

Public Gaming Research Institute's
INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS
CONFERENCE BULLETIN

April 13, 2004

ARCH GLEASON TO RECEIVE LIFETIME ACHIEVEMENT AWARD

Duane Burke, CEO of Public Gaming Research Institute, is pleased to announce that **Arthur L. (Arch) Gleason** has been chosen to receive the *Major Peter J. O'Connell Lottery Lifetime Achievement Award* for 2004. His Award will be presented at the Lottery Expo/ILAC Congress in Miami Beach at the end of June.

Arch has had a distinguished career in the lottery industry. He was appointed President & CEO of the Kentucky Lottery Corporation in 1993 after having served two separate terms as President of the West Virginia Lottery. He served as president of the Multi-State Lottery Association from 1996-1998 and as a member of the executive committee from 1995-2000. Arch also served as President of NASPL for 2001-2002 and served in other offices as a member of NASPL's executive committee since 1994. Under his leadership for the past 10 years, the Kentucky Lottery has received numerous awards for outstanding performance in the areas of financial reporting and management, marketing and advertising, minority business development and human resource practices. A graduate of John Carroll University in Cleveland with a B.S.B.A degree in Business Administration, Arch is a CPA with 20 years of experience in the public practice of accounting, auditing, tax and financial planning services.

This annual, *Lifetime Achievement Award*, was originated by Public Gaming Research Institute to honor Major Peter J. O'Connell on the occasion of his retirement after almost 20 years of distinguished service as Executive Director of the Rhode Island Lottery.

The Award has previously been presented to other lottery directors from North America and overseas who have distinguished themselves in the lottery industry over long periods of time. Following is a list of prior Award recipients (alphabetic sequence):

George Andersen – Former Director, Minnesota Lottery
Ray Bates – National Lottery Director, Irish Lottery
James Hosker – Former Executive Director, Massachusetts Lottery
Cluny Macpherson – Former President, Atlantic Lottery Corporation
Garth Manness – Former President, Ontario Lottery Corporation
Reidar Nordby Jr. – President &CEO, Norsk Tipping, Norway
Major Peter J. O'Connell – Former Executive Director, RI Lottery
Rebecca Paul – President & CEO, Tennessee Education Lottery
Guy Simonis – Former President, British Columbia and Western Canada Lottery Corporations
Dr. Edward Stanek – President & CEO, Iowa Lottery Authority
James Wimsatt – Former Executive Director, New Hampshire Lottery Commission
Mark Zamarripa – Former Director, Colorado Lottery
Greg Ziemack – Former Director, Connecticut and Kansas Lotteries

Please join us in honoring Arch at the conference.

June 28-July 2, 2004
Loews Miami Beach Hotel, Miami Beach, Florida
Loews Hotel Tel. 305-604-1601 Fax 305-604-3999
PGRI Tel. 425-985-3159 or 800-493-0527 Fax 206-232-2564 or 800-657-9340



Public Gaming Research Institute's

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

Loews Miami Beach Hotel, Miami Beach, Florida

June 28-July 2

Dear Lottery Associate:

It is our pleasure to cordially invite you to participate in this year's combined 2004 ILAC & International Lottery EXPO being held June 28 - July 2 at the beautiful Loews Miami Beach Hotel in Miami Beach, Florida.

The Theme for 2004 ILAC/EXPO is "Revenue Growth Through Innovation and Expansion of Products." Presentations and panel discussions will focus on new developments that lotteries can use to bring more money to the bottom line for the good causes of the lotteries. Every person attending should expect to go home at the end of the conference with new information and ideas that will help grow lottery revenues.

A key part of the program will be presentations by lottery and suppliers representatives showing the best of their new products and services and benefits to the lotteries. In addition, there will be the added benefit of participation from lotteries from outside of North America which will offer other perspectives and success stories. At this time of great need for more revenues by each lottery jurisdiction, what better investment could there be for your time than finding new ways to increase those revenues?

A form is enclosed to solicit your interests and possible participation on the program. Please complete and return the form or just email your comments to me.

With best regards,

Duane Burke

CEO

Public Gaming Research Institute, Inc.

Email: duaneburke@aol.com, cell-Tel: 425-985-3157

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Ph: 800-493-0527, 425-985-3159 FAX: 800-657-9340, 206-232-2564



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Loews Miami Beach Hotel, Miami Beach, Florida

June 28-July 2

INVITATION TO PARTICIPATE

Theme: Revenue Growth Through Innovation & Expansion of Products

Please check (✓) the subjects of interest and indicate those which you would like to actively participate.

Note any date or time constraints regarding your program participation. Thank you.

Fax completed form to PGRI @ 1-800-657-9340 or 206-232-2564. Tel: 425-985-3157

PARTICIPATION PREFERENCE (Please Check)

TOPICS	SPEAKER	PANELIST	OBSERVER
New Products			
New Innovations			
New Licensed Properties			
New Strategies for Video Gaming			
New Scratch-Off Game Innovations			
New On-Line Game Innovations			
New Internet –Uses for Lotteries			
New Wireless Delivery Systems			
New Innovations in Marketing			
New Innovations in Advertising			
New Innovations in Public Relations			
	Suggested	Topics	

CONFERENCE REGISTRATION FORM

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June 28-July 2, 2004

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Loews Hotel Tel. 305-604-1601 Fax 305-604-3999

PGRI Tel. 425-985-3159 or 800-493-0527; Fax 206-232-2564 or 800-657-9340

Name & Title: _____

First Name to use on badge: _____; Spouse, if attending _____

Organization: _____

Street Address: _____ City: _____

State/Province: _____ Zip Code _____ Country _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

INDIVIDUAL REGISTRATION FEES (check one):

Non-government US\$895; Extra Exhibitor: US\$795; Government: No charge*

*Note: confirmation of government employment status required

PAYMENT:

All payments are due in advance. Space is confirmed when payment is received.

Refunds are available until May 27 but not after that date.

Credit card authorization for US\$ _____ Date of purchase _____

Please circle credit card type: American Express Visa Master Card

Card Number: _____ Expiration Date _____

Cardholder's name if different than above: _____

Signature: _____

Alternative payment methods available upon request

Call Susan Burke Jason at PGRI for assistance: 425-985-3157 or 800-493-0527

HOTEL RESERVATIONS

Please call directly to the Loews Miami Beach Hotel for room reservations.

Discounted room rates for Expo/ILAC attendees: US\$199 single or double

Telephone: 305-604-1601 or 877-563-9762 Fax: 305-535-5218

BE SURE TO MENTION NAME OF THE CONFERENCE

Loews Hotels Web Site: www.loewshotels.com

FAX COMPLETED FORM TO PGRI AT: Fax 206-232-2564 or 800-657-9340