash Crossword, \$1,000
Casey's General Store #3821, Omaha, \$100,000 Cash Crossword, \$1,000
U-Stop #25, Lincoln, Lucky Ladybug Crossword, \$3,333
Fast Mart, Columbus, Red Riches, \$1,000
Quik Trip #599, Omaha, Red Riches, \$1,000
Super Saver #28, Grand Island, Bonus Quick 7s, \$15,000
Quik Trip #594, Omaha, Mega Millions, \$10,000
Petro Stopping Center, York, Mega Millions, \$1,000
U-Stop #14, Lincoln, Third And Won, \$1,300
Kwik Shop #675, Bellevue, Fun 5s, \$30,000
Loseke Lake Stop, Columbus, Multiplier Spectacular, \$1,000
Super Saver #19, Grand Island, MyDaY, \$5,000
Casey's General Store #1800, Holdrege, MyDaY, \$25,000
Weeping Water Express Lane, Weeping Water, MyDaY, \$5,000

Please Note: High Prize Seller Bonuses for Scratch games are credited to retailer accounts when the prize is claimed. High Prize Seller Bonuses for Lotto games are credited to retailer accounts after the drawing for which the ticket was sold.

What's Inside

- Holiday Games
- Quick Sales Tips
- Powerball Seller's Bonuses



Serving Our Players

It feels like yesterday that we were releasing ourselves from the icy grasp of winter and here we find ourselves in fall.

Luckily, it's time for fall sports. We are currently running our Serve & Turf promotion which will give our players the chance to spend a weekend watching Husker Football and Volleyball. Additionally, our Lucky Shot promotion offers the opportunity for an away game Husker Basketball trip experience.

We are also looking forward to two new games that are on the horizon, Triple Play and Cool Cash, which you can read more about in this issue of Ticket Talk.

Three new holiday games – Festive \$50s, Holiday Doubler, and Sparkling 7s – will be released this fall. These games will feature prizes from \$50 to \$30,000, and non-winning tickets can be entered in the Holly Jolly Jackpot promotion for a chance at \$5,000 in cash.

We look forward to serving our players with the same quality entertainment products that has come to be expected of us as we draw 2019 to a close.

Big Red Replay

You could win \$150 in Scratch tickets when you listen to a Nebraska Football game clip from our Facebook, Twitter, or Instagram accounts and identify it during the Sports Nightly radio show on the Husker Sports Network. See nelottery.com for details.

Holly Jolly Holiday Games

The winds of winter will be sweeping across the plains sooner than one might think. The shift in the weather will mark the return of the holiday season and this year the Nebraska Lottery will roll out three games to ring in the most wonderful time of the year. Be sure to look for these Scratch games this fall.

Festive \$50s: The \$1 game is loaded with prizes. Because the top prize is \$50, there are more chances to win.

Holiday Doubler: With the theme of an ugly sweater party, the \$2 Holiday Doubler game is loaded with prizes up to \$200.

Sparkling 7s: In this \$5 game, players will be looking past the colorful holiday lights for a top prize of \$30,000.

In addition, players will be offered more chances to win in the Holly Jolly Jackpot Promotion with three \$5,000 prizes, three \$2,000 prizes, and three \$1,000 prizes. From October 21 until January 6, players can enter any non-winning holiday tickets online via the MVP Club for the drawing that will be held January 7. Each non-winning Scratch ticket will be worth one entry. Tickets may only be entered once, but players can enter as many non-winning tickets as they like.



Labor Day Special



The recent Labor Day Special was very popular with players. The \$2 bundle of Nebraska Pick 5, Nebraska Pick 3, and MyDaY tickets was purchased 6,825 times at 812 retailers over Labor Day weekend. Additional terminal bundles will be offered in the future, so look for the temporary "Special" button on your Lottery terminal to produce the promotional tickets.

Quick Tips for Sales Success

Want to take your Lottery sales to the next level? Here are some easy ways to better serve your lottery customers and keep them coming back.

Daily Open Checklist – Here's a daily to-do list guaranteed to boost your lottery sales:

- Check for empty slots in your dispenser.
- Activate packs and fill any empty slots.
- Ask for the sale for every customer (if they're over 19).
- Repeat!

