

SMART-Tech 2002
Atlanta, GA

SMART-Tech 2002

Ritz Carlton-Atlanta • Atlanta, Georgia • February 3-6, 2002
Co-Hosted by Public Gaming Research Institute, Inc. And the Georgia Lottery Corp.

PROGRAM

Interim Version - January 23, 2002

The Name of the Game is Growth!

February 3 (Sunday)

8am-5pm Circles of Learning Set-Up
9am-7pm Registration Open
3pm-5pm Opening Session

Welcome to SMART-Tech 2002

Duane Burke, Chairman/CEO, Public Gaming Research Institute, Inc.

Welcome to Georgia

Rebecca Paul, President/CEO, Georgia Lottery Corporation;

Introduction of Representatives from Non-Lottery States

Leadership Forum: The Directors

This session is back by popular demand. The focus of this Leadership Forum in 2002 will be to explore what changes lotteries see, their plans for growth and the impact of recent events on lottery plans. Participants are the lottery directors.

Moderator:

Rebecca Paul, President/CEO, Georgia Lottery Corporation

Panelists will be drawn from among the following lottery directors who have so-far expressed their plans to attend SMART-Tech:

William Conway, Director, Wisconsin Lottery

Linda Cloud, Director, Texas Lottery

Randy Davis, President, Louisiana Lottery Corporation

Arch Gleason, President, Kentucky Lottery Corporation

Virginia Haines, Executive Director, New Jersey Lottery

Penny Kyle, Executive Director, Virginia Lottery

Gerald Lachere, Director, Montana Lottery

Wayne Lemons, Director, Delaware Lottery

Jeannette Michael, Acting Director, D.C. Lottery

Robert Mars III, Executive Director, Pennsylvania Lottery

John Musgrave, Director, West Virginia Lottery

Rebecca Paul, President/CEO, Georgia Lottery Corporation

Ernie Passailaigue, Executive Director, South Carolina Education Lottery

James Quinn, Director, Nebraska Lottery

Tom Shaheen, CEO, New Mexico Lottery
Dr. Edward Stanek, Commissioner, Iowa Lottery
Charles Strutt, Executive Director, Multi-State Lottery Association
Edward Van Petten, Executive Director, Kansas Lottery
James Vance, President/CEO, Connecticut Lottery Corporation
Joan Wilson, Director, California Lottery
Mark Zamarripa, Director, Colorado Lottery

5pm-7:30pm **“Salute to America” Reception in the Circles of Learning featuring “Super Bowl Sunday” coverage in the reception**
Sponsor: MDI- Media Drop-In Productions, Inc.

February 4 (Monday)

9am-6:30pm Registration Open

9am-noon **General Session II - The Big Picture On Lottery Growth**

Moderator:

Duane Burke, CEO, Public Gaming Research Institute, Inc.

New Revenue Challenges for the States

Most states are projecting revenue shortfalls due to current economic conditions. Many states are looking to their lotteries to help with added revenues.

Speaker:

Arch Gleason, President, Kentucky Lottery Corp.

Total Focus On Growth!

Great things happen when every employee in the lottery organization is charged with contributing to the revenue growth of the lottery.

Speaker:

Jeannette Michael, Acting Director, D.C. Lottery

The Newest Lottery – South Carolina – What Can Be Learned

The South Carolina Lottery is the first new lottery in North America in the Twenty First Century - They started instant games on Jan. 7 - exciting!

Speaker:

Ernie Passailaigue, Executive Director, South Carolina Education Lottery

The Next New Lottery?

Senator Cohen will talk about the prospects for approval of a state lottery for the State of Tennessee

Speaker:

The Honorable Stephen I. Cohen, Senator, State of Tennessee

Hitting the Jackpot: The Multi-State Games

Reports on the multi-jurisdictional lotteries in North America; how they are doing; what they are planning; how much to the bottom line

Remarks and Discussion:

Penny Kyle, Executive Director, Virginia Lottery;

James Vance, President/CEO, Connecticut Lottery Corporation

Mark Zamarripa, Director, Colorado Lottery

King of the Hill! – Video Lottery, A Great Growth Opportunity

In fiscal 2001 video lottery had the highest sales and highest increases in revenue and yet video remains the most underutilized type of lottery games; but things

may change as the demands by states for added revenues increase; revenue prospects, implementation strategies, marketing and advertising and social/political concerns will be covered

Speakers:

Wayne Lemons, Director, Delaware Lottery

John Musgrave, Director, West Virginia Lottery

Special Comments by:

Randy Davis, President, Louisiana Lottery Corp.

Account Wagering - A Good Bet For Lotteries

Proven in on-track and off-track betting, Account Wagering could also boost lottery revenues

Speaker:

Lorne Weil, CEO & Chairman, Scientific Games Corporation

Noon-2pm

"Welcome South Carolina" Luncheon in the Circles of Learning *Sponsor: Scientific Games International*

2pm-4:30pm

General Session III - Instant and On-Line Growth

Marketing Instant Games - Maximizing Sales & Hottest Scratch-Offs and How They Got That Way

Examination of the best strategies in use today and planned for tomorrow for the marketing and distribution of instant games; value of vending; retailer support. Despite the great success of instant games already, opportunities still abound for most jurisdictions; presentations and discussions will focus on added sales

Moderator:

Tom Shaheen, CEO, New Mexico Lottery

Speakers:

Linda Cloud, Executive Director, Texas Lottery

Maximizing Instant Game Revenues

Don Walsh, Sr. VP of Sales, Media Drop-In Productions (MDI)

The Power of the Brand...How it influences our purchases.

