

## Recent Winners *(continued)*

Convenience Plaza, 1810 East Highway 30 in Kearney. He was presented with his truck prize at an event at Foote Convenience on July 19. "I scratched off the ticket, and I told my wife, 'I think I won a truck.' It was very exciting," said Schultheiss.

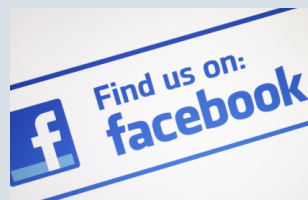
There were three Ford F-150 trucks available in the Truck\$ & Buck\$ Scratch game. Henry Tullo of Alliance claimed the first truck prize on June 6.

## Mega Millions with Megaplier Clerk Promotion

Thank you to everyone who participated in the recent Mega Millions with Megaplier Clerk Promotion. Over 500 retailers received sweatshirts for their lottery-selling employees, and 290 stores received acrylic mugs.



Employees at Choice Foods in Madison show off their new Nebraska Lottery sweatshirts.



At the end of July, the Nebraska Lottery Facebook page reached an important milestone: 3,000 page likes since June 2008.

You can like the Nebraska Lottery on Facebook at <http://www.facebook.com/nebraskalottery>. Facebook fans can view videos, see winner photos, and participate in discussions on Nebraska Lottery products and promotions. Additionally, if your store has a Facebook page, send an e-mail to [lottery@nelottery.com](mailto:lottery@nelottery.com) and we'll add it to our favorite pages list.

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

SEPTEMBER 2012



## Looking Back on a Summer of Fun

by Jim Haynes,  
Lottery Director

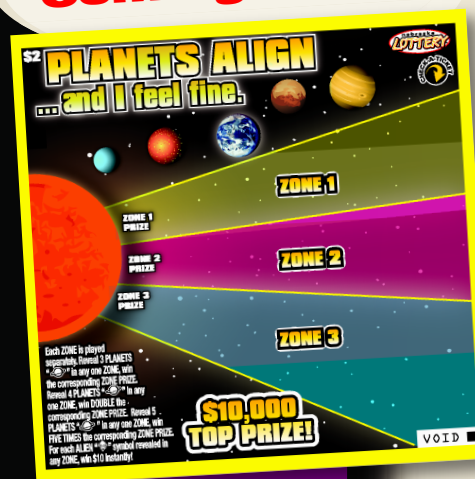
Another summer has come and gone, and it's hard to believe that cooler temperatures are on the way. The summer has had quite a sizzling summer, and I'd like to recap some of the major achievements.

First off, the Truck\$ & Buck\$ game ended with strong overall sales and an exciting Grand Prize giveaway at the Nebraska State Fair. As our longest-running Scratch game, Truck\$ will definitely return next year, and we are looking at some options to keep the game fresh for players.

This summer also marked the one-year anniversary of our terminal system conversion. The change to GTECH was an important milestone for us, and I want to thank all of our retailers for helping us successfully complete the process. We're also interested in learning about your experiences with conversion and selling Nebraska Lottery products, so we'll be holding a series of Retailer Rallies this fall to gather your input. Additional information on the Retailer Rallies can be found in this issue of Ticket Talk, and I highly encourage you to attend one of the upcoming sessions.

Finally, I'd like to share with you some good news regarding Nebraska Lottery sales. Preliminary figures put overall sales at \$152 million for the fiscal year that ended on June 30, 2012, a significant increase over the last fiscal year. This record amount resulted in a total of over \$36 million in beneficiary transfers. These are figures we all can be proud of, and as we enter our 20th year, we will continue to Build A Better Nebraska along with our retailers and players.

## Coming Soon!



price: \$2  
top prize: \$10,000

## Lotto Ticket Stock

As a reminder, Lotto ticket stock is assigned to specific retailers by serial-numbered rolls, and rolls cannot be transferred from one retailer to another. This is for security purposes, as high-tier winners are subject to stock verification by Lottery security personnel. Never loan or borrow ticket stock to or from another retailer (not even from a store within your own company). If you need ticket stock, call the Lottery Retailer Hotline at 800-560-2919.

