

Retailer Tips

ticket talk

JULY 2010

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

Security Update

Assorted scam artists are trying to take advantage of the unsuspecting, and often lottery retailers are targeted.

A recent scam involves a criminal who orders a large number of tickets, then asks the clerk for a rubber band, envelope, or anything else as a distraction. While the clerk is distracted, he switches the live tickets them with a stack of redeemed tickets and places a new ticket on top. He then comes up with an excuse, like claiming he left his wallet in the car, and walks out promising to return with money to purchase the tickets.

To prevent a loss like this, treat your tickets like cash and don't leave them accessible to the public. Even cashed tickets and coupons have value, and can be used by a criminal as in the in scenario outlined above. Additionally, retailers are encouraged to regularly track their Scratch ticket inventory. Stolen tickets can be tagged to prevent them from being cashed if the ticket numbers are known, and information about validation attempts on stolen tickets is useful in an investigation. Ticket inventory sheets are available in the Retailer section of the Nebraska Lottery website, nelottery.com.

If you have any questions about potential scams, contact Nebraska Lottery Security at 800-587-5200.

Age Verification

Under legislation that went into effect on July 13, driver's licenses can be scanned to validate a customer's age for lottery purchases.

Introduced by Tekamah Senator Ken Rogert and passed 46-0, LB261 permits retailers selling alcohol, tobacco, or lottery tickets to collect and store driver's license numbers and state identification numbers by scanning barcodes on the back of identification cards. A retailer that stores this information should post a sign at the point of sale stating that the license or card will be scanned and that the age and identification number will be stored. Scanned information can be used by law enforcement only for the purpose of enforcing restrictions on age-sensitive products such as alcohol, tobacco, and lottery tickets.

It is important to always request a form of age verification if you suspect the player is not old enough. Nebraska statutes make it a criminal offense to sell Lottery tickets to a person under 19 years of age, or for someone under 19 years of age to purchase Lottery tickets or redeem Lottery tickets for prizes. A Lottery retailer can have their contract suspended and/or terminated if the Lottery determines that they have violated these restrictions. For more information, please refer to the "requirements" tab in your red Lotto manual, call Lottery Security at 800-587-5200, or contact your LSR.



Latest Transfer A Sign of Continuing Success

by Jim Haynes, Lottery Director

While numbers can sometimes be confusing, I think the following information provides a pretty clear story.

Every quarter, I have the pleasure of updating you on the fruits of our collective labors on behalf of our beneficiary programs—in the form of the latest transfer of proceeds.

At the end of June, the Lottery transferred \$9,703,068 to its beneficiaries, which was distributed in the following manner:

Education Innovation Fund, \$1,916,356;

Nebraska Opportunity Grant Fund (formerly known as the Nebraska Scholarship Fund), \$2,401,509;

Nebraska Environmental Trust Fund, \$4,317,865;

Nebraska State Fair Support and Improvement Fund, \$970,307; and Compulsive Gamblers Assistance Fund, \$97,031.

A total of \$381,354,924 has been distributed in quarterly transfers since the Nebraska Lottery began operation on September 11, 1993.

That grand total has been distributed as follows:

Education Innovation Fund, \$130,173,413;

Nebraska Opportunity Grant Fund, \$45,728,292;

Nebraska Environmental Trust Fund, \$157,440,706;

Nebraska State Fair Support and Improvement Fund, \$15,837,966; and Compulsive Gamblers Assistance Fund, \$8,713,551.

Amendment 4 passed by Nebraska voters in November of 2004 established the following distribution formula: Education as directed by the Legislature (44.5 percent) -- currently divided between the Education Innovation Fund and Nebraska Opportunity Grant Fund; Nebraska Environmental Trust Fund (44.5 percent); Nebraska State Fair (10 percent); and the Compulsive Gamblers Assistance Fund (1 percent, plus the first \$500,000 in fund proceeds each fiscal year).

For those keeping track of the math involved, note that prior to July 1, 1997, the Solid Waste Landfill Closure Assistance Fund received proceeds totaling \$18,460,996 and, in 2004, the Legislature directed that a one-time transfer of \$5 million be made to the State General Fund.

When the Nebraska Lottery was organized in 1993, it was estimated that annual sales would produce between \$10 million and \$15 million a year for beneficiary programs. Obviously, as we near the \$385 million mark in proceeds, it is clear that our sales and promotional efforts (the work we undertake together) are truly Helping To Build A Better Nebraska.



Coming Soon!

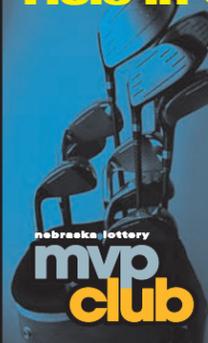


Hole In One Second-Chance Promotion

Starting July 26, players can enter non-winning \$1 Hole In One Tickets for a chance to win a brand new set of golf clubs. The Nebraska Lottery is giving away a set of golf clubs from Prairie Golf and a bag to one lucky MVP Club member.

