

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**
Website **nelottery.com**

scratch tickets and osr
877-651-6296
lottery retailer hotline
800-560-2919
problem gambling help line 800-522-4700

ticket talk

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

Lottery Director
Brian Rockey
Editors
Neil Watson
Danielle Beebe
Tate Schneider
Designer
Tom Bash

Follow Us!



P.O. Box 98901
Lincoln, NE 68509-8901
16-30-00

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

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



What's Inside

- Deck The Halls
- Truck\$ & Buck\$
- Perks Of The Job
- Market Research Findings

Jill Markham and Linda McKenzie crafted this holiday Scratch ticket scene at No Frills in Plattsmouth.

Fall Bonuses

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

Petromart, West Point, 50X The Cash, \$1,000
U-Stop #13, Ashland, Frogger, \$40,000
Vince's Corner, Kimball, Ghostbusters, \$15,000
Roc's Stop & Shop, Lincoln, Lavish Luck Multiplier, \$10,000
Casey's General Store #2370, Norfolk, Lavish Luck Multiplier, \$1,000
Super Saver #27, Lincoln, Lavish Luck Multiplier, \$1,000
Quik Trip #580, Omaha, Let It Snow Crossword, \$3,333
Hy-Vee Gas, Fremont, Precious Metals Super Ticket, \$10,000
Pump & Pantry #15, Grand Island, Quick 7s, \$7,000
Midtowne Mart, Hastings, The Glitter Is Gold, \$1,000
Super C #2, Lincoln, Winter White Ice, \$20,000
Shell Food Mart, Lincoln, Winter White Ice, \$20,000
Casey's General Store #1737, Fremont, Frogger, \$1,000
First Stop, Atkinson, MyDaY, \$1,095
Hy-Vee Food Store #1221, Grand Island, Pick 5, \$90,000
J&J Pit Stop, Alliance, The Glitter Is Gold, \$1,000
Pump & Pantry #39, North Platte, Frogger, \$1,000
Cenex, Ogallala, Winter White Ice, \$1,000
Anderson Food Shop, Omaha, Mega Millions, \$5,000
Pitstop, Omaha, Frogger, \$1,000
Big Red Liquor, North Platte, Let It Snow Crossword, \$3,333
U-Stop #17, Hickman, Let It Snow Crossword, \$3,333
Sinclair Super Shop, Scottsbluff, Mystery Doubler Crossword, \$1,000
Bucky's #58, Omaha, Mystery Doubler Crossword, \$1,000
Super C #1, Lincoln, OGNIB, \$2,000
Good2Go Travel Center, York, Winter White Ice, \$20,000
Bucky's Express #196, Omaha, Winter White Ice, \$1,000

Pumpers, Grand Island, Let it Snow Crossword, \$3,333
Casey's General Store #2883, Grand Island, Precious Metals Superticket, \$1,000
CVS Pharmacy #473, Lincoln, Let It Snow Crossword, \$3,333
Casey's General Store #2732, Grand Island, Mystery Doubler Crossword, \$1,000
Casey's General Store #1965, Columbus, Precious Metals Super Ticket, \$1,000
Russ's Market #21, Lincoln, Frogger, \$1,000
Kwik Stop #15, Kearney, Let It Snow Crossword, \$3,333
Cheema's Gas & Liquor, Chadron, Mystery Doubler Crossword, \$1,000
Ampride GI, Grand Island, Precious Metals Superticket, \$1,000
Casey's General Store #2724, Lincoln, The Glitter Is Gold, \$1,000
Shell Food Mart, Lincoln, Winter White Ice, \$1,000
IGA Market Place, Lincoln, Extreme Green, \$1,000
Kum & Go, Omaha, Mega Millions, \$5,000
Casey's General Store #1735, Kearney, Mystery Doubler Crossword, \$1,000
Casey's General Store #2068, Lexington, Mystery Doubler Crossword, \$1,000
Merchant's C-Store, Norfolk, Winter White Ice, \$1,000
Baker's, Omaha, Winter White Ice, \$1,000
Stop 'N Shop, Milford, Winter White Ice, \$1,000
Werts G.W., Inc., St. Edward, Frogger, \$1,000
B&B Pump N Go, Syracuse, Lavish Luck Multiplier, \$1,000
Glenn's Corner Market, Auburn, Powerball, \$50,000
Casey's General Store #2163, North Platte, Powerball, \$50,000
U-Stop #8, Lincoln, Precious Metals Superticket, \$1,000
Time Saver #3, North Platte, Winter White Ice, \$20,000
Kum & Go #363, Omaha, Winter White Ice, \$1,000
Coffin's Corner, Grand Island, The Glitter Is Gold, \$1,000
Nick's Gas & Liquor, Alliance, USA, \$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.



