

## nebraska lottery retailer named IGA U.S. retailer of the year

Tim Henderson of Henderson's IGA in Valentine has been named as one of three 2008 IGA U.S. Retailers of the Year.

Henderson and the two other retailers will be honored at the 2008 IGA Global Summit Awards Banquet held in Carefree, Ariz., March 29. During that ceremony, one of three will be awarded the additional title of 2008 IGA U.S. International Retailer of the Year for having achieved within the U.S. the superior level of excellence in IGA retailing as judged by IGA's global standards.

"Seeing first-hand how these three retailers operate and interact with their customers and employees left us with no doubt that they are among the finest retailers in the grocery industry today," said IGA USA CEO Mark Batenic. "They have provided us with the highest measure of success for IGA Retailers across the U.S. and around the world, proving once again that IGA is re-energized and on the move."

IGA is the world's largest voluntary supermarket network with aggregate worldwide retail sales of more than \$21 billion per year. The Alliance includes nearly 4,000 Hometown Proud Supermarkets worldwide, supported by 36 distribution companies and more than 55 major manufacturers, vendors and suppliers encompassing everything from grocery to equipment items. IGA has operations in 44 of the United States and more than 40 countries, commonwealths and territories on all six inhabited continents.

(From [www.iga.com](http://www.iga.com), January 18, 2008)

JANUARY 2008

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



## AMBER Alerts help recover missing children

by Jim Haynes,  
Lottery Director

January 13 was National AMBER Alert Awareness Day. The



AMBER Alert system is 11 years old and used in all 50 states, assisting in the successful recovery of over 350 children. The system is named after Amber Hagerman, a 9-year-old Texas girl who was kidnapped and killed in 1996. The goal of the AMBER Alert system is to galvanize the community to assist in the search and safe return of missing children.

The Nebraska Lottery has assisted law enforcement agencies since 2002 as part of the AMBER Alert response network. Because time is critical in abduction cases, Nebraska Lottery retailers and players will be notified of AMBER Alerts through our statewide terminal network.

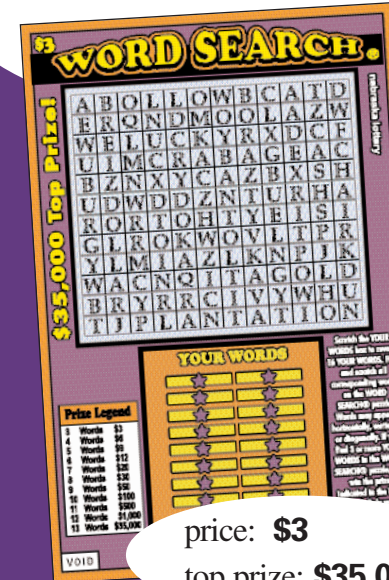
In the event of an AMBER Alert, the Nebraska Lottery will send a terminal message to all Nebraska Lottery retailers. This message is Mandatory and must be read immediately in order to continue with normal terminal operations. Additionally, "AMBER ALERT" will flash on the Starlite electronic message sign located with Nebraska Lottery terminals to help call attention to the urgent situation.

AMBER Alert terminal messages will come every 30 minutes for the first three hours of the alert. We encourage you to print extra copies of the alert and place these copies in a prominent location for customers to pick up. Additional information or cancellations will be sent via terminal message within 24 hours. If you have questions about the AMBER Alert procedures, contact your LSR or the Nebraska Lottery Retailer Hotline (1-800-352-6510).

As part of the AMBER Alert network, Nebraska Lottery retailers play an important role in the safe return of missing or abducted children. Providing this information to customers dramatically increases the number of people that are on the lookout for children in potentially dangerous situations, and is another example of how together we are Helping to Build A Better Nebraska.



Coming Soon!



price: \$3  
top prize: \$35,000

## SAME GAME DOUBLE GAIN.

Back by popular demand, the Nebraska Pick 5 Jackpot Doubler promotion begins on February 1, 2008. The Jackpot Doubler promotion doubles the Nebraska Pick 5 jackpot each time it is won during the month of February. If a player correctly picks all 5 out of 5 numbers for a draw during the promotion, the winner would receive double the amount of the advertised jackpot. For example, if the advertised jackpot is \$90,000 and all five numbers for that draw are correctly chosen, the winner would be entitled to \$180,000. Though the 'doubler' aspect of the promotion only applies to the jackpot amount, the promotion will continue to apply to all drawings throughout the month regardless of how many times to jackpot is won.

