

## 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 800-522-4700**



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**ticket talk**

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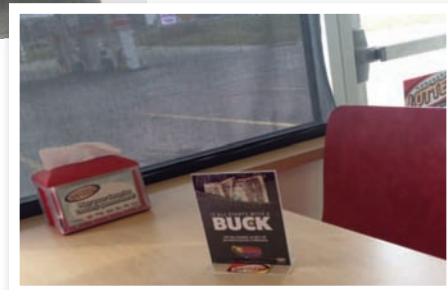
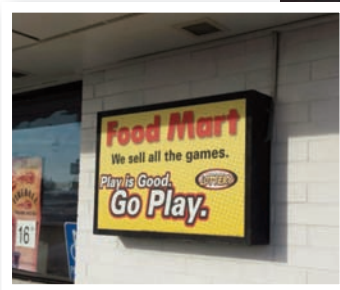
Tom Bash

### Follow Us!



## Signage Makes a Difference

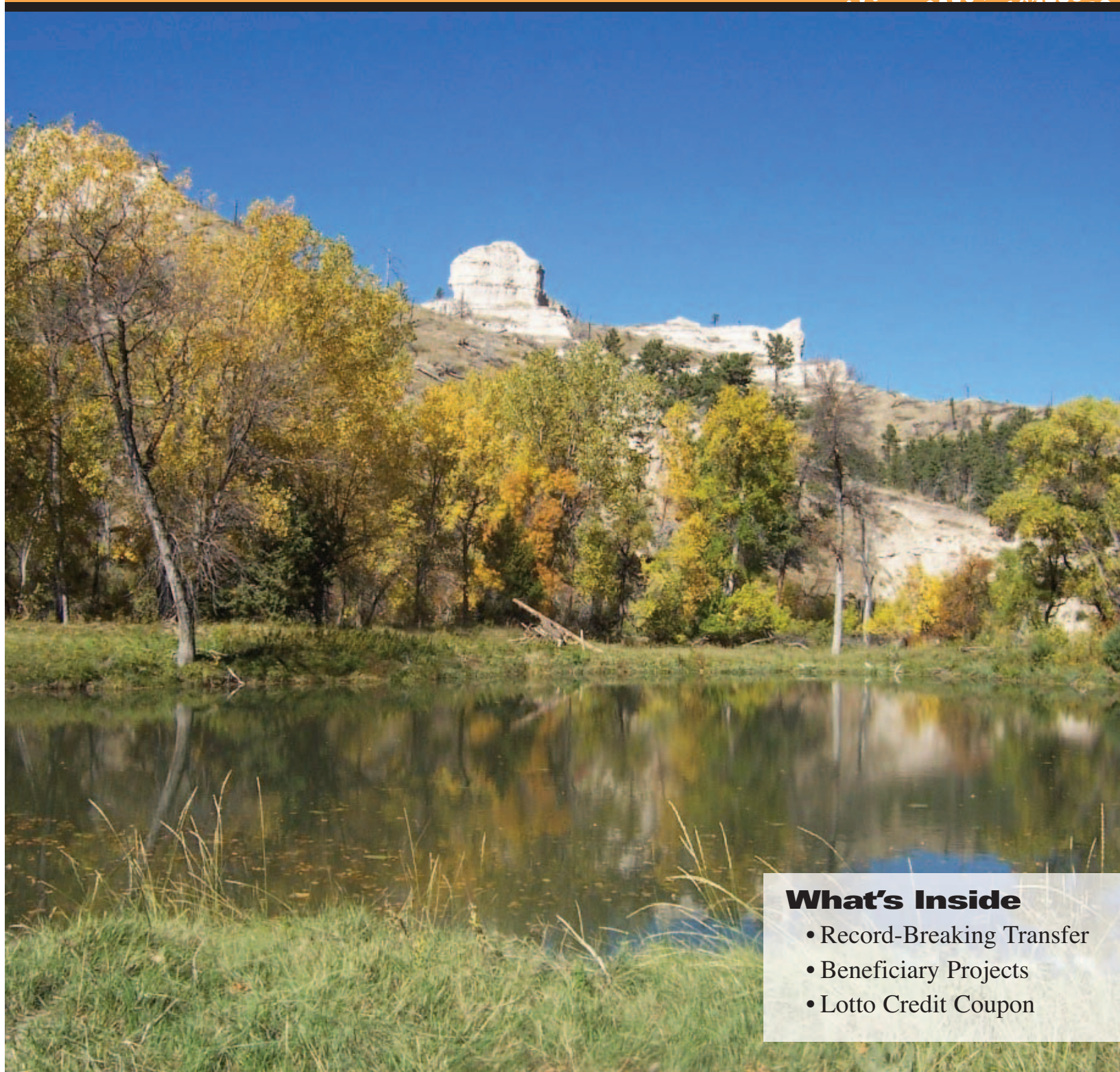
Looking for new Lottery customers? Signage and additional point of sale materials can effectively get your message across. We can work with you to create custom signage for your store like the examples below. Contact your LSR for more information.



