

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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Acting Lottery Director
Jill Marshall
Editors
Neil Watson
Danielle Beebe
Jacob Zlomke
Designer
Tom Bash

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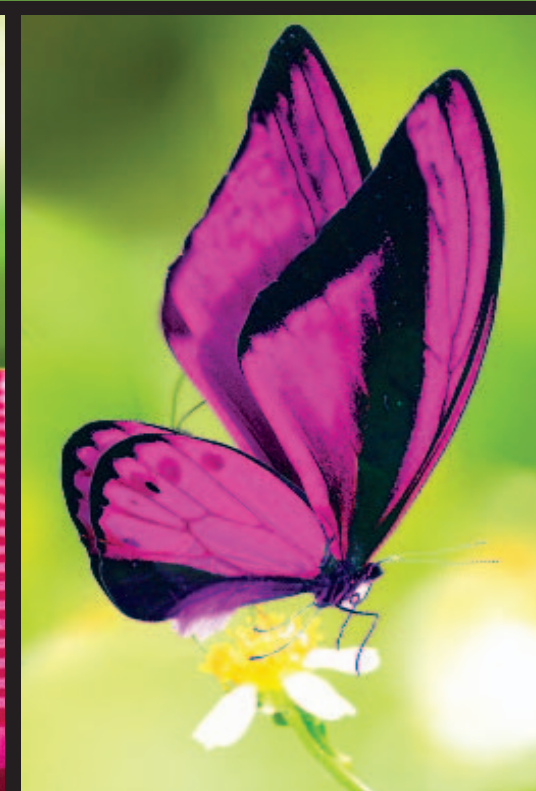


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NEBRASKA

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



Spring Year Bonuses

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

Ampride, Clay Center, 10X the Money, \$1,000
Git 'N Split #54, Sidney, 20X, \$1,000
Wilkinson Conoco, Sidney, 20X, \$1,000
Nick's Shell, Beatrice, Cash Club, \$1,000
Taylor Quik-Pik, Blair, Cash Club, \$1,000
Pump & Pantry #1, Grand Island, Cash Crossword Doubler, \$1,000
Cornhusker Bottle Shop, Lincoln, Cash Crossword Doubler, \$1,000
Ozzie's General Store, Sutherland, Couch Cushion Cash, \$1,000
No Frills Supermarket, Bellevue, MyDaY, \$5,000
Pumpers, Grand Island, Ruby Red Line Bingo, \$1,000
Kum & Go #388, Columbus, 925, \$1,000
Smoker Friendly #13, Sidney, Multiplier Mania, \$1,000
Super C #1, Lincoln, Silver 7s, \$45,000
KB's Mini Mart, Lyons, Cash Crossword Doubler, \$1,000
Pump & Pantry #36, Rushville, Loops of Loot, \$1,000
Mac's Short Stop, Lexington, Monopoly, \$1,000
Speedee Mart 2751, Wymore, Quick 7s, \$7,000
Bucky's Express #42, Omaha, 20X, \$1,000
75 Mart, Plattsmouth, 2by2, \$22,000
Hy-Vee Food Store #10, Omaha, Cash Crossword Doubler, \$100,000
Casey's General Store #1914, North Platte, MyDaY, \$5,000
Pump & Pantry #40, Kearney, Silver 7s, \$45,000
Pump & Pantry #6, Grand Island, 20X, \$1,000
Foote Convenience Plaza, Kearney, Cash Club, \$1,000
Casey's General Store #2735, Syracuse, Multiplier Mania, \$1,000
Hy-Vee Gas #1221, Grand Island, Turquoise Treasures, \$1,000
Good 2 Go #3, Hebron, 10X the Money, \$1,000
Russ's Market #21, Lincoln, 10X the Money, \$1,000
Casey's General Store #2720, Lincoln, 20X, \$1,000
Casey's General Store #2980, Lincoln, 20X, \$1,000
Kum & Go #378, Omaha, 20X, \$10,000
Kum & Go #372, Omaha, Quick 7s, \$7,000
Quick Trip #599, Omaha, Mega Millions, \$5,000
Cubby's, Fremont, 10X the Money, \$1,000
Steubes Thriftway, Plattsmouth, MyDaY, \$5,000
Russ's Market #1, Lincoln, MyDaY, \$5,000
No Frills Supermarket #805, Omaha, Ruby Red Line Bingo, \$1,000
Olson Enterprises, Red Cloud, 20X, \$1,000
Pump & Pantry #1, Grand Island, Cash Crossword Doubler, \$1,000
Baker's #311, Omaha, Nebraska Pick 5, \$86,000
Keith's BP #1, Omaha, Bunco!, \$15,000
Gas N Snaks, Seward, Cash Crossword Doubler, \$1,000
Ray's Apple Market, Fairbury, Cash Crossword Doubler, \$1,000
Tobacco & Phones 4 Less, Omaha, Mega Millions, \$2,500
Super C #5, Lincoln, 2by2, \$22,000
Casey's General Store #2966, Bellevue, Multiplier Mania, \$50,000
Hy-Vee Gas #8, Omaha, Pick 5, \$62,000
B&B Pump N Go, Syracuse, Sizzling Summer 7s, \$1,000
Sinclair Daylight, Wayne, 10X the Money, \$1,000
Git 'N Split #77, Alliance, Blackout Bingo, \$3,777
Casey's General Store #2716, Schuyler, Cash Crossword Doubler, \$1,000
Taylor Quik-Pik #01, Blair, 20X, \$1,000
Kum & Go #373, Bellevue, 20X, \$1,000
Hy-Vee Food Store #8, Omaha, Cash Crossword Doubler, \$1,000
Casey's General Store #1954, McCook, Scratch n Match Bingo Royale, \$1,000
Casey's General Store #2724, Lincoln, Super Triple 7s, \$7,777
Kwik Shop #673, Omaha, Powerball, \$10,000
Apple Market, Kearney, 10X the Money, \$10,000
Bellevue Sinclair, Bellevue, Money in the Bank, \$15,000
Cheema's Gas & Liquor, Chadron, Multiplier Mania, \$50,000
J&J Pit Stop, Alliance, 20X, \$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.