For more information, please contact your LSR.

Your Favorite  
Nebraska Pick 5®  
Promotion is Back!

Nebraska Pick 5  
Jackpot Doubler

## ticket talk

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16-30-00

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](http://nelottery.com)

scratch tickets and o/sr  
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800-522-4700

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## new year bonuses

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

- Pump N Pantry #11**, Columbus, Naughty or Nice Crossword, \$1,000
- Casey's Gen Store #2710**, Norfolk, Merry Money Multiplier, \$50,000
- Kum & Go #336**, Fremont, Deal or No Deal, \$35,000
- Hy Vee 1620**, S. Sioux City, Powerball, \$10,000
- Big Red Mini Mart**, Omaha, Powerball, \$10,000
- Russ' IGA**, Hastings, Nebraska Pick 5, \$65,000
- HyVee Gas #1**, Omaha, Nebraska Pick 5, \$65,000
- West Mart**, Omaha, Password Doubler, \$1,000
- E.Z. Shop #11**, Blair, Diamond White 7's, \$17,000
- Didier's Grocery**, David City, Naughty or Nice Crossword, \$35,000
- Convenient Food Mart #1728**, Bellevue, Bonus Crossword, \$35,000
- Casey's General Store #2707**, Grand Island, Powerball, \$10,000
- Super Store**, Bellevue, Nebraska Pick 5, \$58,000
- Skagway - 5 Points**, Grand Island, \$35,000 Bingo, \$1,000
- Kwik Shop #640**, Omaha, \$35,000 Bingo, \$1,000
- Baker's #321**, Omaha, Big Bingo, \$1,000
- Tobacco 4 Less**, Omaha, Deal or No Deal, \$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.

**December Crossword Answers**  
Across: 3. Holly; 5. Tuesdays; 6. Forest; 7. Nice  
Down: 1. nelottery; 2. Toyota; 4. Season

## winter winners

**\$4,000 Go Nebraska Prize for South Sioux City Man**  
Ron Love of South Sioux City won \$4,000 playing the \$1 Scratch game Go Nebraska from the Nebraska Lottery.

Love received his winning Go Nebraska ticket as a Christmas gift from his wife, Deb. She purchased the ticket at Heritage Express, 1013 S Main in Emerson. Scratching the ticket, Love revealed one "football" symbol with a corresponding prize of \$4,000. There are two \$4,000 top prizes available in Go Nebraska. Love is the first person to claim a top prize to date.

While claiming his prize, Love told Nebraska Lottery officials that he "could not believe we won \$4,000." He plans to pay bills and purchase an HDTV with his winnings. The odds of winning the \$4,000 top prize in Go Nebraska are 1 in 420,000 while the overall odds of winning any prize are 1 in 3.85.

**\$65,000 Nebraska Pick 5 Prize for Omaha Man**  
Aloysius Dobmeier of Omaha recently won \$65,000 playing Nebraska Pick 5 from the Nebraska Lottery.

For the November 29 drawing, there were two winning tickets sold for the \$130,000 jackpot. Dobmeier purchased one of these tickets at Hy-Vee Gas, 5102 Center St. in Omaha. The two-play quick pick ticket contained one play with all five winning numbers (4, 19, 22, 23, 35) from the November 29 drawing for a \$65,000 share of the jackpot. One hundred and twenty-five Nebraska Lottery players have won the Nebraska Pick 5 jackpot to date.



While claiming his prize on December 10, Dobmeier told Nebraska Lottery officials that he learned of his win after checking his ticket at the store. Dobmeier stated that he reacted with "joy" after realizing he had won the \$65,000 prize. He plans to save his winnings and share it with his family.

