

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

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Spring Bonuses

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

Hy-Vee Food Store #7, Omaha, 2by2, \$22,000
 Pump & Pantry #25, Albion, Lavish Luck Multiplier, \$1,000
 Kwik Stop #5, North Platte, Lavish Luck Multiplier, \$1,000
 Kwik Stop #8, Ogallala, Lavish Luck Multiplier, \$10,000
 Lou's Thrifty Way Market, Norfolk, Lavish Luck Multiplier, \$1,000
 Casey's General Store #1954, McCook, Scratch 'N Match Bingo Royale, \$5,000
 Bucky's Express #60, Omaha, \$2,000,000 Explosion, \$1,000
 Baker's #321, Omaha, Mega Millions, \$25,000
 Blondo Convenient Food Mart, Omaha, Wild Cherry Crossword, \$1,000
 Pony Express, Gering, Lavish Luck Multiplier, \$10,000
 Hamilton Food Mart, Omaha, Lavish Luck Multiplier, \$1,000
 Russ's Market #14, Lincoln, Play is Good, \$6,000
 Casey's General Store #2606, Wood River, Find the 9s, \$2,000
 Casey's General Store #3298, Kearney, Mystery Doubler Crossword, \$1,000
 Frazey Fuels, Pender, Powerball, \$250,000
 Anderson Food Shop #140, Omaha, \$2,000,000 Explosion, \$1,000
 Casey's General Store #1934, Lincoln, \$2,000,000 Explosion, \$1,000
 Coffin's Corner, Grand Island, Mystery Doubler Crossword, \$1,000
 Bucky's #38, Omaha, Nebraska Pick 5, \$106,000
 Bakers #302, Omaha, Truck\$ & Buck\$, Truck
 Hy-Vee Food Store #06 (1535), Omaha, Emoji Roundup, \$30,000
 U-Stop #26, Lincoln, Mega Millions, \$1,000,000
 Pac N Save, Seward, Mystery Doubler Crossword, \$1,000
 Bellwood Ampride, Bellwood, \$2,000,000 Explosion, \$1,000
 Bakers #315, Omaha, Extreme Green, \$1,000
 Kwik Stop #08, Ogallala, Lavish Luck Multiplier, \$1,000
 Park Avenue Grocery, Omaha, OGNIB, \$50,000
 Kwik Shop #681, Lincoln, Triple Tripler, \$1,000
 Blvd Express, Columbus, 10X Bingo Multiplier, \$35,000
 Mom's Corner, Beatrice, Johnny Rodgers, \$1,000
 Casey's General Store #1744, Beatrice, Mystery Doubler Crossword, \$1,000
 U-Stop #27, Lincoln, Mystery Doubler Crossword, \$1,000
 Bucky's Express #70, Omaha, Mystery Doubler Crossword, \$1,000

Taylor Quik-Pik #01, Blair, Mega Millions, \$2,500
 Casey's General Store #1181, West Point, MyDaY, \$5,000
 Kum & Go #370, Gretna, Extreme Green, \$1,000
 Amen's Liquor, Lincoln, Mystery Doubler Crossword, \$1,000
 Super C #5, Lincoln, Wheel of Fortune, \$1,000
 Casey's General Store #2974, Lincoln, Wheel of Fortune, \$1,000
 Hy-Vee Gas, South Sioux City, \$2,000,000 Explosion, \$1,000
 Casey's General Store #2716, Schuyler, Did I Win?, \$15,000
 BG's Corner, Sutton, MyDaY, \$5,000
 Kum & Go #371, Omaha, Mystery Doubler Crossword, \$1,000
 Lloyd's Drug Mart, Norfolk, Triple Tripler, \$50,000
 Casey's General Store #1965, Columbus, Lavish Luck Multiplier, \$1,000
 Allen's of Hastings, Hastings, Mystery Doubler Crossword, \$1,000
 Fresh Start Convenience, Alliance, Powerball, \$50,000
 Casey's General Store #2981, Lincoln, Lucky To Be Unlucky, \$1,007
 Roc's Stop & Shop, Lincoln, Mystery Doubler Crossword, \$1,000
 Family Fare #799, Papillion, Scratch 'N Match Bingo Royale, \$150,000
 Casey's General Store #1812, Blair, \$2,000,000 Explosion, \$5,000
 Pump & Pantry #9, Lincoln, \$2,000,000 Explosion, \$1,000
 Avanza Supermarket #733, Omaha, 10X Bingo Multiplier, \$35,000
 Casey's General Store #2981, Lincoln, Extreme Green, \$1,000
 Russ's Market #21, Lincoln, Lavish Luck Multiplier, \$1,000
 Quik Trip #585, Omaha, Lavish Luck Multiplier, \$1,000
 Hy-Vee Gas, Fremont, Mega Millions, \$2,000
 Main Express, Howells, Mystery Doubler Crossword, \$1,000
 Hy-Vee Gas #1323, Kearney, Mystery Doubler Crossword, \$1,000
 Casey's General Store #2717, Kearney, Triple Tripler, \$1,000
 Kwik Shop #670, Bellevue, Wheel of Fortune, \$1,000
 Bucky's Express #12, Omaha, 2by2, \$22,000
 Bag 'N Save #785, Omaha, 2by2, \$22,000
 Quik Trip #579, Omaha, Powerball, \$50,000