It's the
SUMMER OF

7s

What's Inside

- Summer 7s Giveaway
- Retailer Rallies
- Powerball Phase-Out
- Nebraska Lottery Blitz

JULY/AUGUST 2015



Summer Fun

by Jill Marshall,
Acting Lottery Director

With summer in full swing, I'm sure your stores are bustling with patrons enjoying the warm weather. We appreciate all you do to support the Nebraska Lottery's products and promotions. We're looking forward to thanking you in person at our upcoming retailer rallies in mid-September. Lottery officials will visit 13 towns across the state between September 15 and October 1. The rallies will focus on the upcoming changes to Powerball, as well as provide an opportunity to offer retailer insight and suggestions.

This year our summer second-chance contest featured added prizes for Early Bird entries. Players who entered the contest between May 18 and June 23 were eligible to win an additional prize of \$177, \$277, or \$577 in cash depending on the price of the Summer 7s ticket entered. The weekly Early Bird drawings created 12 more winners and helped the Summer 7s Scratch tickets to fly off the shelves. Players can still enter online to be a semifinalist in the Summer 7s Giveaway through August 11.

On the completion of 2015's second quarter, we transferred \$9.5 million to our beneficiaries. The transfer brought our total beneficiary funds raised to more than \$564 million since the lottery started in 1993. You can learn more about how lottery funds are creating a better Nebraska on our website at www.nelottery.com/halfbillion.

It's the SUMMER OF 7s

It's the Summer of 7s! With Sizzling Summer 7s Scratch games and the Summer 7s Giveaway, the Nebraska Lottery is giving away thousands of dollars during the summer months.

Over 21,000 tickets were entered in the three Summer 7s Giveaway Early Bird drawings in May and June. There was a total of 12 winners selected for cash prizes of \$177, \$277, or \$577.