MVP Club members will receive one entry in a drawing for each entry of a non-winning \$1 Hole In One Scratch ticket submitted through www.nelottery.com between the dates of July 26 and August 22, 2010. Entries must be received by 11:59 p.m. (C.T.) on August 22 for inclusion in this second-chance promotion. One drawing will be held on Tuesday, August 24, 2010, to select one First Prize winner of the set of golf clubs and bag, and a Second Prize winner of a Nebraska Lottery prize pack valued at \$50.

For more information, refer to the promotion sales sheet.



ticket talk

Lottery Director
James M. Haynes
Editors
Brian Rockey
Neil Watson
Designer
Tom Bash

Published by the Nebraska
Lottery, a Division of the
Nebraska Department of
Revenue, P.O. Box 98901,
Lincoln, NE 68509-8901



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

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

FIRST-CLASS MAIL
U.S. POSTAGE
PAID
STATE OF
NEBRASKA

Summer Bonuses

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

- U-Save Mart**, Morrill, Larry the Cable Guy, \$1,000
- Snac Shac**, Grand Island, Black Cherry Doubler, \$5,000
- Anderson Food Shop**, Omaha, Powerball, \$10,000
- Kimbers**, Stapleton, Powerball, \$20,056
- Kwik Stop #14**, Kimball, Caesars High Roller, \$1,000
- Hy-Vee Food Store #1078**, Columbus, Treasure Hunter, \$35,000
- Pump & Pantry #27**, Kearney, MyDaY, \$5,001
- No Frills Supermarket #03**, Bellevue, MyDaY, \$5,000
- Bucky's Express #60**, Omaha, MyDaY, \$5,000
- Shell Food Mart**, Lincoln, Truck\$ & Buck\$, Truck
- Wagner's Food Pride**, Lincoln, 2by2, \$22,000
- Hy-Vee Food Store #1466**, Omaha, MyDaY, \$5,000
- Hy-Vee Food Store #5**, Lincoln, Powerball, \$10,000
- Buck's**, Omaha, Totally Topaz Tripler, \$50,000
- No Frills Supermarket #18**, Omaha, Play Nebraska, \$2,500
- Uncle Neal's #4**, Ravenna, Hook, Line & Sinker, \$2,000
- Casey's General Store #1735**, Kearney, Mega Millions, \$10,000
- 2nd Street Market**, Dodge, Nebraska Pick 5, \$146,000
- Bag 'N Save #14**, Omaha, Powerball, \$10,007
- Kick's 66**, Omaha, Larry the Cable Guy, \$32,000
- Bob's Super Store**, Kearney, Treasure Hunter, \$35,000
- Gene's Road Runner**, Norfolk, Black Pearls, \$100,000
- FTC Express #459**, Scottsbluff, Larry the Cable Guy, \$1,000
- A's Stop & Shop**, Lincoln, MyDaY, \$5,000
- Kwik Shop #653**, Omaha, Goal!, \$3,000
- Clipston Service**, Hadar, Cash Connection, \$35,000
- Uncle Neal's #4**, Ravenna, 2by2, \$22,000
- Super C's #5**, Lincoln, 2by2, \$22,000
- 75 Mart**, Plattsmouth, Fabulous Fortune, \$1,000
- Fast Phil Plaza**, Kearney, Quick 7's, \$7,000
- Git 'N Split**, Sidney, Mega Millions, \$10,000
- Hy-Vee Gas #9**, Omaha, Mega Millions, \$10,000
- No Frills Supermarket #3**, Bellevue, Truck\$ & Buck\$, Gas Card
- Hy-Vee Food Store #1468**, Omaha, MyDaY, \$5,000
- Denny's Liquor**, Beatrice, Quick 7's, \$7,000

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.

June Crossword Answers

- Across: 3. Money; 5. Check; 6. Annuity
 Down: 1. Longest; 2. Park;
 4. Seward; 5. Cup

Recent Winners

Free Quick Pick Ticket Wins \$146,000 Nebraska Pick 5 Jackpot

A free quick pick ticket turned out to be worth \$146,000 to Marvin Wilson of Lincoln, who recently won the jackpot playing Nebraska Pick 5 from the Nebraska Lottery.

Wilson received a free quick pick ticket from a previous play at Mill's Squeegee Fill, 800 North 17th Street in Lincoln. The ticket contained all five of the winning numbers (5, 15, 18, 26, 33) from the June 24 drawing for the \$146,000 jackpot.

While claiming his prize on June 26, Wilson told Nebraska Lottery officials that he usually waits to purchase Nebraska Pick 5 tickets until the jackpot is \$100,000 or higher. He learned he had won the jackpot prize after visiting the Nebraska Lottery website, nelottery.com. "The first thing I saw was that the jackpot went back down to \$50,000, and I thought, 'Somebody won it,'" said Wilson. He then checked his ticket against the winning numbers and realized he had won \$146,000. Wilson plans to save for retirement using his winnings.

The odds of winning the Nebraska Pick 5 jackpot, which starts at \$50,000 and grows by \$4,000 each drawing that it is not won, are 1 in 501,942. The overall odds of winning a prize in the game, which has drawings six nights a week, are 1 in 8.