Activating Packs – Always activate a Scratch ticket pack before selling any tickets from it. Players will be unable to redeem any prizes won until the pack is activated.

To activate ticket packs on your lottery terminal, touch Scratch Functions, then touch Activate Pack. Scan the barcode from a ticket or enter the game and pack number manually. Enter up to five packs, then touch Send to activate.

Manual Validations – If a player brings in a Scratch or Lotto ticket with a barcode that can't be scanned, it can still be validated manually by touching Manual Validations on the lottery terminal, then touching Scratch Validation or Lotto Validation.

For Scratch tickets, enter the 14-digit game, pack, and ticket number from the back of the ticket AND the 14-digit VIRN number under the latex on the front of the ticket. For a Lotto ticket, enter the 19-digit ticket number.

If you are still unable to validate the ticket, instruct the player to send in the ticket to the prize claim address on the back of the ticket

Powerball Wins Bring Big Bonuses



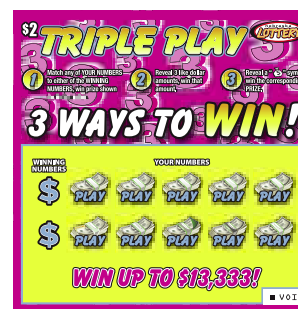
August was a great time to play Powerball and sell Powerball tickets. There were two \$1 million winning tickets sold in back-to-back drawings on August 17 and August 21.

The first million-dollar ticket was sold at Parkview One Stop in Schuyler. The ticket was purchased for the Saturday, August 17 drawing. The following Monday, Daniel Moore of Bellwood came in to Lottery Headquarters and claimed the \$1 million prize. He also stopped by the store the next day when we presented Parkview One Stop with their High Prize Seller's Bonus of \$10,000.

In the Wednesday, August 21 drawing, there was another \$1 million Nebraska Powerball winner. This time the winning ticket was sold at Casey's General Store #3819 in Omaha.

All Nebraska Lottery retailers receive a High Prize Seller's Bonus for selling winning high-tier Scratch and Lotto tickets. This bonus is 1% of the prize won, up to \$50,000. Maybe your store will sell the next big winner?

Check 'em out coming your way soon!



Triple Play (\$2)
Game Number: 1023
Top Prize: \$13,333
Overall odds: 1:3.66
Free ticket: No



Cool Ca\$h (\$5)
Game Number: 1058
Top Prize: \$40,000
Overall odds: 1:2.58
Free ticket: Yes



Football season is in full swing, but basketball is about to ramp up and the Nebraska Lottery is ready with opportunities to see the Nebraska Men's Basketball team through the Lucky Shot Giveaway.

From October 15 – November 11, players who purchase a Lucky for Life ticket will receive a voucher to enter online via the MVP Club for a shot at winning a Nebraska Basketball experience.

One first place winner will receive a trip for two to any Big Ten Conference away game in the 2019/2020 season, which includes airfare to the game site, a two-night hotel stay, tickets to the game, an autographed basketball, \$200 Visa gift card and \$1,000 in cash.

Five second place winners will receive two tickets to a home Nebraska Basketball game at Pinnacle Bank Arena, \$150 in cash, and \$150 in Nebraska Lottery Scratch tickets and \$50 in Lucky for Life coupons.



RETAILER SPOTLIGHT

Nitty Gritty Gas and Thrift



There aren't a lot of places in Nebraska where you can buy Lottery tickets, a tank of gas, a six pack of beer and some vintage dishware in the same store. In fact, there's only one of them that we could find.

Nestled right about halfway between Lincoln and Nebraska City along Highway 2 in Unadilla sits Nitty Gritty Gas and Thrift. It's part gas station, part convenience, store part thrift shop, and it's one of the most unique Nebraska Lottery retailers in the state.

Owned and operated by Dan and Bev Anderson, Nitty Gritty Gas and Thrift has an assortment of food and drink options and Scratch and Lotto tickets, but they've also got a room right in the shop filled with vintage toys, salt and pepper shakers, VHS tapes, holiday décor and more.

The items come from the Andersons' personal collection—the bulk of which resides inside a 53' by 40' building near their house a block and a half away.