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.

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Games of Summer



What's Inside

- Games of Summer
- New Lottery Director
- Truck\$ & Buck\$ Giveaway
- Updated Mobile App

JUNE/JULY 2016



Jill's Final Column

by Jill Marshall,
Acting
Lottery Director

As my time as Acting Lottery Director comes to a close, I'd like to congratulate Brian Rockey on his appointment to Lottery and Charitable Gaming Director, as well as thank the dedicated staff at the Nebraska Lottery for their outstanding work during this time of transition. Brian has more than 20 years of Lottery experience and we are looking forward to his leadership.

The temperatures this summer cranked up quickly, and we're hoping your customers are reaching for Scratch and Lotto games as frequently as they reach for refreshing beverages. Our Summer Scratch game line-up includes the Wheel of Fortune ticket and second-chance contest, the bright summer multiplier series at varying price points, and a sparkling and patriotic USA ticket. We've already seen notable Mega Millions and Powerball jackpots mid-June that we hope have players chattering.

Last Shot! contest comes to close



Players entering non-winning Last Shot! status tickets before June 30, 2016, saw their last shot at the promotion.

The deadline to enter non-winning Last Shot! tickets was June 30. The contest will not be renewed. A winner will be chosen July 1 and announced upon ticket verification.

A Last Shot! game is a Scratch game that has only one top prize left and is in limited supply. As of April 17, the only Last Shot! status game was \$2 Hot Sriracha.

The contest began April 1, 2013, and created nearly 40 winners of one pack of tickets (\$300 value) of their choice.

Stay tuned for more promotions and special offers to MVP Club members.

Games of Summer

Summer is heating up with new Scratch games Wheel of Fortune, 10X, 20X, and 50X the Cash!

Based on the popular television show of the same name, the \$10 Wheel of Fortune game features three top prizes of \$100,000 and a total of \$2.3 million in prizes to win. And if you don't win on your Wheel of Fortune tickets, you can submit them online at nelottery.com for a chance to win a VIP Trip to Los Angeles and other prizes.

Three drawings will be held in June, July, and August to select a total of nine semifinalists who will participate in the Grand Prize drawing on August 28 at the Nebraska State Fair. Two winners will receive VIP Trip prizes to Los Angeles with a chance to play a lottery-players only, non-broadcast version of Wheel of Fortune with Pat and Vanna and a cash prize. The remaining contestants will receive a cash prize between \$1,000 and \$7,000.

Summer time is cashtime with a new family of Scratch games: 10X, 20X, and 50X the Cash. The \$1 10X the Cash game features a top prize of \$10,000. At \$2, the 20X the Cash game features three \$20,000 top prizes. And at \$5 the 50X the Cash game gives players the chance to win up to \$50,000 instantly. All three games are on sale now at Nebraska Lottery retailers.



Rockey Appointed Director of Lottery and Charitable Gaming Division

Tax Commissioner Tony Fulton announced that Brian Rockey, former manager in the Nebraska Department of Revenue Lottery and Charitable Gaming Division, is being appointed Director as of July 5, 2016.

Rockey, 55, has a Bachelor of Arts degree from Creighton University, a Master of Arts from the University of Nebraska-Lincoln, and a Master of Public Administration from the University of Nebraska-Omaha. Rockey previously served the Lottery Division in various capacities, including Marketing Manager, from startup in 1993 through 2011. He then worked for International Game Technology (IGT, formerly known as GTECH), the primary contractor for the Nebraska Lottery. He now returns to the Lottery and Charitable Gaming Division as its Director.

"It is an honor and a privilege to serve Nebraskans again in this new capacity," said Rockey. "I want to thank Tax Commissioner Fulton for the trust he has placed in me. I'll have the opportunity to work with many of the same wonderful people I worked with before, and I look forward to taking the Nebraska Lottery and Charitable Gaming Division into the future."

