

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 1-800-560-2919.

Celebrating 20 Years of Powerball



To celebrate the 20th Anniversary of Powerball, the Nebraska Lottery hosted a special viewing tour of four jackpot-winning tickets (including the record \$365 million ticket won by eight Nebraska co-workers) during the month of January.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

FEBRUARY 2012



New for 2012

by Jim Haynes,
Lottery Director

The New Year has started, and I want to extend best wishes to everyone on behalf of everyone at the Nebraska Lottery. There are a lot of exciting things planned in 2012, and I'd like to note some of them.

Enhancements to the Powerball game were put into place on January 15, providing players with bigger jackpots, more chances to become a millionaire, and better overall odds. While change is never easy to accept, it appears that our customers are continuing to play Powerball; sales for the \$2 Powerball game have been at the highest levels since early 2011.

To promote the game enhancements, a series of television and radio commercials featuring humorous tips for new Powerball millionaires is now running on stations across Nebraska. You can check out these commercials on our website, nelottery.com, and on our Facebook page.

On the Scratch side, plans are progressing for the 17th edition of the Truck\$ & Buck\$ Scratch game. There are a lot of details to finalize, but rest assured that Truck\$ & Buck\$ will be bigger and better than ever in 2012. We're also conducting research during the month of February in order to develop future Scratch games. If you'd like to participate in the Winter Scratch Game Survey, just visit nelottery.com and sign in with your MVP Club account. You could win up to \$1,000 just for sharing your opinions with us.

There are certainly many changes in store for this year, but one thing that will remain the same as ever is our commitment to our beneficiary programs. In partnership with over 1,200 Nebraska Lottery retailers, we will continue to fulfill our mission of supporting good causes in our state. The December 2011 transfer to our beneficiary funds brought the total amount transferred to \$429 million since 1993. That's a figure to be proud of, and the Nebraska Lottery truly appreciates the support of our lottery retailers in achieving this milestone. Together we are truly Helping to Build a Better Nebraska.

Coming Soon!



price: \$2
top prize: \$15,000

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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 ovr
877-651-6296
lottery retailer hotline
800-560-2919
compulsive gambling help line
800-GAMBLER



His and Hers iPad Second-Chance Giveaway



Win an iPad to keep and one to share in the His and Hers iPad Second-Chance Giveaway! Between February 6th and February 29th, MVP Club members who enter two non-winning \$5 Chocolate Scratch tickets at nelottery.com have a chance to win a Grand Prize of two iPad 2s, or a second prize of \$300 worth of \$5 Chocolate Scratch Tickets. The Grand Prize is valued at over \$2,492, and includes 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. Entries must be received by 11:59 p.m. on February 29.

For more information on the His and Hers iPad Second-Chance Giveaway, visit the Nebraska Lottery website, nelottery.com.