\$177 winners:

- Rick Chrastil of Lincoln
- Linda Soukup of Lincoln
- Abby Lobato of Kearney
- Symantha Casteel of Grand Island

\$277 winners:

- Brian Cram of Norfolk
- Bruce Benedetto of Lincoln
- Jean Williams of Papillion
- Sonya McClary of Wisner

\$577 winners:

- Symantha Casteel of Grand Island
- Pam Baker of Lincoln
- Michael Scanlan of Lincoln
- Eldon Strine of Omaha

Players still have a chance to win a share of \$100,000 in the Summer 7s Giveaway Grand Prize Drawing Event on Sunday, August 30, 2015, at the Nebraska State Fair in Grand Island. Enter your non-winning \$5, \$2, or \$1 Sizzling Summer 7s tickets online at nelottery.com by August 11 for a chance to win. The number of entries received will be based on the price of the game entered.

- \$1 Scorching Sapphires (game number 851) = 1 Entry;
- \$2 Red Hot Rubies (game number 852) = 2 Entries; and
- \$5 Fiery Diamonds (game number 853) = 5 Entries.

For more information about the Summer 7s Giveaway, visit nelottery.com.



Retailer Rallies Offer Training and Fun

Exciting things are happening at the Nebraska Lottery and there are many things to share. The Nebraska Lottery has planned a series of meetings for retailers across the state. These rallies will give our retail partners valuable information about the Nebraska Lottery in a relaxed and fun atmosphere. There will also be a chance to win great gifts and prizes! Each rally will last for 90 minutes.

Tuesday, September 15
Scottsbluff: 9:00 a.m. – 10:30 a.m.

Wednesday, September 16
North Platte: 9:00 – 10:30 a.m.
North Platte: 3:00 – 4:30 p.m.

Thursday, September 17
Kearney: 9:00 a.m. – 10:30 a.m.
Hastings: 3:00 p.m. – 4:30 p.m.

Tuesday, September 22
Grand Island: 3:00 p.m. – 4:30 p.m.

Wednesday, September 23
O'Neill: 9:00 a.m. – 10:30 a.m.
Norfolk: 3:00 p.m. – 4:30 p.m.

Thursday, September 24
Columbus: 9:00 a.m. – 10:30 a.m.
Fremont: 3:00 p.m. – 4:30 p.m.

Tuesday, September 29
Lincoln: 9:00 a.m. – 10:30 a.m.
Lincoln: 3:00 p.m. – 4:30 p.m.

Wednesday, September 30
Beatrice: 9:00 a.m. – 10:30 a.m.
York: 3:00 p.m. – 4:30 p.m.

Thursday, October 1
Omaha: 9:00 a.m. – 10:30 a.m.

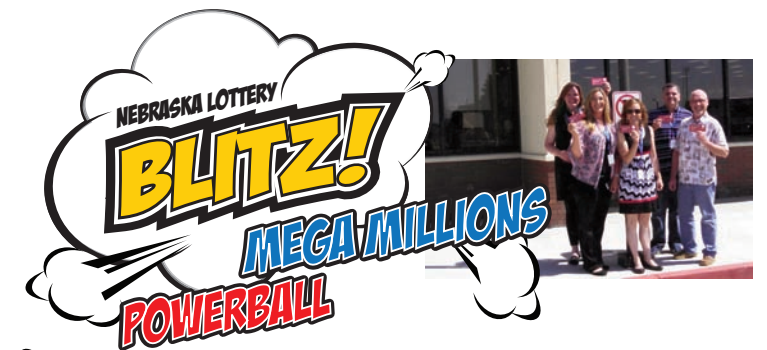
It takes many different people working together to make any team successful, and everyone who contributes to your store's success should attend a Nebraska Lottery Retailer Rally this year. For more information, refer to the Retailer Rally sales sheet your LSR will deliver or contact your LSR.

Powerball Multi-draw Phase-out

The world's best known jackpot lottery game, Powerball®, will be adding some exciting new features on October 7, 2015.

- Better Overall Odds – By increasing the number of white balls and decreasing the number of red balls, the overall odds of winning any prize will improve from 1 in 31.8 to 1 in 24.9.
- New \$50,000 Match 4 +1 Prize – The prize for matching 4 white ball numbers plus the Powerball number will be \$50,000, up from \$10,000.
- 10X Power Play® Multiplier – For drawings with advertised annuity jackpots of \$150 million and below, there will be a 10X Power Play multiplier available to multiply non-jackpot prizes. The Match 5 prize with Power Play will remain fixed at \$2 million.