Tax Commissioner Fulton would like to thank Jill Marshall, Acting Lottery Director, and Aaron Hendry, Acting Charitable Gaming Director, for their service since 2014. "I have appreciated all of their efforts. They have been critical to the continued success of this Division," said Fulton.

The Nebraska Lottery and Charitable Gaming Divisions of the Department of Revenue were merged under a single administrator in July 2007. The creation of the Lottery and Charitable Gaming Division resulted in greater organizational efficiencies and enhanced service delivery.

Truck\$ & Buck\$ Giveaway SECOND CHANCE TO FETCH A FORD F-150



In front of a large crowd, 10 semifinalists in the Truck\$ & Buck\$ Second-Chance Giveaway gathered on June 1 at Haymarket Park in Lincoln to find out who would drive away with a 2016 Ford F-150 Flex Fuel truck.

After a series of elimination rounds, two finalists remained in the giveaway drawing. Stacy Cobb of Grand Island and Pamela Rowe of Omaha took turns selecting velvet pouches containing a key fob. Only one of the six fobs belonged to the Ford F-150. After four unsuccessful attempts, Rowe took another turn and selected a non-working fob, leaving Cobb to make the final attempt. With a cheer from the crowd the truck's horn sounded, confirming that he was the Grand Prize winner.

The remaining semifinalists won the following cash prizes:

- Gregory Dager of Lincoln - \$500
- Kathie Jo Hoes of Grand Island - \$500
- Tina Degenstein of Omaha - \$500
- Amy Franzen of Central City - \$500
- Verdel Boettcher of Omaha - \$1,000
- Anita Graber of Valley - \$1,000
- Lamberto Campuzano of Columbus - \$1,000
- Carol Cunningham of Barneston - \$2,000
- Pamela Rowe of Omaha - \$3,000



Store Modifications

With summer starting, many retailers may be planning some remodeling projects. If you are planning some changes to your store that might affect your terminal setup, please be sure to notify the Nebraska Lottery of your plans.

Many retailers use satellite communications for the Altura lottery terminal. Modifications, such as roof work, that will require the satellite dish to be relocated will involve some downtime. To shorten or avoid this downtime, please contact the Lottery Terminal Hotline (800-560-2919) at least one week in advance to ensure that Field Service Technicians will be available to temporarily remove or relocate equipment.

Check out our app!



Jackpot notifications, interactive Scratch new to mobile app

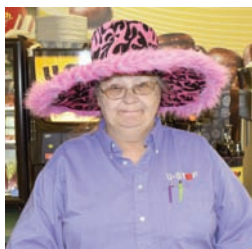
Lotto players eager to know the latest jackpot information now have the option to receive timely notifications from the Nebraska Lottery mobile application, among other new features.

Users downloading or updating the app can now enjoy a new look, a chance to "scratch" and try out new Scratch games at varying price points, discover the latest beneficiary information, and receive jackpot notifications.

The jackpot notifications can be toggled on or off for three lotto games, Powerball, Mega Millions and Nebraska Pick 5. Players are notified the day of and the day following the drawing. This feature allows players to know first thing in the morning if anyone hit the big one in the previous drawing. Notifications are delivered at 7:30 a.m. on weekdays or 10 a.m. on Saturday. No notifications are sent on Sunday.

The interactive Scratch game feature currently allows players to sample tickets such as the Summer multiplier series, Wheel of Fortune, various crossword games, the \$20 Lavish Luck, and more. Tapping the "Try It Out" button, players can then view the entire ticket and scratch the play area with a finger swipe. Various new games will be added to this feature as they are released.

Our Winning Retailers



Building Relationships One Hat at a Time

Many retailers work with the Nebraska Lottery and we value the relationships they build with our players. An employee at one Lincoln retailer has built a reputation due to her unique approach to customer service. Those who walk in to U-Stop at 27th and E street are welcomed by a smiling face beaming from underneath a goofy hat. The smiling face belongs to Ladonna Etherton and the hat is part of her collection of more than 200 she wears to work every day.

Etherton's hats have become a staple at the 27th and E U-Stop. People who know her often come in just to see what she's wearing while others just smile at the sight of her hats.

According to manager Bobbie Stephenson, customers have grown accustomed to seeing the headwear.

"They come in the door and if she's not there with a hat, it screws up their entire day," she said. "The ones that walk in with a frown on their face, they usually walk out with a smile. You can't take her anywhere because everybody knows The Hat Lady."

Recently, Etherton and her daughter attended a junior high school football game in Nebraska City where her reputation preceded her. The referees recognized her immediately, even without the hats.

Etherton's reign as The Hat Lady began when employees at U-Stop helped raise awareness for the Muscular Dystrophy Association several years ago. She wore a different hat each day of the month-long campaign. Customers who had grown accustomed to the spectacle of a new hat every day were disappointed by the abrupt change when it was over.