Burwell Man Wins \$32,000 Playing Larry the Cable Guy®

Kerry Ballagh of Burwell won \$32,000 playing the \$5 Scratch game Larry the Cable Guy from the Nebraska Lottery.

Ballagh purchased his winning Larry the Cable Guy ticket at Dad's Calamus East, 220 North 13th Street in Burwell. Scratching the ticket, he revealed matching symbols for a corresponding prize of \$32,000.

While claiming his prize on July 2, Ballagh told Nebraska Lottery officials that he couldn't believe he had won the top prize when he scratched off the ticket. "I thought at first it was just a \$1,000 winner, but I kept on scratching," said Ballagh. He plans to pay bills and take a vacation using his winnings.

The odds of winning the \$32,000 top prize are 1 in 96,000, while the overall odds of winning any prize are 1 in 3.66.



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:

- Shawna Sjomeling, The Red Barn, Elwood**
- Lori Stopak, AJ's C-Store, Duncan**
- Casey's General Store #2745, Lincoln**
- Kristin Scott, Fast Mart (N. 27th), Lincoln**
- Anne Duchek, Lincoln Saltdogs, Lincoln**
- Julie Landwehr, Russ's Market #21, Lincoln**
- Marlene Wilson, Git 'N Split #4, Hastings**
- Jan Brodersen, Hy-Vee, South Sioux City**
- Margie Whitehead, Food Pride, Nebraska City**
- Deb Roberts, Buggy Bath West, Lincoln**

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.



KANSAS CITY CHIEFS SECOND-CHANCE WEB PROMOTION

The Nebraska Lottery is launching a new \$5 Scratch game, Chiefs Cash Fantasy. To promote the launch of the game, the Nebraska Lottery is offering players the chance to win Chiefs game tickets and merchandise in three online promotions.

Starting August 1, players can enter the ticket numbers from a single, non-winning \$5 Chiefs Cash Fantasy ticket online at nelottery.com for a chance to win game tickets to the Kansas City Chiefs home football game versus Denver on Sunday, December 5, 2010. A drawing will be held on October 1 to select four winners. Each winner will receive the following prizes:

- Four upper level game tickets to the Chiefs home game versus Denver at Arrowhead Stadium;
- Pre-game sideline passes;
- Four Chiefs yearbooks;
- Four Lamar Hunt ball caps;
- Eight passes to the 2011 Draft Day event;
- \$500 cash; and
- \$100 in Nebraska Lottery Scratch tickets.

See <http://www.kcchiefs.com/> for game start times and further information.

Players may enter this web contest multiple times, but qualifying non-winning ticket numbers may only be entered once. Players may not win more than one set of game tickets in this promotion.

The second Kansas City Chiefs promotion will start on October 1, and the third promotion will start on December 1.

For more information about the Kansas City Chiefs Second-Chance promotions, refer to the promotion sales sheet.

Ask for the Survey!

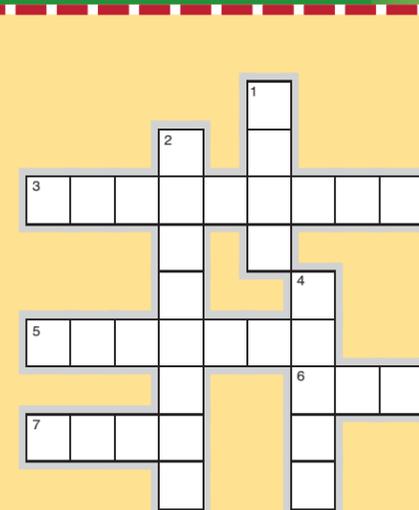
Each month, your store has a chance to win Nebraska Lottery prizes for the lottery selling clerks in your store by encouraging your lotto players to take the survey featured on the bottom of Nebraska Lottery Lotto tickets. Here are the retailer winners for June--each store will receive Nebraska Lottery beach towels for their lottery-selling clerks.



- Casey's General Store #2700, Wahoo;
- Casey's General Store #1182, Plattsmouth;
- Western Travel, Scottsbluff;
- Kwik Shop #635, Lincoln;
- Sun Mart #270, Ogallala;
- Kwik Shop #670, Bellevue;
- Bucky's Express #60, Omaha;
- Wilkinson Conoco, Ogallala;
- Kum & Go #348, Omaha;
- Plum Creek Market Place, Lexington.

Please point out or mention the survey website to your players. The more players from your store who take our survey, the more chances your store has to win a prize.

Loyal Readers Contest



Across

3. The very first celebration of Independence Day in 1777 included _____ as a part of the festivities.
5. The Truck\$ & Buck\$ Scratch game features three prizes of \$1,000 in _____-enriched fuel.
6. The _____ Days of summer are the hottest, most sultry days between early July and early September.
7. The top prize in the Nebraska _____ 3 game is \$600.

Down

1. Apollo 11 astronauts Neil Armstrong and Buzz Aldrin landed on the _____ on July 20, 1969.
2. New \$1 Scratch game: Go _____.
4. Players must be 19 or _____ to purchase lottery tickets.

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 (August 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.