**ticket talk**  
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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

Internet Address [nelottery.com](http://nelottery.com)

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lottery retailer hotline 800-560-2919  
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800-GAMBLER

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## Summer Bonuses

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

- Kick's 66**, Omaha, Ultimate Crossword, \$1,000
- Uncle Neal's #3**, Lexington, Lucky Pair, \$4,000
- PDQ Shoppe**, Tilden, Nebraska Lottery Limited, \$10,000
- Hebron Liquor**, Hebron, Bonus Crossword, \$35,000
- Smoker Friendly Liquor #16**, Kearney, \$100,000 Bonus Slots, \$1,000
- Hy-Vee Food Store #2**, Lincoln, MyDaY, \$5,000
- Common Cents Food Store**, Chadron, MyDaY, \$5,000
- Casey's General Store #1600**, Peru, Pure Gold, \$1,000
- Hy-Vee Mainstreet #1395**, Lincoln, MyDaY, \$5,000
- Kwik Stop #2**, North Platte, Quick 7's, \$7,000
- Tobacco & Phones 4 Less**, Omaha, Powerball, \$10,000
- No Frills Supermarket**, Papillion, Powerball, \$10,000
- Kwik Stop #6**, Imperial, \$100,000 Bonus Slots, \$1,000
- Mr. Butts Tobacco & Snacks**, Omaha, Pirate's Gold, \$1,000
- Baker's #316**, Omaha, MyDaY, \$5,000
- Fast Mart**, Lincoln, Ultimate Crossword, \$1,000
- Casey's General Store #1576**, Hebron, Ultimate Crossword, \$1,000
- Speedee Mart #2745**, Omaha, Lucky Pair, \$4,000
- Rite Way 66 Service**, Omaha, Mega Millions, \$20,000
- 1st Stop**, Hastings, Grills Gone Wild, \$1,000
- Casey's General Store #2733**, Stromsburg, Truck\$ & Buck\$, \$10,000
- Bucky's BP**, Omaha, MyDaY, \$5,000
- Scotts Package Liquor**, Hartington, KISS, \$50,000
- Watering Hole**, Ogallala, Nebraska Lottery Limited, \$1,000
- Kum & Go #368**, Omaha, Nebraska Lottery Limited, \$1,000
- J and J's Pronto**, Homer, The Three Stooges, \$15,000
- Super C #2**, Lincoln, Treasure Huntin', \$1,000
- Jack's Qwikshop**, Verdigre, Nebraska Lottery Limited, \$1,000
- Kum & Go #372**, Omaha, Mega Millions, \$10,000
- Mom's Corner**, Beatrice, Precious Jewels, \$1,000
- Baker's #311**, Omaha, 2by2, \$22,000
- Kwik Stop #21**, St. Paul, MyDaY, \$5,000
- Amoco Fuel Express**, Fremont, Ultimate Crossword, \$1,000
- Circle S**, South Sioux City, Pure Gold, \$1,000
- Git 'N Split #35**, Lincoln, Nebraska Lottery Limited, \$1,000
- No Frills Supermarket #8**, Omaha, Super 7's Bingo, \$1,000
- CVS Pharmacy #8615**, Lincoln, Nebraska Pick 5, \$162,000

**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.

## Recent Winners

### Humboldt Man Wins \$1 Million Playing Mega Millions® with Megaplier®

August 7, 2012 – Herbert Carlin of Humboldt won \$1 million playing Nebraska Mega Millions with Megaplier.

Carlin purchased his winning Mega Millions with Megaplier ticket at North Fork Farm Service, 221 South Nemaha Street in Humboldt. The quick pick ticket contained one play with all five of the winning white ball numbers (2, 10, 13, 38, 46) from the August 3 drawing for a \$250,000 prize.



Because Carlin added the \$1 Megaplier option to his purchase, his \$250,000 prize was multiplied by the guaranteed 4X Megaplier number for a total of \$1 million. This is the second \$1 million Mega Millions prize won in Nebraska since the Nebraska Lottery began offering the game on March 20, 2010.

Carlin wasted no time in claiming his prize, arriving at Nebraska Lottery headquarters on the Monday following the drawing. He told Nebraska Lottery officials that he learned he had won after calling the Nebraska Lottery Players Hotline (800-224-LUCK). "All five numbers matched, and I thought, 'Holy cow, I won!'" said Carlin. He plans to complete some home improvements and save the rest of his winnings for the future.

### Two Ford F-150 Trucks Claimed in Truck\$ & Buck\$ Scratch Game

Casey Lien of Beatrice and John Schultheiss of Kearney recently won 2012 Ford F-150 XLT 4x4 SuperCrew Flex Fuel trucks in the 17th edition of the Nebraska Lottery's \$2 Truck\$ & Buck\$ Scratch game.

Lien purchased his winning Truck\$ & Buck\$ ticket at Git 'N Split, 301 South 6th Street in Beatrice. Nebraska Lottery officials presented Lien with his prize at an event on July 6 at Git 'N Split. "I bought four tickets, and the last one I scratched was the winner," said Lien. "I had to look at it and read it several times because I couldn't believe it."

