

protections in place for players and retailers alike *(continued)*

prize amount will appear on a small LCD player information screen called the customer display unit (CDU), and the terminal will print a cashing receipt. Scratch ticket validations result in a cashing receipt and the appearance of the prize amount on the CDU. The CDU player information screen should be positioned facing the point of purchase so that players can see their transaction information.

Additional measures and resources for the mutual protection of Nebraska Lottery retailers and players are being evaluated, and will be implemented as practical and appropriate.

One issue that complicated ticket validation and ownership disputes for other lotteries was the general handling of such disputes, which had been perceived as slow or inconclusive. Nebraska Lottery Accounting and Security personnel investigate reports of suspected ticket theft or fraudulent validations, and referrals are made to local law enforcement as appropriate.

Disputes of this nature are rare in Nebraska, due in part to the protections outlined above and in large measure to the general integrity of Nebraskans themselves. Nevertheless, we as partners should not let such situations go unchecked and distract us from the work we do together—Helping to Build a Better Nebraska.

AUGUST 2009

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

ticket talk



protections in place for players and retailers alike

by Jim Haynes, Lottery Director

As we have reported previously, events at a Canadian lottery and situations at other U.S. lotteries have prompted concerns over the redemption of winning tickets. There have been a few highly publicized instances where retail clerks were accused by players of purposely not paying them the prizes to which they were entitled.

As a result, lotteries, Nebraska included, are reviewing resources available to retailers and players alike in order to help prevent disputes over the value and ownership of winning tickets. The following are some of those resources here in Nebraska.

As tickets are bearer instruments, players and retailers have been consistently informed since the Nebraska Lottery began in 1993 that winning tickets should be signed by the player, especially for larger prizes.

Scratch tickets are consistently tracked from the time they leave the printing plant to the time they are sold and redeemed at retail locations. Scratch tickets are not viable until their pack is activated by the retailer to which they are assigned. The status of each pack's inventory can be monitored by warehouse personnel based on the number of validations recorded from the pack.

Lotto ticket stock is assigned to specific retailers by serial-numbered rolls, and rolls cannot be transferred from one retailer to another. High-tier winners are subject to stock verification by Lottery security personnel.

The terminal gives retailers the ability to review transactions, as well as up-to-date accountings of sales and validations.

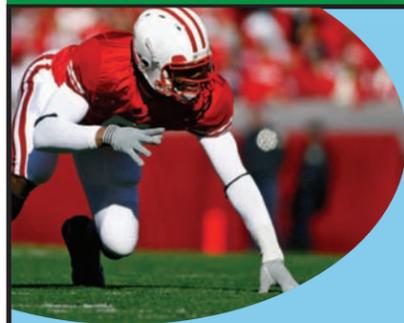
Validation/cashing receipts are available through the terminal for the convenience of retailers and players.

Lotto players have the ability to pre-identify winning tickets by using the Check-A-Ticket device connected to the terminal. While the device does not validate winning tickets, it will inform players if a ticket is a winner.

When Lotto tickets are presented for validation, winning tickets produce three forms of information for the reference of retailers and players. The terminal will make a short trilling sound signifying a winning ticket. The

(continued on back)

go nebraska second chance web promotion



It's football season in Nebraska and the excitement is so thick you can feel it in the air! The Nebraska Lottery is giving Nebraska fans a chance to win skybox tickets to a 2009 Husker Football game in the Go Nebraska Second Chance Web Promotion.

MVP Club members at nelottery.com will receive one entry in a drawing for each entry of five (5) non-winning \$1 Go Nebraska Scratch tickets submitted through the web site.

Two drawings will be held on August 31 and October 5 to select a total of 12 winners. Each winner will receive two (2) skybox tickets to one of six football games at Memorial Stadium in Lincoln, Nebraska, and \$100 in Nebraska

Lottery Scratch tickets. Entries must be received by 11:59:59 p.m. (C.T.) on October 4 for inclusion in this second-chance promotion. Visit nelottery.com for more information.



ticket talk

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Lincoln, NE 68509-8901
16-30-00

nebraska lottery

Drawings 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

scratch tickets and or

lottery retailer hotline
877-651-6296
compulsive gambling help line
800-352-6510
800-522-4700

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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.