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

## 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:

- Megan Kenny, Smoker Friendly, Grand Island Time Saver #18, Gothenburg**
- Myrtle Skolil, Pump & Pantry, North Loup**
- Shelby Food Mart, Shelby**
- Dan Dirkschneider, Snyder Mini Mart, Snyder**
- Cindy Seger, Casey's #1744, Beatrice**
- Marcella Gothier, Casey's #1173, Hartington**
- Jan Thompson, Weaver's Liquor, Norfolk**
- Marlene Kendall, Casey's #1576, Hebron**
- Lois Shea, Peterson's Supermarket, Gothenburg**

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 winners' 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.



## nebraska lottery 15th anniversary

Throughout 2008, the Nebraska Lottery is celebrating 15 Years of Fun! All year we'll be providing players across the state with fun new games, activities and promotions.

### 15th Anniversary MVP Club Promotion

Members of the online MVP Club at nelottery.com receive special information on new games, contests and promotions, and have access to updates on research and surveys. On the 15th day of each month of our 15th Anniversary year, the Nebraska Lottery will randomly select 15 MVP Club members to win Lottery prize packs. There is no purchase necessary and no entry forms to mail in. This is our way of saying thanks for being a part of the MVP Club!

### 15 Years of Fun Promotions

During our 15th Anniversary year, the Nebraska Lottery will hold three statewide second chance promotions for Scratch and Lotto games. Players have the opportunity to win \$5,000 in each promotion. The first 15 Years of Fun promotion begins on February 1. To enter, players submit a single, non-winning \$5 Nebraska Pick 5 ticket via mail or online at nelottery.com by April 30, 2008. One winner will be selected on May 2, 2008 to win \$5,000 cash.

Two additional 15 Years of Fun promotions for Powerball and Scratch games will launch in June and October 2008.

For more information on the Nebraska Lottery 15th Anniversary, visit the Nebraska Lottery web site, nelottery.com.



**New 2by2 Features Starting 2/22/08**

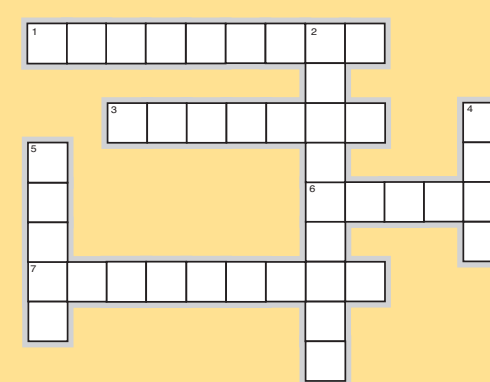
- Play 7 Days and Double Tuesday Prizes
- \$22,000 Grand Prize
- Drawings held seven days a week.

We've built upon the great aspects of the 2by2 game and added some exciting features. Starting February 22, 2by2 players now have the chance to double their Tuesday prizes when buying a seven-day multi-draw ticket. In addition, the grand prize has increased to \$22,000 and players can now play 2by2 seven days a week.

The 2by2 Tuesday feature is free to players as long as they purchase a multi-draw ticket in increments of seven. Multi-draw 2by2 tickets purchased before February 22 for drawings beyond February 22 will not be eligible for 2by2 Tuesdays. Additionally, as of February 22, 2008, the Lotto Game Sampler Playslip will no longer be valid. Please discard any Lotto Game Sampler playslips that you may have in stock.

If you have questions about the new 2by2 features, contact your LSR.

## loyal readers contest



**Across**

- 2008 marks the \_\_\_\_\_ anniversary of the Nebraska Lottery.
- During the month of February, the Nebraska Pick 5 jackpot amount will be \_\_\_\_\_ each time it is won.
- Beginning on February 22, Nebraska 2by2 drawings will be held \_\_\_\_\_ days a week.
- \$3 Scratch ticket, Nebraska \_\_\_\_\_.

**Down**

- New \$5 Scratch ticket, Sea \_\_\_\_\_.
- Traditional song often sung at New Year's, Auld \_\_\_\_\_ Syne.
- Duck racing event held in January, the Avoca \_\_\_\_\_ Off.

### 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 (February 22) deadline. Those entries that correctly answer the following crossword puzzle will win. The prize will be \$10 in Scratch ticket coupons for every employee who sells Lottery tickets at the winners' 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 98905, Lincoln, NE 68509.**  
*Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.*