Hearing the concerns of customers, Etherton put the hats back on. Her collection continues to grow as a result and ranges from simple to elaborate. One of her favorites is a hat she calls her pimp hat. It's a purple wide-brimmed number with feathers strewn across the brim. A customer favorite resembles a chimney with Santa's legs dangling from the top. At the push of a button, the legs begin to move back and forth as Santa pleads for help.

The Christmas season, Etherton admits, is when the most variety comes out of her collection. She can wear a new hat every day without wearing the same hat twice.

"The little kids love it," she said. "I'll have hats that have buttons and I'll let them push the buttons."

Aside from being her signature, Etherton builds relationships with customers because of her attire.

"It makes people want to come back here," she said. "You have fun doing it and it makes your own day better. I think some of our customers the only time they smile is when they come in here."

Many of her regular customers are Nebraska Lottery players, who often sit and talk while they play Scratch tickets. Etherton is currently working up plans to make a hat made from Nebraska Lottery Scratch tickets.

"You make a lot of friends over silly little things," she said. "And I've got a lot of silly little things."

Lottery: A key factor in creating in-store traffic

According to a recent National Association of Convenience Stores survey, 95% of lottery customers buy at least one additional item.

The same survey also shows those Lottery players spend on average approximately 65% more on in-store purchases than non-Lottery players. The overall "market basket" spend by lottery customers in convenience stores is \$10.35, where non-lottery customers spend only \$6.29.

Lottery is a product that does not require a high percentage of store square footage, it does not need to be heated or cooled and does not need to be rotated. If a game closes, the Lottery buys back any remaining product.

Additionally, Lottery commissions have remained stable. Over the past five years, net margins on fuels have averaged 6.2%. After expenses, retailers make around a nickel per gallon profit selling fuel—comparable with Lottery products.

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 March/April edition of the contest:

Stephanie Haussler,
Ken & Al's Service, Lawrence

Nicole Proski,
Mills Squeegee Office, Lincoln

Ranee Critchfield,
Henderson's IGA, Valentine

Amber Sens,
Supermercado Vinton, Omaha

Cal Fritz,
Fritz's Market, Hildreth

Carla Roberts,
Sonny's Super Foods, Cozad

Marti Sloane,
Ampride, Superior

Delcie Lukaszewicz,
Bootlegger Liquor, St. Paul

Chris Griffith,
The Liquor Store, Pierce

Roc's 4 Men Crew,
Roc's Stop & Shop, 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.



Fiscal Facts: From February 2016 issue of Public Gaming Research Institute

In 2015, more than \$70 billion was spent on Lottery tickets in the US.

Comparisons:

- \$17.1 billion was spent on sporting events.
- \$14.1 billion was spent on video games.
- \$10.7 billion was spent at the movies.
- \$6.8 billion was spent on music.

Lottery Highlights



Check 'em out coming your way soon!

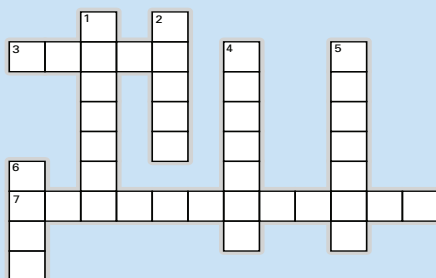
Super Ticket (\$10)
 Game Number: 906
 Top Prize: \$100,000
 Overall odds: 1:3.59
 Free ticket: Yes

The Glitter Is Gold (\$10)
 Game Number: 897
 Top Prize: \$100,000
 Overall odds: 1:3.34
 Free ticket: Yes

Frogger (\$5)
 Game Number: 882
 Top Prize: \$40,000
 Overall odds: 1:3.43
 Free ticket: No

Royal Blue (\$1)
 Game Number: 894
 Top Prize: \$5,000
 Overall odds: 1:3.54
 Free ticket: No

Loyal Readers Contest



Across

3. "OGNIB" is _____ spelled backwards, and also the name of a \$5 Scratch game.
7. Observed on July 4, _____ Day celebrates the day in 1776 when the Declaration of Independence was adopted.

Down

1. The Nebraska Lottery mobile app is available for both iOS and _____ devices.
2. Held in Omaha since 1950, the College _____ Series determines the NCAA Division I college baseball champion.
4. The television game show Wheel of _____ premiered on the NBC network January 6, 1975.
5. A tile game that originated in China, and also a new \$5 Scratch ticket.
6. Aliens Zendar and Marlex promote the Nebraska _____ 5 game in lottery advertising.

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 (July 22). 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.