

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 800-522-4700

ticket talk

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ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS

NOVEMBER 2013



Coming Soon!



Annual Report Highlights Achievements

by Jim Haynes, Lottery Director

As the end of 2013 approaches, I want to thank our retailer partners for another successful year. Now is the perfect time to reflect on our accomplishments and look forward to the possibilities to come.

Recently, the Nebraska Lottery published our 2013 Annual Report and Resource Guide (for the fiscal year that began on July 1, 2012, and ended on June 30, 2013). I'd like to share a few highlights from the publication that may be of interest to Lottery retailers.

Sales of all Nebraska Lottery games (Scratch and Lotto) for the fiscal year totaled nearly \$161 million, the highest in the 20-year history of the Lottery. Total contributions to Lottery beneficiary funds passed \$489 million with the June quarterly transfer. During the fiscal year, Lottery beneficiary funds received a total of \$40 million.

During the fiscal year, the Nebraska Lottery celebrated its 20th anniversary with new games and promotions. The Lucky Summer '13 family of Scratch games and second-chance promotion reduced the seasonal drop in Scratch sales during the summer months, and the Last Shot! program resulted in faster inventory turnover and a wider distribution of Scratch games. Enhancements to the multi-state Powerball game resulted in several new Nebraska millionaires.

Nebraska Lottery retailers received \$10 million in commissions during the fiscal year, up from \$9.5 million the previous fiscal year. We expect that this figure will rise again next year due to the recent 0.5% commission increase.

Beyond these highlights, the 2013 Annual Report and Resource Guide contains information about developments in general operations, and major winners claimed at Nebraska Lottery claim centers.

The Nebraska Lottery 2013 Annual Report and Resource Guide (24 pages, full-color) is available in PDF form on the Nebraska Lottery web site, nelottery.com.

While the calendar year is ending, we are almost halfway through the current fiscal year. Early indications show that we are on track for another successful year. As always, we will continue to provide new games, engaging promotions and fun events for our mutual customers. Together, we are Helping To Build A Better Nebraska.

Nebraska Powerball Millionaire

Nebraska has a new millionaire. Patricia Krontz of Homer recently won \$1 million playing Nebraska Powerball.

For the Saturday, October 26 drawing, Krontz purchased a quick pick Powerball ticket at J & J's Pronto, 108 North Highway 77 in Homer. The ticket contained one play with all five winning white ball numbers for a corresponding prize of \$1 million. Nine Nebraska Lottery players have won the \$1 million prize in Powerball since the game was modified on January 15, 2012.

Also receiving a prize was the store that sold the winning ticket. Nebraska Lottery retailers receive a High Prize Seller Bonus for selling winning high-tier Scratch and Lotto tickets. This bonus is 1% of the prize won, so J & J's Pronto received \$10,000.



MyDay-MyTeam BOWL BASH!

Enter any non-winning MyDaY ticket for a chance to win a trip for two to the Nebraska bowl game.