Annual Report Review

by Brian Rockey,
Lottery Director

As 2016 comes to a close, we recount the successes we encountered this year. We set new sales records, revealed exciting games, hosted engaging promotions, and provided record transfers to our beneficiaries. These successes are a testament to the hard work and dedication of everyone associated with the Nebraska Lottery.

The year started off with the frenzy that surrounded the world's largest jackpot—January's \$1.5 billion Powerball jackpot. Sales soared in step with the jackpot, leading us to the largest beneficiary transfer in Nebraska Lottery history of \$14.5 million.

Back by player demand was the Pick 5 \$10K Roll promotion, this time appearing three times a year instead of two—in March, July, and December. Voucher promotions served as another popular promotional tool, offering lotto players a second chance to win exciting local prizes such as tickets to sporting events, cash, and lottery prizes. The Precious Metals Super Ticket launched in August and made a big splash thanks to retailer participation and hype.

The Nebraska Lottery surpassed the \$600 million mark for funds transferred to beneficiaries since the lottery began in September 1993. Each quarterly transfer impacts the lives of Nebraskans in all 93 counties through education funding, the Environmental Trust, and the Nebraska State Fair.

We look forward to continuing to serve Nebraskans by providing quality entertainment while supporting good causes with lottery proceeds.

Deck the Halls, Customer Service and Soda Coolers.

'Tis the season to find holiday-related Nebraska Lottery creativity and enthusiasm in Southeast Nebraska lottery retailers. The retailer decorating contest in LSR region 9 has clerks flexing their creative muscles and producing Pinterest-worthy wintry scenes adorned with Nebraska Lottery voided holiday Scratch tickets. Check out a few of the displays!

Does your store have a holiday decoration featuring Nebraska Lottery tickets? Send photos to lottery@nelottery.com. We'll upload them to a Flickr album and share on our Facebook page for all to see!



It's all in the details for the employees of Casey's in Springfield, who created this scene of elves opening presents around a warm fire.



A wintry gingerbread house is adorned with Scratch tickets, candy, and festive decorations. Kathy Lipsys and Angie Oligmueller of Taylor Quick Pik in Louisville helped craft the scene.



Stina Trusow and Dave Lawrence show off the handmade Santa, presents, and garland decorations featuring Scratch tickets at Casey's #2968 in Eagle.



For two weeks this lottery-ticket laced reindeer and sleigh were sprawled out in Chris Wells' living room, slowly taking shape with the couple hours she put in each night. Now you can find the scene at McKinney's Food Center in Gretna.



A giant toy soldier made of Scratch tickets greets customers as they enter Tag's One Stop in Nebraska City.

Truck\$ & Buck\$ Returns In 2017 With Big News



At the dawn of the new year, it is time once again to prepare for one of the biggest events on our calendar – Truck\$ & Buck\$. Arguably our most popular game, Truck\$ & Buck\$ has been a staple in Nebraska entertainment for years. This year, the tradition continues with a few changes.

In years past, the Nebraska Lottery has offered players the chance to win three trucks with a second-chance drawing for a fourth hosted at a Lincoln Saltdogs game in Haymarket Park. This will be the first year when the truck second-chance drawing won't be held. However, when one door is closed, another is opened. Instead of a second-chance truck giveaway the Nebraska Lottery is adding two additional trucks to win instantly in the Scratch game and watch for information from your LSR about an Ethanol fuel gift card giveaway, for non-winning Truck\$ & Buck\$ tickets.

