

ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



What's Inside

- 2014 Pick 5 Jackpot Winners
- Accounting Tips
- Advisory Board

20

Years of Truck\$ & Buck\$





New for 2015

by Jill Marshall,
Acting Lottery Director

On behalf of the Nebraska Lottery, I'd like to wish all of our retailers a happy new year. We've got some exciting things planned for 2015 that I know you'll be interested in.

Truck\$ & Buck\$ returns for a 20th year in February. You can learn more about Truck\$ & Buck\$ in this issue of Ticket Talk, but one thing that is new this year is that entries for the Truck\$ & Buck\$ contest will only be accepted online at nelottery.com. We've made this decision because the number of mailed entries has steadily declined over the years, and entering tickets online saves players the cost of postage.

Looking further into the year, Nebraska Pick 5 players will notice bigger jackpots during March, when the jackpot roll amount is increased to \$10,000. And for our retailers, we are planning another round of Retailer Rallies this summer with information, training, and fun for all.

Finally, we'll continue to generate proceeds for good causes across Nebraska. Last year we transferred over \$35 million in proceeds to the Nebraska Lottery's beneficiary funds. You can learn more about how lottery funds are creating a better Nebraska on our website at <http://nelottery.com/halfbillion>.



In 1996, the Nebraska Lottery introduced a new Scratch game: Truck\$ & Buck\$. The game soon became a customer favorite as players purchased Truck\$ & Buck\$ tickets for a chance to win a new vehicle. The first truck winner was Mike Firestone of Lincoln, who received a 1997 Ford F-150 Super Cab 4x4 in June 1996. Since then, dozens of Ford, Chevrolet, Dodge, and Toyota vehicles have been given away to lucky players each year.

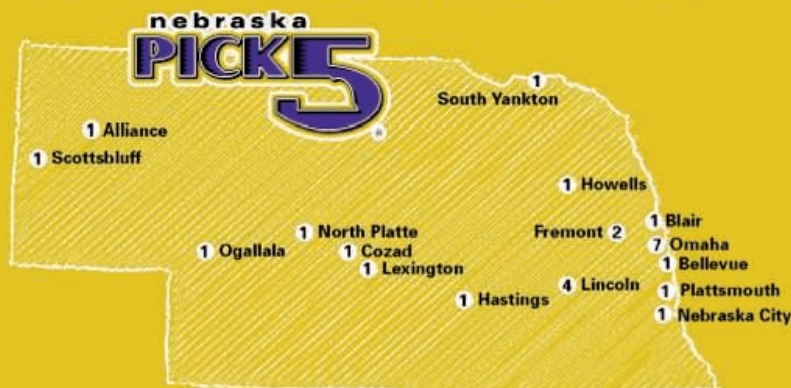
For 2015, the Nebraska Lottery is launching the 20th edition of Truck\$ & Buck\$. Players have the opportunity to win one of three Ford F-150 trucks as well as cash and ethanol-enriched fuel prizes. The truck prize is valued at \$52,000, which includes \$1,813 for costs associated with ownership, and state and federal withholding paid by the Nebraska Lottery of \$2,600 and \$13,000, respectively.

Another Ford F-150 will be available to win in the Truck\$ & Buck\$ Second-Chance Giveaway. Refer to the promotion sales sheet or go to nelottery.com for more information.

Another Ford F-150 will be available to win in the Truck\$ & Buck\$ Second-Chance Giveaway. Refer to the promotion sales sheet or go to nelottery.com for more information.

2014 Jackpot Winners

Players won over \$2.3 million in Nebraska Pick 5 jackpots in 2014. Here is a map of the locations that sold the winning tickets last year.