New Year Bonuses

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

- Bag 'N Save**, Omaha, Holiday Cheers Bingo, \$1,000
- Bosselman's Travel Center**, Grand Island, \$100,000 Crossword Doubler, \$1,000
- Quik Pik #7**, Valley, \$100,000 Crossword Doubler, \$1,000
- Kum & Go #338**, Columbus, Nebraska Lottery Limited, \$1,000
- U-Stop #24**, Lincoln, 2by2, \$22,000
- Kwik Shop #673**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Quik Trip #580**, Omaha, MyDaY, \$5,000
- Tobacco & Phones 4 Less**, Omaha, MyDaY, \$5,000
- Super C #1**, Lincoln, Precious Jewels, \$1,000
- Sapp Bros.**, Fall City, 2by2, \$22,000
- Casey's General Store #1805**, Valley, 2x Bingo, \$1,000
- Ray's Apple Market**, Fairbury, Powerball, \$20,000
- No Frills Supermarket #15**, Omaha, Powerball, \$10,000
- Uncle Neal's**, Ravenna, KISS, \$50,000
- Sinclair Super Shop**, Scottsbluff, The Big \$10 Ticket, \$1,000
- Pump & Pantry #40**, Kearney, Nebraska Lottery Limited, \$1,000
- Corner Shop, Inc.**, Columbus, Stocking Stuffer, \$1,000
- Russ's Market #2**, Lincoln, Fun 5's, \$1,000
- Bag 'N Save #2**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Skyline Liquors**, North Platte, The Big \$10 Ticket, \$1,000
- Stop Inn Liquor & Foods**, David City, The Big \$10 Ticket, \$1,000
- Casey's General Store #1780**, Hastings, Black Cherry Doubler, \$4,000
- Casey's General Store #2730**, Seward, Tree Trimmin' Tripler, \$10,000
- McKinney's Food Center**, Gretna, Nebraska Pick 5, \$58,000
- Kwik Stop #20**, Clarks, MyDaY, \$5,000
- Kwik Shop #635**, Lincoln, Powerball, \$200,000
- Baker's #300**, Bellevue, Powerball, \$10,000
- Short Stop**, Plattsmouth, 2by2, \$22,000
- Oxford Supermarket**, Oxford, Precious Jewels, \$1,000
- Casey's General Store #2414**, Stanton, Lucky Pair, \$4,000
- Gas 'N Snacks**, Seward, Money Multiplier, \$15,000
- Pump & Pantry #35**, Alma, Nebraska Pick 5, \$58,000
- Pump & Pantry #32**, Cozad, Diamond Dazzler, \$50,000
- Uncle Neal's #7**, Hastings, Powerball, \$10,000
- Kwik Stop #10**, Oshkosh, Treasure Huntin', \$1,000
- Benjamin Shell**, Norfolk, Nebraska Lottery Limited, \$1,000
- Casey's General Store #2732**, Grand Island, Precious Jewels, \$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.

Recent Winners

Schuyler Man Wins \$66,000 Nebraska Pick 5 Jackpot

Ben Welch of Schuyler recently won \$66,000 playing Nebraska Pick 5 from the Nebraska Lottery.

Welch purchased his winning Nebraska Pick 5 ticket at Corner Stop, 220 23rd Street in Columbus. The three-play ticket contained one play with all five of the winning numbers (8, 11, 14, 22, 29) from the December 7 drawing for the \$66p,000 jackpot.



Two hundred and thirty-six Nebraska Lottery players have won the Nebraska Pick 5 jackpot to date.

While claiming his prize on December 13, Welch told Nebraska Lottery officials that he didn't know he had won the jackpot prize at first. "I was on my way to work and I stopped at Corner Stop. The clerk told me to check my tickets because they'd sold a big winner," said Welch. He plans to pay bills 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.

\$10,000 Tree Trimmin' Tripler Prize for Beaver Crossing Man

Keith Pankoke of Beaver Crossing won \$10,000 playing the \$2 Scratch game Tree Trimmin' Tripler from the Nebraska Lottery.

Pankoke purchased his winning Tree Trimmin' Tripler ticket at Casey's General Store, 2605 Progressive Road in Seward. Scratching the ticket, he revealed matching numbers with a corresponding prize of \$10,000.

There are three \$10,000 top prizes available in Tree Trimmin' Tripler. Pankoke is the first person to claim a top prize to date.

While claiming his prize on December 30, 2011, Pankoke told Nebraska Lottery officials that he didn't believe he had won at first when he scratched off the ticket. "My wife and I had to look at it several times," he said. Pankoke had no definite plans for his prize.

The odds of winning the \$10,000 top prize are 1 in 100,000, while the overall odds of winning any prize are 1 in 3.51.



Accounting Tips & Tricks

A new year signals a time for new beginnings and starting new routines. Here are some accounting tips and tricks from the Nebraska Lottery to start 2012 off right.

