

KNOW THE SIGNS OF PROBLEM GAMBLING

Over 42,000 people in Nebraska, an estimated three percent of all adults, experience gambling problems each year, according to the Department of Health and Human Services (HHS).

March is Problem Gambling Awareness Month in Nebraska. Communities across the state will be working to raise awareness of problem gambling and the resources available for individuals whose gambling is causing disruption in their lives.

You may have a gambling problem if you:

- Gamble for longer than you intended;
- Borrow money to gamble;
- Lie about how much you gambled;
- Bet more than you intended.

Other warning signs are:

- Loss of interest and participation in normal activities with friends and family;
- Avoidance of questions about time and money;
- A sudden need for money/loans; missing possessions or assets; financial instability;
- Decline in health and neglect of personal needs, such as medical, food, utilities, etc.;
- Changes in attitude and personality; emotional instability, withdrawal, depression.

Problem gambling affects the emotional, physical and financial wellness of individuals and their families and impacts every aspect of society. If you or someone you know has a problem with compulsive gambling, please call the Nebraska Compulsive Gambling Help Line toll free at 800-GAMBLER.

**We Can Help:
800-GAMBLER**

**Call 24 Hours a day,
7 days a week.
All information is
confidential.**



ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

MARCH 2012



Lottery in Full Bloom This Spring

by Jim Haynes,
Lottery Director

Spring is finally here, and the change of seasons reminds us all of the new opportunities that await us. Here at the Nebraska Lottery, we have multiple initiatives planned for this spring that I'm sure you'll be interested in.

Changes to Powerball finished and several drawings completed under the new matrix, we can start to assess the game's performance. I'm happy to report that Powerball is operating as expected. A new higher baseline for Powerball sales has been established, and a jackpot run at the beginning of the year provided a perfect demonstration of the increased jackpot roll amount and bigger starting jackpot. This run also resulted in the first \$1 million prize won in Nebraska, which allowed us to promote the new million-dollar-prize to Powerball players. We'll continue to educate players about the new features of Powerball in the coming months.

On the Scratch side, the \$2 The Three Stooges game has proven exceptionally popular. One \$15,000 top prize remains in the game, and with The Three Stooges feature film in theaters starting on April 13, we anticipate that the game will be completed soon. Our next \$2 Scratch game will be the perennial favorite Truck\$ & Buck\$, which will launch statewide on April 16. Also scheduled to launch this spring is the \$1 Sodbusting game. This special game celebrates the 150th Anniversary of the Homestead Act, which transformed Nebraska and much of our country.

As the temperature rises and spring begins in earnest, Nebraska Lottery Ambassadors and event staff will be travelling across the state to bring all of the fun and excitement of the Nebraska Lottery to Nebraskans. We're planning our event schedule for the rest of the year, so if you have an idea for an in-store promotion or event to add to our tour schedule, contact your LSR to see how the Nebraska Lottery can be a part of your event.

On a more serious note, March is Problem Gambling Awareness Month in Nebraska. A portion of Nebraskans are unable to gamble responsibly, and the Nebraska Lottery is proud to support the Gambler's Assistance Program as they provide important services for problem gamblers. As retailers, you can also help raise awareness this month by promoting responsible gaming in your stores. Refer to the back of this issue of Ticket Talk for more information. Together, we are Helping to Build a Better Nebraska.

Coming Soon!



price: \$2
top prize: TRUCK!

Continuous Feedback Customer Survey

The Nebraska Lottery utilizes a 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.

A message printed on the front of each Nebraska Lottery Lotto ticket invites 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, nelottery.com/opinion, and complete the survey will be entered into a monthly prize drawing for \$500.

For more information about the Continuous Feedback Customer Survey, visit nelottery.com/opinion.