Retailer	City	Draw Date	Prize
Fresh Start Convenience	Alliance	2/13/2014	\$74,000
Bucky's Express #33	Bellevue	5/26/2014	\$58,000
Blair One Stop 66	Blair	9/15/2014	\$138,000
Pump & Pantry #32	Cozad	5/22/2014	\$74,000
Kwik Shop #645	Fremont	10/3/2014	\$110,000
Casey's General Store	Fremont	10/29/2014	\$90,000
Uncle Neal's #02	Hastings	5/3/2014	\$130,000
Main Express	Howells	7/5/2014	\$70,000
Casey's General Store	Lexington	2/19/2014	\$66,000
Git 'n Split	Lincoln	2/5/2014	\$78,000
Kwik Shop #650	Lincoln	5/14/2014	\$82,000
Lottery Events Trailer	Lincoln	6/6/2014	\$86,000
Hy-Vee Food Store #04	Lincoln	6/16/2014	\$78,000
Speedee Mart #2727	Nebraska City	3/5/2014	\$94,000
Casey's General Store	North Platte	10/16/2014	\$90,000
Pump & Pantry #19	Ogallala	8/19/2014	\$98,000
Baker's #311	Omaha	1/25/2014	\$102,000
Hy-Vee Food Store #07	Omaha	1/27/2014	\$50,000
Kum & Go #366	Omaha	3/18/2014	\$90,000
No Frills Supermarket 800	Omaha	4/9/2014	\$122,000
Quik Trip #594	Omaha	6/28/2014	\$90,000
Hy-Vee Drug Store	Omaha	12/3/2014	\$166,000
Quik Trip #597	Omaha	12/5/2014	\$54,000
Beaver Lake BP	Plattsmouth	12/19/2014	\$94,000
Route 26 Mart	Scottsbluff	1/9/2014	\$126,000
Yankton Shop EZ	South Yankton	8/4/2014	\$146,000



Nebraska Pick 3 Coupon Offer

With a variety of ways to play and prize to win, Nebraska Pick 3 is different from other Lottery games. Soon, players will have the chance to try Pick 3 at a discounted price.

Coupon pads will be distributed to retailers during the month of February. The coupons will offer \$3 worth of Nebraska Pick 3 for \$2, a \$1 discount. Simply scan the coupon to generate the discounted quick pick ticket.

Please make sure the coupons are displayed at your store, and suggest them to players who may be interested in playing Pick 3. Contact your LSR if you have any questions.



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 2015 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.
- 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. 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.
- Once a pack is activated, payment for that pack will post whichever comes first of the following two scenarios: 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.

Nebraska Lottery Retailer Advisory Board

The Nebraska Lottery Retailer Advisory Board (RAB) consists of 12 members who are appointed to two-year terms. The Nebraska Lottery utilizes the opinions of the advisory board in making decisions on promotions, advertising, POS, equipment, and other related issues.

Board members work for or own businesses that are Lottery retailers and come from a variety of retail types including convenience stores, grocery stores, liquor stores, and other businesses. Board members may be involved with only one store/location or they may supervise/own numerous locations. We try to have a balance of members from varying business types and locations throughout the state.

RAB meetings are held quarterly; currently in May, August, November, and February in Lincoln. Members receive mileage reimbursement, but otherwise are not paid.

Besides providing guidance on lottery issues, RAB members also have the opportunity to share some unique experiences. During the November 2014 meeting, board members took a tour of Memorial Stadium and had lunch at the Husker training table.

Nominations for board membership are made to Nebraska Lottery staff and then forwarded to the Nebraska Lottery Director for appointment. If you would be interested in serving on the Advisory Board, ask your Lottery Sales Representative for more information or contact Dennis Knowles, Key Accounts Manager, at 402-471-6104.



Lottery Highlights



Check 'em out coming your way soon!