Nov. 18, 2013 to Dec. 8, 2013
Details at nelottery.com

MyDaY
nebraska

Fall Bonuses

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

- Kwik Shop #622**, Omaha, Lucky 7's Tripler, \$2,777
- Uncle Neal's #3**, Lexington, Crazy 8's, \$35,000
- Pump & Pantry #45**, Hastings, The Color of Money 9x, \$5,000
- Nick's Gas & Liquor**, Alliance, VIP Club, \$1,000
- Super C #1**, Lincoln, Blackjack Doubler, \$3,000
- Holdrege Market**, Holdrege, Bacon Bucks, \$1,000
- Kwik Stop #5**, North Platte, Platinum Jubilee 20x, \$1,000
- Kum & Go #363**, Omaha, Platinum Jubilee 20x, \$1,000
- Anderson Food Shop #156**, Omaha, \$100,000 Crossword Doubler, \$1,000
- Ampride North**, Hastings, \$100,000 Crossword Doubler, \$1,000
- All Points Co-op/Bear Pad**, Callaway, Platinum Jubilee 20x, \$1,000
- Pump & Pantry #24**, Hastings, Powerball, \$10,000
- Oasis Travel Center**, North Platte, Powerball, \$40,000
- Casey's General Store #2886**, Omaha, Gold Rush, \$1,000
- Casey's General Store #1193**, Fairbury, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2742**, Grand Island, MyDaY, \$5,000
- Bag 'N Save #780**, Omaha, Nebraska Pick 5, \$126,000
- Russ's Market #2**, Lincoln, Crazy 8's, \$35,000
- Pump & Pantry #35**, Alma, The Color of Money 9x, \$1,000
- Kum & Go #380**, Omaha, MyDaY, \$5,000
- Parkview One Stop**, Schuyler, The Color of Money 9x, \$1,000
- Casey's General Store #2966**, Bellevue, Twisted Bingo, \$1,000
- Quik Trip #586**, Bellevue, Platinum Jubilee 20x, \$1,000
- Git 'N Split #404**, Hastings, Mega Millions, \$10,000
- Kwik Stop #2**, North Platte, The Color of Money 9x, \$1,000
- Schmick's Market**, McCook, The Color of Money 9x, \$1,000
- Uncle Neal's #7**, Hastings, Powerball, \$10,000
- Quik Trip #585**, Omaha, Quick 7's, \$7,000
- Wymore Express**, Wymore, Lineword, \$18,000
- The C-Station**, Lincoln, \$100,000 Crossword Doubler, \$1,000
- Casey's General Store #2732**, Grand Island, VIP Club, \$1,000
- T.Y.'s Tobacco Corner**, Beatrice, Four By 4, \$4,000
- The C-Station**, Lincoln, Lucky 7's Tripler, \$2,777
- Yankton Shop EZ**, Yankton, Twisted Bingo, \$5,000
- Casey's General Store #2707**, Grand Island, Twisted Bingo, \$35,000

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

Wallace Man Wins \$90,000 Playing Nebraska Pick 5

Douglas Raney of Wallace recently won \$90,000 playing Nebraska Pick 5 from the Nebraska Lottery.

Raney purchased his winning Nebraska Pick 5 ticket at Time Saver, 1220 South Dewey in North Platte. The ticket was good for multiple draws and contained one play with all five of the winning numbers (7, 8, 22, 28, 29) from the October 2 drawing for the \$90,000 jackpot.

While claiming his prize on October 4, Raney told Nebraska Lottery officials that he plays the same numbers each week by purchasing the maximum amount of Pick 5 drawings at a time (12 weeks of drawings). "I buy multi-draw tickets and then I mark down on the calendar when they're done," said Raney. "We don't have a lottery retailer in town, so buying multi-draws saves me time traveling to the store." He learned he had won after seeing the winning numbers on the KNOP-TV news. Raney plans to pay bills using his winnings.



Meadow Grove Man Wins \$100,000 Playing \$100,000 Crossword Doubler



Scott Seelmeyer of Meadow Grove won \$100,000 playing the \$10 Scratch game \$100,000 Crossword Doubler from the Nebraska Lottery.

Seelmeyer purchased his winning \$100,000 Crossword Doubler ticket at Tilly's, 316 West Main Street in Battle Creek. Scratching the ticket, he revealed 11 complete words for a corresponding prize of \$100,000.

While claiming his prize on October 16, Seelmeyer told Nebraska Lottery officials that he didn't believe he had won when he scratched off the ticket. "I just kept looking at the ticket and checking the letters. Then I asked my sister to double-check it," said Seelmeyer. He plans to purchase a new house using his winnings.

The odds of winning the \$100,000 top prize in \$100,000 Crossword Doubler are 1 in 100,000, while the overall odds of winning any prize are 1 in 2.89.

Power Play Multiplier Returns in January

- ✓ **Multiply your non-jackpot prizes 2, 3, 4 or 5 times**
- ✓ **Match 5 prize with Power Play remains at \$2 million**
- ✓ **Regular Powerball prizes are unchanged**

The Powerball Power Play variable prize multiplier will return starting with the January 22, 2014, drawing. A separate drawing will be performed to select the Power Play number (2, 3, 4 or 5) for all prizes except the jackpot and the Match 5 prize. The Match 5 prize is \$2 million if the Power Play option is purchased. The Power Play option will continue to be an extra \$1 per play.