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

scratch tickets and osr 877-651-6296
lottery retailer hotline 800-560-2919
compulsive gambling help line 800-GAMBLER

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New Year Bonuses

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

- Big Red Mini Mart**, Wausa, Holiday Cheers Bingo, \$40,000
- DGR Quik Pik**, Bellevue, \$100,000 Crossword Doubler, \$1,000
- Bag N Save #15**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Bosselman Fuel Stop**, Elm Creek, Nebraska Lottery Limited, \$1,000
- Hy-Vee Gas #1**, Omaha, Nebraska Lottery Limited, \$1,000
- Tim's Jack & Jill**, Bridgeport, Powerball, \$10,000
- Farmers Union C-Store**, Clarkson, The Big \$10 Ticket, \$1,000
- Bucky's Express #73**, La Vista, MyDaY, \$5,000
- Smack's Convenience**, Omaha, MyDaY, \$5,000
- Kum & Go #361**, Elkhorn, 2by2, \$22,000
- Kwik Shop #681**, Lincoln, MyDaY, \$5,000
- Pump & Pantry #3**, Grand Island, Diamond Mine 9x, \$1,000
- A Street Market**, Lincoln, Diamond Mine 9x, \$32,000
- Pump & Pantry #4**, Cairo, \$100,000 Crossword Doubler, \$1,000
- Ampride South**, Hastings, Nebraska Lottery Limited, \$1,000
- Fast Mart**, Columbus, Precious Jewels, \$2,500
- Petro Mart**, Omaha, Nebraska Lottery Limited, \$1,000
- Shoemaker's Truck Station**, Lincoln, Sugar Cookies, \$1,000
- Cenex Convenience Store**, Ogallala, Precious Jewels, \$2,500
- Casey's General Store**, La Vista, Quick 7's Deluxe, \$1,000
- Kwik Shop #688**, Bellevue, Sugar Cookies, \$25,000
- Roc's Stop & Shop**, Lincoln, Mega Millions, \$40,000
- Casey's General Store #65**, Beatrice, Precious Jewels, \$1,000
- Pump & Pantry #40**, Kearney, \$100,000 Crossword Doubler, \$1,000
- Handy Shop**, Lincoln, Powerball, \$10,000
- Quik Trip #589**, Omaha, Powerball, \$10,000
- Stop Inn Liquor & Foods**, David City, Precious Jewels, \$2,500
- Corner Market**, Wahoo, Blackjack, \$3,000
- Casey's General Store #2719**, Hastings, Black Cherry Doubler, \$4,000
- John's Liquor**, Lexington, \$100,000 Crossword Doubler, \$1,000
- Bag 'N Save**, Omaha, Mega Millions, \$10,000
- Footie Convenience**, Kearney, \$100,000 Crossword Doubler, \$1,000
- U-Stop #26**, Lincoln, Tree Trimm'n' Tripler, \$10,000
- Nick's Gas & Liquor**, Alliance, \$100,000 Crossword Doubler, \$1,000
- PDQ Shoppe**, Tilden, Cash Cow, \$2,500
- Kwik Shop #619**, Lincoln, The Big \$10 Ticket, \$1,000
- Hy-Vee Food Store #4**, Lincoln, 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



\$1 Million Split By 16 Co-workers.

A group of 16 players from the Omaha area will share a \$1,000,000 Nebraska Powerball prize. Each week for almost a decade, Christopher Braun of Omaha and his 15 co-workers at the City of Omaha Roads Department have pooled their money together to purchase Powerball tickets. For the Wednesday, February 8 drawing, the group purchased 16 quick pick tickets at Kwik Shop, 7525 Cass Street in Omaha. One of these tickets contained all five of the winning white ball numbers (17, 28, 38, 39, 51) for a corresponding prize of \$1,000,000. This is the first automatic million dollar winning ticket in Nebraska since Powerball was upgraded on January 15, 2012. Previously, the amount won for matching only the first five numbers was \$200,000. Braun and the members of the group arrived at Nebraska Lottery headquarters the morning of February 14 to claim the prize. The other group members are: Mark Schartow of Omaha; Donald Phillip of Omaha; Michael Banks of Omaha; Eugene Cosoy of Omaha; Michael Miller of Council Bluffs, Iowa; Jeffery Plater of Omaha; John Narec, Jr., of Omaha; Bryan Luttig of Omaha; Christian Kubat of Omaha; Cameron Hurd of Omaha; Joseph Hoagland of Omaha; Daniel Hussey of Omaha; Scott Arnold of Omaha; Damita Peak of Omaha; and John Falkner of Omaha. Each person will receive a \$62,500 share of the prize. The group members had no definite plans for their winnings, but some stated they might use their share to travel, pay bills, or buy a new vehicle. The odds of winning \$1,000,000 playing Powerball are 1 in 5,513,632, while the overall odds of winning any prize are 1 in 31.8.