Super Triple 7s (\$10)
 Game Number: 824
 Top Prize: \$77,777
 Overall odds: 1:3.64
 Free ticket: No

Ruby Red Line Big Bingo (\$5)
 Game Number: 782
 Top Prize: \$40,000
 Overall odds: 1:3.50
 Free ticket: No

Digging Diamonds (\$3)
 Game Number: 815
 Top Prize: \$30,000
 Overall odds: 1:3.56
 Free ticket: No

Lineword (\$2)
 Game Number: 798
 Top Prize: \$15,000
 Overall odds: 1:3.80
 Free ticket: No

4x4 (\$1)
 Game Number: 796
 Top Prize: \$4,444
 Overall odds: 1:4.11
 Free ticket: No

DURING THE MONTH OF MARCH

Nebraska Pick 5 Jackpot Promotion



Jackpots for Nebraska Pick 5 are growing bigger this spring. During the month of March, the Nebraska Pick 5 jackpot will increase by \$10,000 each time it is not won, up from \$4,000, so the jackpot will grow faster than before. The increased roll amount will only occur during March and will not be a permanent feature of the game. More information about this promotion will be provided at a later date.

Our Winning Retailers



Winner Wall

The Nebraska Lottery extends thanks to all retailers for their hard work and excellence in selling Nebraska Lottery products. Here's a look at a couple retailers that have collected an abundance of winner banners through the years.

Want to show off your successes? Show us your staff, winner banners, displays, and more! Email photos to danielle.beebe@nebraska.gov.



Marcia Roubideaux, clerk, and Linda Jost-Taylor, assistant manager at Yankton Shop EZ in South Yankton display the many winning ticket banners the store accumulated through the years. In September, the store sold a winning Nebraska Pick 5 ticket worth \$146,000. "We love it when we have local winners because the word gets around," said Cathy Scott, store manager. "We are locally owned and operated, and I'm proud of the store and our friendly staff."



Uncle Neal's #3 in Lexington creatively displays their many winning ticket banners. In late November the store sold a \$9,999 Candy Cane Ca\$h 9x winner.

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:

Patti Oshlo,
Super C #4, Lincoln

Cathy Scott,
Yankton Shop EZ,
South Yankton

Vi Kemplin,
Casey's General Store #2711,
607 W 39th, Kearney

Paula McDowell,
Big Red Liquor, North Platte

Lois Shea,
Peterson's Supermarket,
Gothenburg

Lois Kaup,
Southside Mini Mart, Stuart

Cornell Hiemke,
Little USA, Kearney

Theresa Bruner,
Aj's C-Store, Duncan

Tami Bonifus,
Time Saver #18, Gothenburg

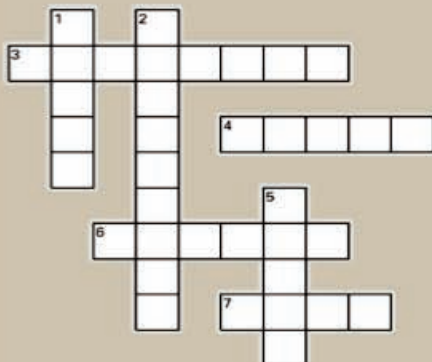
Mary McKinney,
McKinney's Food Center, Gretna

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.

Loyal Readers Contest



Across

- Based on "The Fast-Dealing Property Trading Game" of the same name, the \$3 _____ Scratch game gives players the chance to win up to \$35,000
- The first factory-assembled pickup _____ was based on the Ford Model T car with a modified rear body.
- Lotto tickets can no longer be called in to be _____ for credit.
- February 29, or _____ day, is a date that usually occurs every four years as a corrective measure, because the Earth does not orbit around the sun in precisely 365 days.

Down

- New \$5 Scratch game featuring some eye-popping pieces of furniture: _____ Cushion Cash
- The multi-state _____ game has been updated seven times since it was launched in April 1992.
- 2by2 is the only Nebraska Lottery game that is drawn _____ days a week.

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 (February 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.