To prepare for the upcoming changes, the Nebraska Lottery is temporarily reducing the number of drawings that can be purchased on a Powerball ticket. Starting on July 15, the maximum number of Powerball multi-draws that can be purchased on a ticket will be reduced with each successive drawing. A wobbler with information has been distributed, and retailers will be periodically notified about the phase-out via terminal message. Contact your LSR if you have any questions.



In late May and early June, teams from Nebraska Lottery visited retailers in Columbus and Scottsbluff for lottery coupon blitzes for high Mega Millions and Powerball jackpots.

These trips represent the first part of our concerted effort to visit more retailers across the state. In both towns, we were able to connect with fans and retailers alike, sharing in the anticipatory excitement bred by high jackpots.

We went to Columbus on May 29 and visited eight Lottery retailers. Throughout the day, we passed out 250 coupons for free Mega Millions plays. We distributed an additional 400 coupons to radio stations for their own promotions.

In Scottsbluff, on June 3, we spent time with eight more retailers, passing out more than 200 Powerball coupons and again leaving 400 coupons with local radio stations.

We consider both blitzes a success for the sheer number of retailers, players, and potential players with whom we connected. It's also a fun way for us to explore great communities around our state. Be on the lookout, hopefully we'll be coming to your hometown soon.



NEBRASKA® CHECK YOUR NUMBERS AT NELOTTERY.COM

Lotto Ticket Stock

As a reminder, Lotto ticket stock is assigned to specific retailers by serial-numbered rolls. Those 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 800-560-2919. Thanks!

Our Winning Retailers

Ray Anderson will tell you to visit China. **ANDERSON FOOD SHOPS**

In May, the president of Anderson Food Shops, a Nebraska Lottery retailer, spent 15 days submersed in Chinese business and local culture with a group from Creighton University as part of his Master of Business Administration program. Specifically, he visited Hong Kong, Guangzhou, and Macau, all part of the Pearl River Delta's booming megalopolis.

Through the trip, he documented his experiences on his blog, RayAndersonHongKong.com. The blog presents a clear minded and sympathetic view of Chinese culture and business practices. Through each of its posts, including photos and text, Anderson provides facts and insights surrounding the foreign culture, including its achievements and unique attributes.

Returned from China, Anderson has a list. Technically, it's a handful of ways his trip changed or grew his perspective. But it could double as a brochure for encouraging other entrepreneurs to seek out similar opportunities.

First, he says his experiences helped him see the nature of globalization.

"The evolution of international travel, technology and now the existence of a true global economy have truly made the world smaller," he says via email.

Second, it offered a distinct view into a massive global economy's systems of operation.

"Third, it made me realize China is shifting from just a market that manufactures products to also becoming a vital market for all companies to sell to. An interesting fact: 50% of the world population is within 5 hours of the Pearl River Delta region. There are over 350 million middle class residents in China alone (of 1.39 billion total residents) that are ready to purchase products. China is a market all companies need to now sell to and not just buy from."

And finally, it offered Anderson an opportunity to immerse himself in and experience Chinese culture, something he says he's respected since long before his trip.

"There is a strong ethic to study hard and to work hard. There is a very evident passive approach to confrontation. There is sincere loyalty to taking care of both parents and grandparents. In the West, many of these values are not as prevalent."

Anderson says that some of his favorite moments from the trip involved seeing that culture first hand, outside the conventional trappings of vacation/tourism.

On May 31, Anderson published a blog post titled "Behind The Scenes of The Cast: A Must See." The post essentially explores Guangzhou's back alleys, which serve as home fronts for local residents to live and shop, away from crowded, bustling streets.

"There was an informal network of individual merchants procuring food for the local residents," he writes in the post. "Produce baskets, meat tables and food preparation stations. These back paths were not designed for commerce for anyone other than the local residents. Almost a communal approach."

Anderson says that, thanks to finding such alleyways, he was able to see a slice of life for the average blue-collar citizen of Guangzhou. It's a stark contrast to many of his other blog entries, which often detail visits to impressively successful international companies.