- To avoid confusion, do not return validated Scratch or Lotto tickets to players unless the ticket has not been paid. If you encounter a problem validating a ticket and have not paid, give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center. Please write your first name on the receipt so Lottery Accounting can contact the proper person if they have any questions.
- If you have scanned a winning Scratch ticket and don't have enough cash on hand to pay, please call Lottery Accounting at 800-587-5200. Mark the back of the ticket as "not paid" along with your name and date. Give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center.
- If a communication error occurs on your Lotto terminal during a transaction, you can touch the **Last Transactions** button, then touch **Last Transaction** to check if the transaction was successfully completed and the value of the last validation.
- Activated, settled and returned Scratch ticket reports are available for one week after a new Weekly Settlement Report has printed.
- Once a pack is activated, payment for that pack will post whichever comes first of the following two scenarios: 45 days after activation or when 70% of the pack has been sold (which is determined by validations).
- Prizes from closed Scratch games or expired Lotto tickets cannot be claimed. If a customer tries to redeem a ticket from a closed or expired ticket, remind them that prizes can be redeemed up to 180 days after the closing date (for Scratch tickets) or 180 days after the drawing date (for Lotto tickets). Prizes from these tickets cannot be claimed by mailing them to the Nebraska Lottery or by directing players to visit a Lottery Claim Center.
- If the box code on the front of a Scratch ticket is unreadable, instruct the player to mail the ticket to the Nebraska Lottery at the prize claim P.O. Box on the back of the ticket to claim their prize.



Coupons

The Nebraska Lottery has begun to issue loose coupons for both Scratch and Lotto tickets again. These coupons are similar to the coupons issued in the past. One difference you may notice about the new Scratch coupons is that they can be validated without entering a box code: Just scan the barcode to receive credit for the transaction.

If you are unable to scan the barcode on a coupon, touch **MANUAL VALIDATION** on the terminal, then touch **REDEEM SCRATCH COUPON** or **REDEEM LOTTO COUPON**. Enter all of the digits underneath the barcode to complete the validation.



Loyal Readers Contest Winners

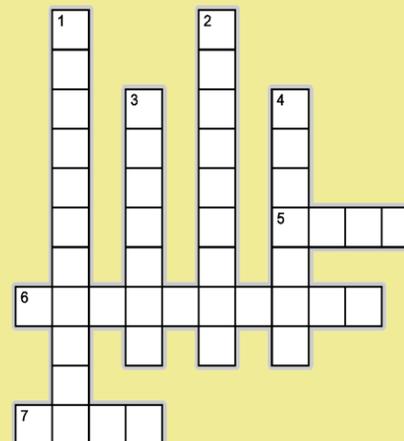
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the December edition of the contest:

- Linda Neemeyer, Speedee Mart #2767, Kearney**
- Candy Gieslers, U-Stop #17, Hickman**
- Stephanie Boyd, Casey's #1817, Nebraska City**
- Tammy Bonifas, Time Saver #18, Gothenburg**
- Barb Bakhit, AB's 66, Omaha**
- Ampride, Waverly**
- Minnie Johnson, Sapp Bros. 66, Falls City**
- Stefanie Dedrick, Russ's Market, Hastings**
- Angela Brandt, Skagway-South Locust, Grand Island**
- Cal Fritz, Fritz's Market, Hildreth**

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.

December Answers, Across: 3. Barcode; 6. Blizzard; 7. Winter
Down: 1. Powerball; 2. iPad; 4. Friday; 5. Ticket

Loyal Readers Contest



Across

- The Power ____ option continues to enhance non-jackpot prizes won, even though a multiplier number is no longer drawn.
- The U.S. Greeting Card Association estimates that approximately 190 million _____ are sent each February.
- A ____ year is a year containing one extra day in order to keep the calendar year synchronized with the astronomical or seasonal year.

Down

- A _____ is an individual whose net worth or wealth is equal to or exceeds one million units of currency, or a person who has won the new Match 5 prize in Powerball.
- New \$5 Scratch game; _____.
- The Three _____ started in 1925 as part of a raucous vaudeville act.
- Coca-Cola is believed to be the first company to use _____ when it started distributing tickets for free glasses of Coca-Cola in 1888.

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 (March 2). 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.