Nebraska Lottery Retailer Advisory Board

The Nebraska Lottery Retailer Advisory Board consists of 12 members who are appointed to two-year terms. The Nebraska Lottery utilizes the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues. Board members work for or own businesses that are Lottery retailers and come from a variety of retail types including convenience stores, grocery stores, liquor stores, and other businesses. Board members may be involved with only one store/location or they may supervise/own numerous locations. We try to have a balance of members from varying business types and locations throughout the state. Retailer Advisory Board meetings are held quarterly; currently in May, August, November and February in Lincoln. Members receive mileage reimbursement, but otherwise are not paid. Nominations for board membership are made to Nebraska Lottery staff and then forwarded to the Nebraska Lottery Director for appointment. If you would be interested in serving on the Advisory Board, ask your Lottery Sales Representative for more information or contact Jill Marshall, Marketing and Communications Manager, at 402-471-6122.



Winners

nebraska lottery mvp club

Did you know that MVP Club members at nelottery.com can enter special members' only contests? Here are some recent winners:

Limited Second-Chance Promotion #1

Roxanne Bergman of Clearwater - \$300 worth of Nebraska Lottery Limited tickets

Husker Cruise Giveaway

Mark Luellman, Bellevue; Caro Spereman, Omaha; and Ralph Clark, Papillion - cruise trips on the inaugural Husker Cruise

His & Hers iPad 2 Second-Chance Giveaway

Ryan Georges of Lincoln - two white iPad 2s 64GB with Wi-Fi + 3G and red covers, AppleCare 2-year Protection Plan, and a cash award for one year of 3G service; and Mark Magdaleno of Scottsbluff - \$300 worth of Nebraska Lottery Scratch tickets.

To join the Nebraska Lottery MVP Club, visit nelottery.com.

Loyal Readers Contest Winners

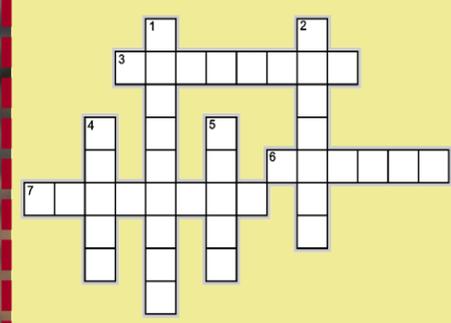
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the February edition of the contest:

- Cindy Rogers, Ampride, Superior**
- Cindy Vertrees, Allen's, Hastings**
- Janelle Mueller, Lake Stop, Columbus**
- Janice Hodges, Hodges Conoco, Thedford**
- Rose Melvin, Hansen's Petroleum, Chappell**
- Tim Nelson, Nelson Oil, Valparaiso**
- Lee Carr, RD's Bottle Shop, Wymore**
- Tracy Buck, Cubby's, Norfolk**
- Brandi Krason, Ampride, Lexington**
- Stephanie Haussler, Ken & Al's Service, Lawrence**

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.

February Answers, Across: 5. Play; 6. Valentines; 7. Leap
Down: 1. Millionaire; 2. Chocolate; 3. Stooges; 4. Coupons

Loyal Readers Contest



- Across**
3. Designed by John Latenser, Sr., _____ Stadium was named to honor all Nebraskans who served in the Civil and Spanish-American Wars, and the 751 Nebraskans who died in World War I.
 6. Starting with the _____ equinox, days are close to 12 hours long and increase as the season progresses.
 7. An estimated three percent of Nebraska adults experience _____ problems each year.
- Down**
1. Players who add the \$1 _____ option to their Mega Millions purchase have the chance to multiply prizes between \$2 and \$250,000 as many as two, three, or four times.
 2. The Powerball _____ starts at \$40 million and continues to grow by at least \$10 million each drawing until it is won.
 4. When purchasing a Nebraska Pick 3 ticket, you must select one of the four bet types: Straight; Box; Straight/Box; or _____.
 5. New \$10 Scratch game; \$100,000 _____ Slots.

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 (April 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.