Howell's BP, Omaha, Bonus Crossword, \$1,000

Kabredlo's #107, Lincoln, Truck\$ & Buck\$, Truck

Kabredlo's #109, Omaha, 2by2, \$22,000

Casey's General Store #2378, Neligh, Sapphire Blue 7's, \$50,000

Dakota Food & Fuel, Dakota City, \$35,000 Bingo, \$1,000

Roadrunner, Norfolk, Quick 7's, \$7,000

Hy-Vee Drug Store, Omaha, MyDaY, \$5,000

Roc's Stop & Shop, Lincoln, MyDaY, \$5,000

Nelson Oil Co., Valparaiso, MyDaY, \$5,000

Pump & Pantry #13, St. Paul, Powerball, \$10,000

The Barn Store, North Platte, 10 Times Lucky, \$200,000

Ozzie's I-80, Sutherland, Powerball, \$20,000

Kum & Go #369, Omaha, Powerball, \$10,000

Roc's Stop & Shop, Lincoln, 2by2, \$22,000

No Frills Supermarket #18, Omaha, 2by2, \$22,000

Pump & Pantry #25, Albion, Big Dog Bucks, \$3,000

Cubby's, Omaha, Big Bass Bucks, \$2,000

Cubby's, Yutan, MyDaY, \$5,000

Gas 'N Snaks, Seward, Pick 5, \$51,000

Super C #3, Lincoln, Pick 5, \$51,000

Super Store, La Vista, Solid Gold, \$2,400

Time Saver #7, North Platte, Truck\$ & Buck\$, \$1,000 Gas Card

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.

July Crossword Answers

Across: 1. Robinson; 2. Lakes;

4. Billboard; 5. Cranes

Down: 3. Dash; 6. Fireworks; 7. Trivia

recent winner

Wallace Man Wins Two Powerball with Power Play Prizes

Scott Leatherman of Wallace is a two-time Powerball with Power Play winner, winning \$1 million and \$20,000 in two recent Nebraska Powerball drawings.

Leatherman is a regular Nebraska Lottery player who purchases nine quick pick Powerball with Power Play tickets for each drawing at Ozzie's I-80 in Sutherland. For the June 20 Powerball drawing, one of his tickets matched all five of the winning white ball numbers (3, 11, 18, 22, 28) for \$200,000.

Because Leatherman added the \$1 Power Play option to his purchase, his \$200,000 prize was automatically multiplied by the 5x multiplier for a total of \$1 million.

Two weeks later, another Powerball with Power Play ticket turned out to be worth \$20,000 to Leatherman. For the July 8 drawing, one of Leatherman's tickets matched four of the five winning white ball numbers (19, 42, 50, 53, 56) and the Powerball number (39) for \$10,000. This second winning ticket was also purchased at Ozzie's in Sutherland.

Because he added Power Play, Leatherman's winnings were multiplied by the 2x multiplier chosen for that drawing for a total prize of \$20,000.

While claiming his \$1 million prize, Leatherman told Nebraska Lottery officials that he was "excited" to win. He learned he had won after receiving a printout of the winning numbers at Ozzie's while purchasing tickets for the next Powerball drawing. Later, he checked his tickets at home against the winning numbers on the printout. "I was blown away," said Leatherman. "I told my dad, 'We just won a million.'" Leatherman plans to pay bills and remodel his home using his winnings.

The odds of winning \$200,000 playing Powerball prize are 1 in 5,138,133. The odds of winning \$10,000 playing Powerball are 1 in 723,145. Adding the \$1 Power Play option, which does not affect the odds of winning, gives players a 1 in 4 chance at multiplying their winnings between 2 and 5 times. The Match 5 prize is guaranteed to always draw the 5X multiplier, giving players the chance to turn a \$200,000 prize into a \$1 million prize when purchasing the Power Play option.