*Note: Jackpot data for this sign was provided by the Lottery, but the sign was purchased by the retailer.*

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## What's Inside

- Record-Breaking Transfer
- Beneficiary Projects
- Lotto Credit Coupon

Photo by Larry Radant

MARCH/APRIL 2016





## A New Record

by Jill Marshall,  
Acting  
Lottery Director

In this issue of Ticket Talk we're excited to share first-hand accounts how of beneficiary funds provided by the Nebraska Lottery have impacted the lives of Nebraskans. The year's first-quarter transfer totaled \$14.4 million, the largest ever thanks to February's \$1.5 billion Powerball jackpot. Check out the stories in this issue to see how those dollars are put to good use.

In March we brought back a player favorite, the Nebraska Pick 5 \$10K Roll promotion. Each time the jackpot was not won, it grew by \$10,000. This provided for several exciting Pick 5 wins in the month of March. Thanks for spreading the buzz with your players.

If you don't already, considering following the Nebraska Lottery on Facebook, Twitter, and Instagram for exclusive contests. Recently we've given away highly sought after prizes, such as tickets to the sold-out Blake Shelton and Carrie Underwood concerts at Pinnacle Bank Arena in Lincoln. We also announce our Jackpot Blitz locations and keep players up-to-date on current promotions and contests.



Patrick Logelin of Omaha was the first winner of a 2016 Ford F-150 XLT 4x4

SuperCrew Flex Fuel truck in the 21st edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.

Logelin recently purchased his winning Truck\$ & Buck\$ ticket at Casey's General Store, 15275 Weir Plaza in Omaha.



**The Nebraska Environmental Trust was established in 1992 to conserve, enhance, and restore the natural environments of Nebraska. The Trust operates a grant program using Lottery proceeds to fund projects all across the state. Here are some examples of the good work accomplished by Nebraska Environmental Trust grant recipients:**

### Sowbelly Ranch: Helping to conserve a Pine Ridge jewel

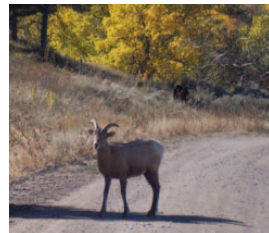


Photo by Larry Radant

In December 2015, Jim and Chris Voeller, the owners of the Sowbelly Ranch, a stunningly beautiful 1,304-acre section of the Sowbelly Canyon north of Harrison, Nebraska, permanently conserved the land through a conservation easement with the Nebraska Land Trust. The Voellers especially wanted to protect the habitat their ranch provides for elk and bighorn sheep.

With limited funds to purchase the easement, the Voellers generously offered to donate more than half of the easement's value to the NLT through a bargain sale at less than half the appraised value. The Nebraska Environmental Trust, which receives 44.5% of state lottery proceeds, provided most of the balance through a grant for conservation of bighorn habitat. Other partners included the Nebraska Big Game Society, Rocky Mountain Elk Foundation, Wild Sheep Foundation, and the Iowa chapter of the Foundation for North American Wild Sheep. The diversity of the partners speaks to the land's value for wildlife and the desire to preserve one of the most beautiful places in Nebraska.

### Partnering to fulfill the mission of Pheasants Forever and Quail Forever

Since 1997, the Nebraska Environmental Trust has been deeply involved in delivering the habitat mission of Pheasants Forever and Quail Forever. Some of the innovative and successful habitat and water-quality partnerships over the last 20 years include:

#### The Grassland Improvement Program:

Assists landowners to improve the forage quality of grasslands by removing invasive trees, conducting prescribed burns, and establishing rotational grazing systems.

#### Corners for Wildlife Program:

Establishes high-quality wildlife habitat on the corners of pivot irrigation systems.

#### No-Till Grass Drills:

Purchases no-till grass drills to plant specific habitat mixtures and produce high-quality wildlife habitat.