Once again, Nebraskans will have the chance to win brand-new Ford F-150s. Be looking for Truck\$ & Buck\$ in retailers January 9.



Perks Of The Job

Being a Retailer Advisory Board member isn't so rough. Sure, there's a fair amount of learning and opinion-giving to be done, but we at the Lottery know it's all about balance. Sometimes you've just got to go play.

In early November, seven RAB members got a special, behind-the-scenes tour of the Nebraska Sports facilities, including the Husker Football strength training, practicing, and dining facilities. The guided tour provided a look into the life of a Husker athlete, including a tunnel walk onto the field at Memorial Stadium, and concluded with a meal at the training table.

When all the play was complete, it was down to business. RAB members are the eyes and ears on the ground selling product, so the product and promotion feedback provided during the gatherings is valuable to the lottery. Sometimes RAB members get a sneak peak at upcoming promotions and help guide strategy.

If you're interested in becoming an RAB member, please contact Key Accounts Manager Dennis Knowles at dennis.knowles@nebraska.gov.

MARKET RESEARCH FINDINGS



The Nebraska Lottery is a source of entertainment and revenue for the state of Nebraska. With goals set toward appealing to customers, the Nebraska Lottery implements market research that is used as a tool to enhance player experience. From these studies the Nebraska Lottery has gathered information about how the lottery is perceived by players and residents of the state.

Market research is all encompassing and looks at a number of different fields. The Tracking Study - which was conducted during the winter of 2016 - received feedback from 1,000 adults across the state. The purpose of the study was to understand attitudes towards gambling and lotteries, beneficiary awareness, and other information regarding lotteries and gambling. The findings show that 68 percent of adult Nebraskans who played a Nebraska Lottery game in the past year felt the Lottery makes a positive contribution to the state of Nebraska. However, 39 percent of adults in Nebraska are familiar with where the proceeds from the Nebraska Lottery go.

Another source of valuable information is the Continuous Customer Feedback Mechanism. This is a survey that is available to all Lotto players who use the retailer number, date, time, and bar code from their Lotto tickets as entries for a monthly chance to win \$500. Detailed information on how to enter the survey is located at the bottom of Lotto tickets.

This survey provides frequent input from Lotto players about a range of topics. The most recent findings of the study show that lottery players have given the Nebraska Lottery an average rating of 6 out of 7 for operation efficiency, the transparency of operations, and fair and honest operating practices. These areas are monitored for dissatisfaction.

While the findings of the studies were positive, there is always room for improvement and the Nebraska Lottery will continue to focus attention on player understanding of how lottery proceeds benefit the state as well as player satisfaction.

HANDY HOLIDAYS!

Nebraska Lottery Tickets Make Great Gifts, If You're At Least 19

The Nebraska Lottery suggests tickets as a gift option for those hard-to-buy-for individuals on your list, both during the holiday season and throughout the year.

Lottery Director Brian Rockey has something to add to that: "We always encourage players to play responsibly, and we ask them to give responsibly as well. Nebraska Lottery tickets are a great gift idea, but they should only be given to recipients who are at least 19 years of age."

By law, Nebraska Lottery tickets may only be purchased and redeemed by persons who are 19 years or older.

Rockey noted that each ticket, whether Scratch or Lotto, carries the minimum age (19) reminder, and the same message appears on all in-store signage as well as in broadcast and print advertising. "No matter how clever or attractive a game may be, it should always be played in moderation and only be given to individuals who are of legal age to play," said Rockey.

When you give Nebraska Lottery tickets, you're helping to build a better Nebraska. A total of \$617,529,325 in Lottery proceeds has been distributed since the Nebraska Lottery began operation on September 11, 1993.



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 2017 off right.