Ultimately, Anderson's trip and his detailed blogging efforts were a success. Learn more about his time in China at RyanAndersonHongKong.com.

"To understand China requires a visit to China," Anderson begins his final blog post. "China is changing rapidly. To experience it is a wonderful opportunity."



Ryan Anderson poses with a resident of Guangzhou.

How many 7s can you find in this picture?



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 (August 21) deadline. Those entries that provide the correct number of 7s in the contest photo 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 95105, Lincoln, NE 68509.

Note: Entries not drawn previously will no longer be retained. Be sure your store is entered each month.

Lottery Highlights



Coffin's Corner

If you want to understand Coffin's Corner, you could start by meeting Earl.

Earl is a pudgy English bulldog who visits the store every day with his owner. Misty Koperski, part owner and manager of the gas station on the corner of Eddy and west 6th Streets in Grand Island, says that everyone knows Earl.



On a muggy Wednesday afternoon in June, that appears to be true. He's happily greeted by Coffin's Corner staff and customers alike. He's an agreeable dog that practically invites a scratch on the head.

But Earl is just the most readily available example of the Coffin's Corner ethos. The truth is that every person who walks through the door gets the Earl treatment – a hello so friendly, you might wonder if you've met these people before. It's less a sales strategy and more an ingrained disposition.

And that disposition has consistently made Coffin's Corner one of the highest-selling retailers in the state. Currently, the store sells more Scratch tickets than any other retailer.

Koperski says she and her employees know their customer base.

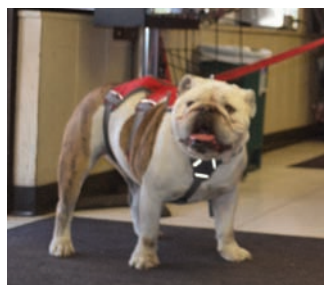
"The girls that work here, they know who plays Lottery," she says. "They'll talk to them about new games and promotions."

That, in turn, has cultivated a loyal stable of Lottery players. Koperski says one group comes in every morning at 6 a.m. and plays the same games. The relationships are almost familial, which is appropriate, given the store's background.

Koperski and the other three owners, two of whom are Koperski's sisters, took the store over from the previous owner, Larry Coffin, after having worked there for many years. She says the "little family store" atmosphere began with Coffin.

She's been at the store for 27 years now, longer than Nebraska Lottery, which came to Coffin's Corner in 1993. Since then, Lottery has found a comfortable home. Koperski credits "the little things," by which she means a tidy and highly-visible Lottery display and informed and helpful employees.

While those small details certainly add up, that emphasis probably understates the store's tradition of making friends out of customers. Just look at Earl. Technically not even a customer, he gets greeted like an old friend – same as everyone else.



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:

- Tonya Funk,**
Elgin One Stop, Elgin
- Rick Ahrens,**
Weston 92 BP, Weston
- Cornell Hiemke,**
Little USA, Kearney
- Tina Redwine,**
Fast Phil Plaza, Kearney
- Sue Anderson,**
Expressway, Fremont
- Lois Kaup,**
Southside Mini Mart, Stuart
- Emelea Shively,**
Chubb's Finer Foods, Omaha
- Stephanie Haussler,**
Ken & Al's Service, Lawrence
- Melissa Houseman,**
Casey's General Store, Wymore
- Steve Pfeifer,**
5FERS 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 issue.



Check 'em out coming your way soon!

**\$100,000
Extreme Green** (\$10)
Game Number: 841
Top Prize: \$100,000
Overall odds: 1:3.73
Free ticket: No

**Fluorescent
Fortune** (\$5)
Game Number: 759
Top Prize: \$40,000
Overall odds: 1:3.33
Free ticket: No

**10X Bingo
Multiplier** (\$3)
Game Number: 854
Top Prize: \$35,000
Overall odds: 1:3.46
Free ticket: No

Hot Sriracha (\$2)
Game Number: 867
Top Prize: \$15,000
Overall odds: 1:3.82
Free ticket: No

**Nebraska Pick 5
The Scratch
Game** (\$1)
Game Number: 844
Top Prize: \$5,000
Overall odds: 1:2.96
Free ticket: No