#### Public Information Events:

Conducts more than 10,300 public information events since 2004 containing prescribed burn workshops, habitat tours, Conservation Reserve Program signup meetings and Habitat Help events.

#### Sales and Effective Prescribed Burning:

Supports prescribed burning activities by helping to obtain prescribed burn equipment, hosting training events and assisting in the formation of local prescribed burn associations.



### Helping students find and save the elusive swift fox

The Nebraska Environmental Trust helps support the Nebraska Canid Project, a program assisting students from UNL and Chadron State set up camera traps and identify populations of the swift fox, an at-risk Nebraska species.

"Once common from western Canada to Texas, populations of swift fox have declined drastically since the settlement of the Great Plains," said TJ Fontaine, assistant unit leader of the Nebraska Cooperative Fish & Wildlife Research Unit.

Locating these beautiful animals and gathering information on their ecological and geographical distributions is essential to successfully managing them. The students in the Nebraska Canid Project travel to the privately owned land of friends and family to set up cameras in an attempt to find and document swift foxes.



NEBRASKAland Magazine

### The Nebraska Opportunity Grant

The State of Nebraska provides the Nebraska Opportunity Grant (NOG) - formerly the Nebraska State Grant - to students who meet certain qualifications. Qualifications include being a Nebraska resident, attending a Nebraska postsecondary institution, and having a minimum EFC as determined by completing the Free Application for Federal Student Aid (FAFSA).

Since 2005, Lottery proceeds have directly funded 77,431 Opportunity Grants. In the 2014/2015 academic year, 9,300 out of a total 15,943 grants were funded with Lottery proceeds. The average grant amount was \$1,032.

Learn more about the Nebraska Opportunity Grant online at [cepe.nebraska.gov](http://cepe.nebraska.gov).

#### Nebraska Opportunity Grant - By the Numbers (2014 - 2015)

<b>Amount awarded:</b> \$16,455,272	<b>Average grant:</b> \$1,032.13
<b>Recipients:</b> 15,943 students	<b>NOG recipients by income level:</b>
<b>Recipients by sector:</b>	41.9% - \$19,999 or less
41% - Community Colleges	28.3% - \$20,000-\$39,999
24% - University of Nebraska	29.7% - \$40,000+
19% - Independents	
9% - Private career schools	
7% - State Colleges	

Source: Nebraska's Coordinating Commission for Postsecondary Education

### Powerball Sales Produce Record Beneficiary Transfer

Strong ticket sales and a billion-dollar Powerball jackpot run resulted in the largest amount of proceeds transferred to the Nebraska Lottery's beneficiary funds since the Lottery was established in 1993.

A total of \$14.4 million, derived from a share of Scratch and Lotto ticket sales from the previous three months, was distributed the week of April 1 among the Education Innovation Fund, the Nebraska Opportunity Grant Fund, the Nebraska Environmental Trust Fund, the Nebraska State Fair Support and Improvement Fund, and the Compulsive Gamblers Assistance Fund. The latest transfer exceeded the previous record of \$11.1 million transferred in June 2013. A total of \$596 million in proceeds has been distributed since the Nebraska Lottery began operation on September 11, 1993.

The increased transfer amount will have a direct impact in Nebraska. Projects funded with lottery proceeds range from critical habitat protection for wildlife and grants to Nebraska college students to enhancements to facilities at the Nebraska State Fair and assistance for problem gamblers.

Joseph McDermott, Executive Director of the Nebraska State Fair, said, "The additional money gives us a head start for future long-term improvements to our fairgrounds. Our board of directors is currently in the process of setting goals for the next five and ten years. These dollars will help pave the way for future projects that will continue to engage, educate and entertain our fair guests."

### KNOW THE SIGNS OF PROBLEM GAMBLING

Gambling can be an enjoyable source of entertainment for many people. But for some people, gambling can be addictive. That's why it's important to know the signs of problem gambling. You may have a gambling problem if you:

**Gamble for longer than you intended • Borrow money to gamble • Lie about how much you gambled or bet more than you intended.**

Problem gambling affects the emotional, physical and financial wellness of individuals and their families and impacts every aspect of society. However, assistance with problem gambling is available.

Lottery funds provided to the Gamblers Assistance Program are used to get problem gamblers the treatment they need. Since the Lottery began in 1993, a total of \$13.8 million in lottery proceeds has been provided to the Gamblers Assistance Program. A toll-free Problem Gambling Help Line is available, and this number is printed on Lottery tickets and marketing materials. If you or someone you know has a problem with compulsive gambling, please call the Help Line toll free at 800-522-4700.