Match	Win	Regardless of Power Play number selected:				
		\$1,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000
5 + 1	Win	5x	4x	3x	2x	
5 + 1	\$10,000	\$50,000	\$40,000	\$30,000	\$20,000	
5 + 1	\$100	\$500	\$400	\$300	\$200	
5 + 1	\$100	\$500	\$400	\$300	\$200	
5 + 1	\$7	\$35	\$28	\$21	\$14	
5 + 1	\$7	\$35	\$28	\$21	\$14	
5 + 1	\$4	\$20	\$16	\$12	\$8	
5 + 1	\$4	\$20	\$16	\$12	\$8	

Power Play	Probability of Prize Increase	
5X	Prize Won Times 5	1 in 10
4X	Prize Won Times 4	1 in 10
3X	Prize Won Times 3	1 in 3.33
2X	Prize Won Times 2	1 in 2

Multi-draws and the Play It Again feature will be phased out in preparation for the matrix change. The maximum number of Powerball multi-draws that can be purchased on a ticket will be reduced with each successive drawing. Beginning January 19, 2014, players will again be able to purchase a ticket for up to 24 multi-draws.

For more information, refer to the sales sheet or contact your LSR.

Scratch Sales Tips

Here are some useful tips for Scratch ticket sales:



- When you receive a ticket order, make sure to keep one copy of the packing slip at your location. The second copy can be sent to your corporate office or accounting department for record-keeping.
- Always activate ticket packs before placing them in your display unit for sale.
- If you are carrying any Last Shot! games, encourage players to purchase tickets from those games. Your store has a chance to win a pack of Scratch tickets if you sell the last top prize from a Last Shot! game.
- Prizes from closed Scratch games cannot be claimed, and prizes from closed games cannot be claimed by mailing them to the Nebraska Lottery.

Loyal Readers Contest Winners

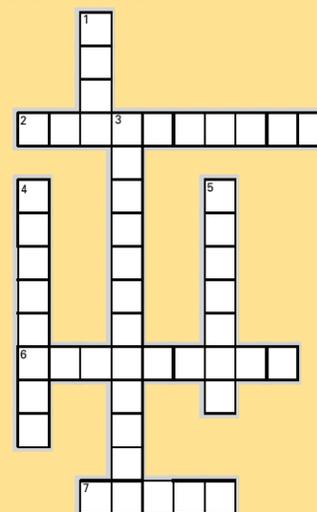
Each month, readers of Ticket Talk have a chance to win prizes through the Loyal Readers Crossword Contest. Here are the winners from the October edition of the contest:

- Mike Svoboda, Shurfine Food Center, Burwell**
- Kim Kosmicki, Hometown Market, St. Paul**
- Karen Ratajski, No Frills #800, Omaha**
- April Whisler, Gary's Super Foods, North Platte**
- Deb Roberts, Buggy Bath West, Lincoln**
- Anna Hasbrouck, Cozad Cenex, Cozad**
- Terri Larsen, No Frills #792, Blair**
- Cindy White, Gothenburg Fuel Distributors, Gothenburg**
- Goergia Rasmussen, Lloyd's Drug Mart, Norfolk**
- Steve Pfeifer, 5FER XPRESS, Lindsay**

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.

- October Answers**
 Across: 2. Opal 4. Camouflage 6. Numbers
 Down: 1. Fall 3. Bobbing 4. Columbus 5. Zombie

Loyal Readers Contest



Across

2. Starting in January, the Power Play _____ will give players a chance to increase their nonjackpot prizes by 2, 3, 4, or 5 times.
6. Scratch tickets must be _____ before they can be sold.
7. You can use the Play It _____ feature to generate a new ticket with the same options as a previously purchased ticket.

Down

1. The Huskers have participated in 49 _____ games and set a NCAA record for 35 consecutive _____ game appearances from 1969 to 2003.
3. The modern _____ holiday tradition is commonly traced to a 1621 celebration prompted by a good harvest.
4. Observed on November 11, _____ Day is an official United States holiday honoring people who have served in armed service.
5. Santa Claus is believed to categorize children as either "_____" or "nice". These categories also appear in a new \$5 Scratch game.

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 (December 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.