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

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

Acting Lottery Director

Jill Marshall

Editors

Neil Watson

Danielle Beebe

Designer

Tom Bash



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

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

Winter Bonuses

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

Corner Stop, Columbus, Ca\$word Extravaganza, \$1,000
Trotter's Whoa & Go Express, Merna, Ca\$word Extravaganza, \$1,000
Cubby's, Tekamah, Candy Cane Cash 9X, \$1,000
Cornhusker Quick Stop, Bellevue, Dashing Through the Dough, \$1,000
Bucky's Express #13, Omaha, Twisted Bingo, \$5,000
Bucky's Express #73, La Vista, UNO, \$35,000
Casey's General Store #1177, Columbus, X-Word Doubler, \$1,000
Rite Way 66 Service, Omaha, Mega Millions, \$2,500
Kwik Shop #637, Lincoln, Ca\$word Extravaganza, \$1,000
Casey's General Store #2414, Stanton, Fun 5s, \$30,000
Casey's General Store #1622, Milford, Going Green, \$1,000
Kwik Stop #21, St. Paul, Spectacular 7, \$7,777
Casey's General Store #1752, Auburn, Ca\$word Extravaganza, \$1,000
PDQ Shoppe, Tilden, Candy Cane Cash 9X, \$1,000
Kerry's Grocery, Dannebrog, Powerball, \$10,000
Quik Pik #16, Nebraska City, Candy Cane Cash 9X, \$9,999
Uncle Neal's #03, Lexington, Candy Cane Cash 9X, \$9,999
Farmer's Cooperative, Beatrice, Spectacular 7, \$7,777
U-Stop #24, Lincoln, Couch Cushion Cash, \$1,000
Alda Grill & Grocery, Alda, MyDaY, \$5,000
Big Red Liquor, North Platte, Ca\$word Extravaganza, \$1,000
The Liquor Store, Pierce, Candy Cane Cash 9X, \$9,999
Kwik Stop #16, Hershey, Candy Cane Cash 9X, \$1,000
Save More Market, Lyons, X-Word Doubler, \$50,000
Cedar Rapid Stop, Cedar Rapids, Ca\$word Extravaganza, \$1,000
Casey's General Store #2730, Seward, Dashing Through the Dough, \$40,000
Pump & Pantry #28, Chappell, Spectacular 7, \$200,000
Pump & Pantry #33, Genoa, Monopoly, \$1,000

Hy-Vee Food Store #4 (1388), Lincoln, The Big \$10 Ticket, \$1,000
U-Stop #11, Lincoln, Turquoise Treasures, \$5,000
Roadrunner, Atkinson, X-Word Doubler, \$1,000
Geneva Super Foods, Geneva, Ca\$word Extravaganza, \$1,000
Casey's General Store #2732, Grand Island, Dashing Through the Dough, \$1,000
Bucky's Express #18, Omaha, Turquoise Treasures, \$1,000
Casey's General Store #2966, Bellevue, Pick 3, \$2,400
Kwik Shop #18, Morrill, MyDaY, \$1,460
Casey's General Store #1193, Fairbury, Ca\$word Extravaganza, \$150,000
Fossil Fuels, Milford, Ca\$word Extravaganza, \$1,000
Southside Mini Mart, Stuart, Candy Cane Cash 9X, \$1,000
Casey's General Store #2883, Grand Island, Candy Cane Cash 9X, \$1,000
Casey's General Store #2977, Lincoln, Couch Cushion Cash, \$1,000
Cubby's, Norfolk, Harley-Davidson, \$5,000
Kwik Shop #640, Omaha, Loteria, \$35,000
Pump & Pantry #9, Lincoln, MyDaY, \$5,000
Kum & Go #372, Omaha, Quick 7s, \$7,000
Cubby's, Tekamah, Candy Cane Cash 9X, \$1,000
IGA Market Place, Lincoln, Candy Cane Cash 9X, \$1,000
Bronco Spur, Utica, Ca\$word Extravaganza, \$1,000
Hy-Vee Drug Store, Omaha, Nebraska Pick 5, \$166,000
Main Express, Howells, The Big \$10 Ticket, \$1,000
Dashing Through the Dough, Lincoln, Super C #5, \$1,000
Casey's General Store #1817, Nebraska City, Ca\$word Extravaganza, \$1,000
Casey's General Store #2719, Hastings, Mega Millions, \$5,000
Quik Trip #597, Omaha, Nebraska Pick 5, \$54,000
Casey's General Store #1575, Crete, Powerball, \$20,000

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.