# Our Winning Retailers



## Powerball Survivors

Our LSRs have been distributing the special “I survived the \$1.5 billion Powerball jackpot” shirts. Here are some great shots of our Powerball survivors!



Casey's General Store #2983, Lincoln



Mega Saver, Omaha



Casey's General Store #1747, McCook



ABS Business BP, Bellevue



Pump & Pantry #35, Alma



Casey's General Store #2291, McCook

## 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 January/February edition of the contest:

**Peggy Graham,**  
Ampride, Ainsworth

**Rose Melvin,**  
Hansen's Petroleum, Chappell

**Melissa Leishman,**  
U-Stop, 6400 N 84th, Lincoln

**Rachelle Knothe,**  
Ray's Apple Market, Fairbury

**Diane Clendenin,**  
Casey's, 704 West B, McCook

**Randy Lauer,**  
Malcolm General Store,  
Malcolm

**Brett Kaczor,**  
Ewing Family Foods,  
Ewing

**Breitbarth One Stop,**  
Pender

**Sandy Tarnick,**  
Pump & Pantry, Genoa

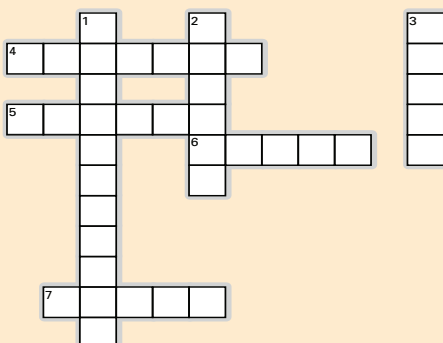
**Dee Carr,**  
Mac's Short Stop, Lexington

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 winners' locations.

Ten winners are selected randomly each issue.

## Loyal Readers Contest



### Across

- 2by2 players can win double prizes on \_\_\_\_\_ with an eligible multi-draw ticket.
- The new Lotto \_\_\_\_\_ coupon will let players choose which Lotto game they would like to purchase with their coupon.
- These smileys are used in electronic messages and web pages, and are also featured on a new \$3 Scratch game, \_\_\_\_\_ Roundup.
- An estimated one million trees were planted in Nebraska for the first \_\_\_\_\_ Day on April 10, 1872.

### Down

- A portion of every lottery ticket sold goes to the Nebraska Lottery's \_\_\_\_\_ funds.
- According to a survey by the National Retail Federation, Americans are expected to spend about \$146 per person for the \_\_\_\_\_ holiday on March 27.
- New \$5 Scratch game, \_\_\_\_\_ to be Un\_\_\_\_\_.

## 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 (May 20). 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.*

# Lottery Highlights



## Lotto Credit Coupon

Soon players will be bringing a new type of coupon to your stores. The Lotto Credit Coupon allows players to choose which Lotto game they want to purchase and select their own numbers instead of generating a quick pick ticket like a regular coupon.

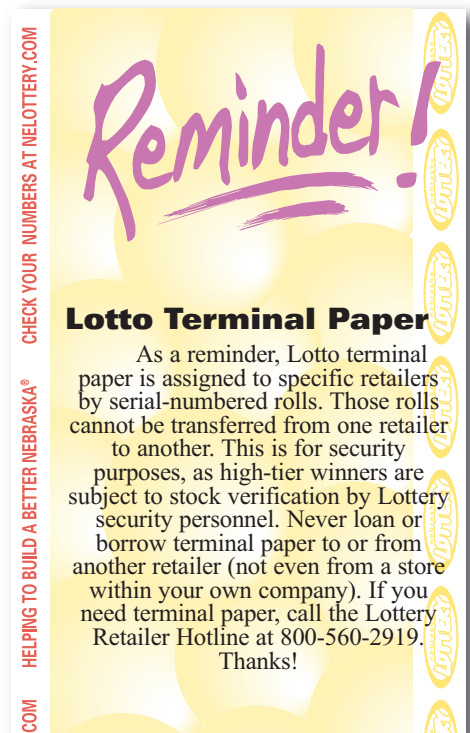
The first Lotto Credit Coupon offer is a \$1 eCoupon for Nebraska Lottery MVP Club members. This coupon will be distributed at the beginning of April. Refer to the sales sheet and the instructions on the coupon for more information about redeeming Lotto Credit Coupons.



Lottery-distributed printed coupon



Player-printed eCoupon



## Leap Year Bonuses

Here are the retailers who received High Prize Seller Bonuses for selling major winning tickets from mid-January through mid-February.