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 edition of the contest:

Georgia Rasmussen, Lloyd's Drug Mart, Norfolk

Sandy Tarnick, Pump & Pantry #33, Genoa

Kevin Hinz, C & M Supply, Deshler

Cheryl Herrick, Country Corner, Guide Rock

Steve Pfeifer, 5Fer's Xpress, Lindsay

Janice Hodges, Hodges, Inc., Thedford

Diane Rogers, Shopko #038, Grand Island

Tiffany DeBoer, Tom's Service, Pierce

Mary McKinney, McKinney's Food Center, Gretna

Joan Sokol, White Star Oil, Albion

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.

RETAILER RALLY

OFFERING TRAINING AND FUN



Exciting things are happening at the Nebraska Lottery, and there are many things to share. The Nebraska Lottery has planned a series of meetings for retailers across the state. These rallies will give our retail partners valuable information about the Nebraska Lottery in a relaxed and fun atmosphere. There will also be a chance to win great gifts and prizes!

Monday, September 28

Lincoln - 2:30 p.m.

Country Inn and Suites, 5353 North 27th Street

Tuesday, September 29

Lincoln - 9:30 a.m.

Country Inn and Suites, 5353 North 27th Street

Beatrice - 2:30 p.m.

Holiday Inn Express, 4005 North 6th Street

Wednesday, September 30

Omaha - 9:30 a.m. or 2:30 p.m.

Comfort Inn and Suites, 7007 Grover

Thursday, October 1

York - 9:30 a.m.

Holiday Inn I-80, 4619 South Lincoln Avenue

Topics covered will include Scratch game development, terminal shortcuts, accounting tips for new and current employees, and security information for loss-prevention and overall store security. Each rally will last for 90 minutes. For locations with two sessions, you can attend either session.

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 invitation that was sent to your store, the Retailer Rally information sheet, or contact your LSR.



Continuous Feedback Customer Survey



The Nebraska Lottery is implementing a new web-based survey system to continually gather customer feedback. The project is similar to surveys

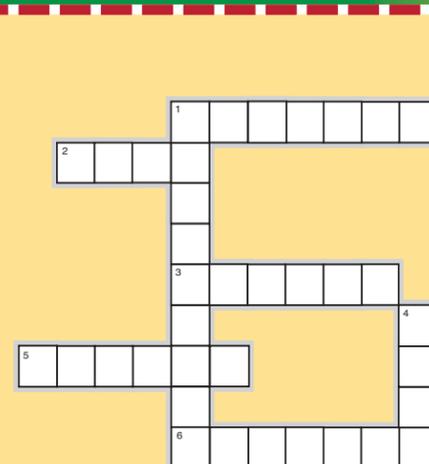
sometimes seen on receipts from national chain restaurants or retail stores.

The survey is being conducted for the Nebraska Lottery by Axiom Consumer Research.

Beginning in September, a message printed on the front of each Nebraska Lottery Lotto ticket will invite players to give their input on a variety of topics. There is no obligation for players to take the survey, but those who visit the Nebraska Lottery web site, www.nelottery.com/opinion, and complete the survey will be entered into a monthly prize drawing.

For more information about the Continuous Feedback Customer Survey, refer to the sales sheet or

loyal readers contest



Across

- MVP Club members at nelottery.com can sign up as a Lotto _____ and manage their group play activities.
- The first Nebraska State _____ was held in October 1868 in Nebraska City.
- Back to _____, in clothing retail and other related sales, such as supplies, is a product season that goes from late July into early September.
- The _____ Trail in northern Nebraska is the longest rails-to-trails conversion project in the nation.
- The Customer _____ Unit shows customers the prize amount when winning tickets are validated.

Down

- On December 21, 1913, the first _____ puzzle was published in the New York World newspaper.
- When players win the Match 5 Powerball with Power _____ prize, their prize is automatically multiplied by the 5x multiplier.

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 10 entries from among retailer entries received by the designated deadline (September 25). 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.