Also winning a Ford F-150 truck was John Schultheiss of Kearney. Schultheiss purchased his winning Truck\$ & Buck\$ ticket at Foote



(continued on back)

## 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 June edition of the contest:

- Stephanie Didrick, Russ's Market, Hastings**
- Dee Thiem, AJ's of Genoa, Genoa**
- Cindy Seger, Casey's #1744, Beatrice**
- Michele Simpson, Russ's Market #2, Lincoln**
- Lois Jedlicka, Didier's Grocery, Schuyler**
- Cindy Davis, Decatur Express, Decatur**
- Lori Stopak, AJ's C-Store, Duncan**
- Sandy Tarnick, Pump & Pantry #33, Genoa**
- Glen Hogue, Hogie's Gun & Sports, Auburn**
- Kevin, Ampride, Waverly**

The above winners answered the questions to last month's crossword 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 each month. Be sure your store is entered. See the crossword puzzle and entry form on the next page.

**June Answers,** Across: 5. Ethanol; 6. Grill; 7. Homestead;  
Down: 1. Father's; 2. Bejeweled; 3. Hotline; 4. Jackpot;



## Offer Training and Fun

The Nebraska Lottery staff is hitting the road again to hear what you have to say about all things related to Nebraska Lottery products. We invite you to join us at one of the following sessions to ask questions, provide feedback and give us ideas to help us make selling Nebraska Lottery tickets as fun and enjoyable as possible. You'll even have a chance to design your own Scratch ticket!

All attendees will receive 20 free Scratch tickets, a t-shirt, and will have a chance to win other door prizes. We hope you'll be able to join us!

### Tuesday, September 25

Hampton Inn, 301 West Highway 26, Scottsbluff  
3:00 p.m. – 4:30 p.m.

### Wednesday, September 26

The Knight Museum, 908 Yellowstone Ave., Alliance  
9:00 a.m. – 10:30 a.m.

### Thursday, September 27

Broken Bow Country Club, 2280 Memorial Drive, Broken Bow  
9:00 a.m. – 10:30 a.m.  
Sandhills Convention Center, 2102 South Jeffers, North Platte  
3:00 p.m. – 4:30 p.m.

Additional rallies are scheduled for October and November.

It takes many different people working together to make any team successful, and everyone who contributes to your store's success should attend a Nebraska Lottery Retailer Rally this year. For more information, refer to the Retailer Rally information sheet or contact your LSR.

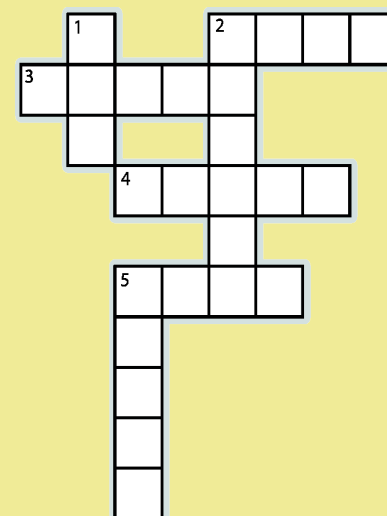
## Protect Yourself from Lottery Scams

Various scam artists have been attempting to impersonate Lottery, Powerball® and Mega Millions® staff to steal people's identities, credit card numbers, banking information and cash. Email and phone solicitations for money should be ignored, and personal information should never be provided to unknown individuals or businesses.

Claiming a Nebraska Lottery prize is not complicated and doesn't require a fee. The Nebraska Lottery does not contact those who have not already purchased a ticket or entered a contest.

If you or one of your customers receive a questionable phone call, email or mailing, or notice a suspicious website, contact Nebraska Lottery Security at 800-587-5200.

## Loyal Readers Contest



### Across

2. In football terminology, the area between the 20 yard line and the goal of the defensive team is known as the red \_\_\_\_\_.
3. You can win up to \$100 if you match the winnings numbers drawn in exact position with the Nebraska Pick 3 \_\_\_\_\_ bet type.
4. \_\_\_\_\_ Day is celebrated on the first Monday of September.
5. The popular arcade game \_\_\_\_\_-Ball was invented in 1909.

### Down

1. "\_\_\_\_ Days" are the hottest, most sultry days of summer, usually falling between early July and early September.
2. A \_\_\_\_\_ is an animated corpse brought back to life by mystical means, and can be seen on a new \$5 Scratch game.
5. Criminals use lottery \_\_\_\_\_ to steal personal and financial information from their victims.

## 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 (September 28). 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.