- Casey's General Store #2038**, Kearney, Black Ice, \$1,000
- Pump & Pantry #30**, Elm Creek, Fluorescent Fortune, \$40,000
- Alta Convenience**, Hastings, Mrs. Claus' Crossword, \$3,333
- Super C #4**, Lincoln, 2by2, \$22,000
- Save More Market**, Lyons, Fluorescent Fortune, \$40,000
- Kwik Stop #06**, Imperial, Mega Millions, \$5,000
- Thirsty's**, Kearney, Mega Millions, \$5,000
- Casey's General Store #2970**, Lincoln, Scratch N Match Bingo Royale, \$1,000
- Kwik Shop #660**, Omaha, 20X, \$1,000
- Bag 'N Save #774**, Omaha, Black Ice, \$20,000
- Fast Mart**, O'Neill, Powerball, \$50,000
- Kwik Shop #641**, Lincoln, Powerball, \$50,000
- Andy's Convenient Store #115**, Omaha, Powerball, \$50,000
- 5th & O Eastco**, Scottsbluff, Powerball, \$50,000
- Pump & Pantry #47**, La Vista, Powerball, \$50,000
- Cedar Rapid Stop**, Cedar Rapids, Black Ice, \$20,000
- Mac's Short Stop**, Lexington, Extreme Green, \$1,000
- Casey's General Store #1595**, Franklin, Mrs. Claus' Crossword, \$3,333
- Mega Saver**, Omaha, Mrs. Claus' Crossword, \$3,333
- Baker's #323**, Fremont, MyDaY, \$5,000
- Stop Inn Liquor & Foods**, David City, 20X, \$1,000
- Sinclair Super Shop**, Scottsbluff, Wild Cherry Crossword, \$1,000
- Casey's General Store #2729**, Lincoln, 7, \$1,000
- Kwik Stop #10**, Oshkosh, Black Ice, \$1,000
- Ampride**, Blue Hill, Wild Cherry Crossword, \$1,000
- Uncle Neal's #7**, Hastings, 10X Bingo Multiplier, \$1,000
- U-Stop #26**, Lincoln, Mrs. Claus' Crossword, \$3,333
- Ray's Apple Market**, Fairbury, MyDaY, \$5,000
- Tom's Midwest Liquor**, Lexington, Nebraska Pick 5, \$122,000
- Little USA**, Kearney, Riches Galore, \$1,000
- U-Stop #2**, Lincoln, Tracking Bigfoot, \$4,000
- Mills Squeegee Fill Station #5**, Denton, 2by2, \$22,000
- Fast Mart**, Lincoln, MyDaY, \$5,000
- Tilly's**, Battle Creek, 7, \$1,000
- Pac N Save**, Seward, Black Ice, \$20,000
- Anderson Food Shop #120**, Omaha, Mega Millions, \$2,500
- Casey's General Store #2979**, Lincoln, Mega Millions, \$2,500
- Cuming Food Mart**, Omaha, Reindeer Game, \$40,000
- Shell Speedee Mart**, Auburn, Powerball, \$50,000
- Mac's Short Stop**, Lexington, Bonus Crossword, \$1,000
- Super Saver #27**, Lincoln, Wild Cherry Crossword, \$1,000
- Casey's General Store #2745**, Lincoln, 7, \$1,000
- Brady Get-N-Go**, Brady, Johnny Rodgers, \$1,000
- Alta Convenience**, Hastings, Mega Millions, \$1,000
- Time Saver #19**, Cozad, Scratch N Match Bingo Royale, \$1,000
- Quik Pik #7**, Valley, Lineword, \$15,000
- Casey's General Store #1934**, Lincoln, Mrs. Claus' Crossword, \$3,333
- Dinah Mart**, Omaha, Powerball, \$50,000
- Pump & Pantry #1**, Grand Island, Scratch N Match Bingo Royale, \$1,000
- Nuestra Familia Supermercado**, Omaha, 7, \$1,000
- Hamilton Food Mart**, Omaha, Camo Cash, \$15,000
- Casey's General Store #2015**, York, Wild Cherry Crossword, \$1,000
- Hy-Vee Food Store #7**, Omaha, Mega Millions, \$1,000
- Bucky's Express #60**, Omaha, \$2,000,000 Explosion, \$1,000
- Amoco Fuel Express**, Fremont, 10X Bingo Multiplier, \$1,000
- Pump & Pantry #11**, Grand Island, 7, \$1,000

**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.