For around 30 years, the Andersons worked for insurance companies in Lincoln but went looking for treasures on the weekends. One day about three years ago, when they bought the shop that had stood empty for a couple of years, they decided to turn their hobby into a big part of their business.

"It's all stuff that we've liked," Dan said. "That's the hard part, you buy it because you like it and then giving it up is kind of a hard road."

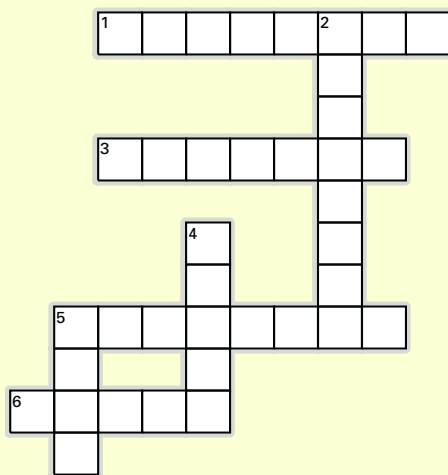
The store is also filled with Dan and Bev's personal collections, some of which is just for decoration. They have a collection of vintage lamps behind the counter that Dan said he gets offers on all the time.

They've got big plans for the store, Bev said. They're hoping to add a coffee shop in where the thrift store area is now and build onto the back of the building to expand the thrift business.

Since leaving the insurance industry and taking the leap into the retail business, the Andersons said they've never been happier, even though it means working long hours seven days a week.

"We love working with the people," Bev said. "We really have gotten to know the people in town. The town's been real supportive. I wouldn't go back."

Loyal Readers Contest



Across

- The Nebraska _____ program trails only Michigan, Ohio State, and Texas in all-time victories among NCAA Division I Bowl Subdivision teams.
- A jack-o'-lantern is a carved _____ or root vegetable lantern. Its name comes from the phenomenon of a strange light flickering over peat bogs.
- Lottery tickets make great gifts, but they should never be given to _____.
- Win up to \$1,000 a day for life by playing the _____ for Life Lotto game.

Down

- Make sure to _____ a Scratch ticket pack before selling tickets from it.
- The flowering _____ plant is a traditional Christmas decoration used especially in wreaths and illustrations.
- Members of the MVP _____ at nelottery.com get special coupon offers and access to member-only contests.

Enter To Win

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Retailer: _____

The Nebraska Lottery likes to reward retailers who read Ticket Talk.

Each month, we will draw ten entries from among retailer entries received by the designated deadline (November 15). Those entries that correctly answer the crossword puzzle will win.

The prize will be \$10 in Scratch ticket coupons for every employee who sells Lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Enter your store by completing and mailing this entry coupon today to:

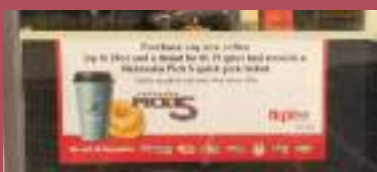
Nebraska Lottery, P.O. Box 95105, Lincoln, NE 68509.

Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.

Our Winning Retailers



Lottery Sales Representatives recently have been focusing on point-of-sale signage at retailers. Here are some examples of custom materials produced by Lottery staff. We're happy to work with retailers on items for their store, so let your LSR know if there is anything you need.



Loyal Readers Contest Winners

Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the July/August edition of the contest:

Barb Van Buren,
Buck's 66,
Omaha

Christine Joles,
Loaf N Jug,
Gering

Jerry Shears,
Pump & Pantry,
Doniphan

Jennifer Voss,
Pitstop G&C,
Gretna

Skye Wederski,
Git N Split #48,
Seward

Colleen Gay,
Hy-Vee Village Drive,
Lincoln

Kayla Cusatis,
West 2nd Best Stop,
Hastings

Doyle Heitman,
The Corner Market,
Byron

Cheryl King,
K&K,
Shelton

Julie Raabe,
Pilger Pride,
Pilger

The above winners answered the questions to last month's puzzle correctly.

The prize will be \$10 in Scratch ticket coupons for every employee who sells lottery tickets at the winner's location. LSRs will have premium prizes for those employees under the age of 19.

Ten winners are selected randomly each issue.