- Remember to confirm your ticket shipments when they arrive and activate packs before selling tickets. See the delivery confirmation slip and the Altura Quick Reference Card for more information. The Lottery suggests keeping one packing slip at store level and sending one to corporate (if applicable).
- 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 do not press the "Pay" key. If the "Pay" key was accidentally pressed, 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.
- Do not accept photocopies or reproductions of tickets for validation. This does not apply to eCoupons that MVP Club members print at home.
- Lotto tickets can no longer be called in to be tagged for credit. Try to sell any mistake tickets to another player before draw break. If you experience a print failure or paper jam, follow the on-screen instructions, then hold the affected ticket for your LSR.
- 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. Also, the last 50 transactions can be accessed there. If further assistance is needed, please call the Hotline at 800-560-2919.
- Activated, settled and returned Scratch reports, which are detail of the Weekly Settlement Report Scratch activity, are available by pressing Scratch Functions>Inventory Reports>Current Week or Previous 12 Weeks.
- A pack will settle at one of these two scenarios, whichever comes first: 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.
- Tickets can be validated manually by touching Manual Validations, then touching Scratch Validation or Lotto Validation. For Scratch tickets, enter the 14-digit game, pack, and ticket number from the back of the ticket AND the 14-digit VIRN number under the latex on the front of the ticket. For a Lotto ticket, enter the 19-digit ticket number.
- If you are unable to validate a Scratch ticket by scanning the barcode or by manual entry, 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.

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/November edition of the contest:

Corey Pourier,
Big Bat's, Chadron

Brenda Doernemann,
BP Short Stop, Fremont

Patty Sale,
Geneva Super Foods, Geneva

Georgia Rasmussen,
Lloyd's Drug Mart, Norfolk

Tina Redwine,
Fast Phil Plaza, Kearney

Debbie Ross,
Sonny's Super Foods, Sidney

Expressway #2, Fremont

Stephanie Haussler,
Ken & Al's Service, Lawrence

Breitbarth One Stop,
Pender

Heather Riblett,
U-Stop - 3280 Superior, Lincoln

The above winners answered the questions to last month's 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 randomly each issue.



**One
Top Prize
Left!**

Lottery Highlights



Check 'em out coming your way soon!

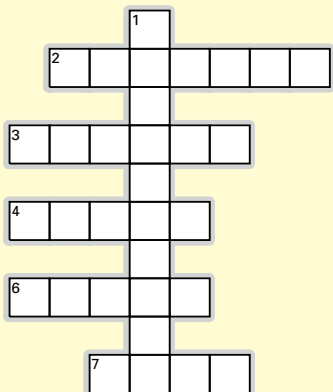
7's On Fire (\$5)
 Game Number: 932
 Top Prize: \$50,000
 Overall odds: 1:3.52
 Free ticket: No

Caesars (\$5)
 Game Number: 918
 Top Prize: \$50,000
 Overall odds: 1:3.57
 Free ticket: No

\$500 Frenzy (\$5)
 Game Number: 884
 Top Prize: \$500
 Overall odds: 1:3.99
 Free ticket: No

Truck\$ & Buck\$ (\$2)
 Game Number: 934
 Top Prize: Truck
 Overall odds: 1:3.14
 Free ticket: No

Loyal Readers Contest



Across

- The song "Frosty the _____" was first recorded by Gene Autry and the Cass County Boys in 1950.
- In the College Football Playoff, the two semifinal games rotate among six major bowl games: Rose, Sugar, _____, Cotton, Fiesta, and Peach.
- These supernatural beings have magical powers and can be found on the new \$2 holiday Scratch game, Twelve _____.
- Nebraska Lottery Scratch and Lotto tickets make great _____.
- Nebraska Lottery Lotto tickets expire 180 _____ after the drawing.

Down

- A plant used for holiday decorating, the _____ is mistakenly thought of as highly toxic to humans despite scientific evidence to the contrary.
- In the United States, the official definition of a _____ Christmas is that there is a snow depth of at least 1 inch at 7:00 a.m. local time on Christmas morning.

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 (January 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.