Sean Athey, VP Marketing, Oberthur Gaming Technologies

Creative Game Design

Jim O'Brien, Marketing Consultant, Scientific Games International

Key Elements for Instant Growth

Nathalie Rajotte, General Manager, Ingenio, Loto-Québec

New CD ROM Games For Growth

Panelists: Speakers plus:

Robert Matteson, Director of Marketing, Rhode Island Lottery;

Joseph Willingham, Director of Marketing, South Dakota Lottery

Bring More to the Bottom Line with On-Line Games

More innovations, more games, more draws, less costs & more dollars to the bottom line.

Moderator:

Mark Zamarippa, Director, Colorado Lottery

Speakers:

Budd Libby, President/CEO, Telecom Game Factory

Random Animated Digital Drawing System

Phil Congelo, CEO, Bersch Gaming LLC

The Change Game

Panelists: Speakers plus:

Ed Van Petten, Director, Kansas Lottery

James Hasegawa, Marketing Director, California Lottery

Robert Tirloni, On-Line Product Manager, Texas Lottery

4:30pm-7pm

Technology for Lottery Growth Reception in the Circles of Learning

Sponsor: IGT/AWI

International Game Technology & Automated Wagering International

February 5 (Tuesday)

9am-Noon

General Session IV

Joint Advertising for Multistate Lotteries

There are great opportunities for cost savings in multijurisdictional lotteries through coop development of ad programs-a case study from MUSL

Speakers:

Doug Orr, Marketing Director, MUSL

Tony Gumina, President, Gamemakers & Consultants

Advertising, Game Shows & Public Relations -What's Happening

What new is being done with advertising, games shows and public relations to boost sales. And, have recent events changed anything.

Discussion Moderator:

Geoffrey Nixon, Chairman, Austin Kelly Advertising

Panelists:

Lisa Murray, Marketing Communications Manager, Colorado Lottery

Hal Smith, Executive Vice President, Jonathan Goodson Productions

Lottery and Vendor Security: Biometric Security Technology

Biometric security technology is at the forefront of plans by many government agencies and businesses to ensure all types of security. Will lotteries need this technology?

Speaker:

Dr. Edward Stanek, Commissioner, Iowa Lottery

Making the Most of the Retailer Network

At a time when states need more money it is important to ensure that lotteries are maximizing the sales effectiveness of their retailer networks.

Speakers:

Randy Davis, President, Louisiana Lottery Corporation

Carole Hedinger, Deputy Director, New Jersey Lottery

Lotteries on the Internet in the New Economy

Reviewing current uses and exploring the foreseeable prospects for expanding use of the Internet for marketing and sales of lottery games; taking a new look at the games possible using the Internet; considering the prospects for new players; discussing the likelihood that new needs for state revenues will provide new opportunities for lotteries to use the Internet. Where is the Goodlatte bill?

Speakers & Panelists: TBA

Noon-2:30pm **Products For Growth Luncheon in the Circles of Learning**
Sponsor: Creative Colors Printing Company

2:30-4:30pm **General Session V - SMART Ideas**

SMART-Ideas

For many years Smart-Tech has featured Smart-Ideas from lottery organizations and the companies that supply the lottery industry. We continue that tradition and once again look forward to hearing about unique and thoughtful ideas that help a lottery organization increase revenue or enhance efficiency. SMART-Idea awards are presented based on votes of the conference attendees which makes them even more special to the winners. Awards will be presented at the closing session.

Presentations by lottery and supplier representatives will be in the following categories:

- The Application of New Products and the Resulting Benefits
- Revenue Enhancements Relating to Games, Promotions, Technology
- Cost Reductions that Result in Increased Net Revenue

Evening: Open

February 6 (Wednesday)

9am-11am **General Session VI - Focus on the Future**

Focus for the Future: Growth and Optimism

Growth, success, expansion, promotions, public relations, game themes and other strategies for keeping the lottery growing and the staff positive and customers happy and buying.

Moderator:

Duane Burke, CEO, Public Gaming Research Institute, Inc.

Roundtable Discussion

Lotteries Talk Back—LIVE

In the spirit of CNN, this is your chance to express your views, soundoff about anything that can benefit the industry

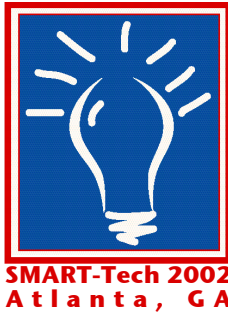
Moderator:

Sharon Sharp, Lottery Consultant-Former Director, California & Illinois Lotteries

SMART-Idea Awards

Awards presented to those whom attendees deemed to have presented the most useful ideas for making the lotteries more successful

11am SMART-Tech Adjourned



SMART-Tech 2002 Registration Form

Conference Registration Fees and Information:

Complete registration form below and return by fax to **425-803-6830**. Payment is accepted by check or credit card. Checks must be in U.S. funds made payable to Public Gaming Research Institute, 4020 Lake Washington Blvd. NE, Suite 100, Kirkland, WA 98033-7862. **No refunds after January 3rd.**

Fax back to Public Gaming Research Institute at 425-803-6830

First Name: _____ Last Name: _____

Title: _____ First Name for Badge: _____

Organization: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Spouse's Name, if attending: _____

Category (check one):

Vendor **\$695** Exhibitor **\$595** Lottery/Government (**No Charge**)

Method of Payment: Check AMEX MasterCard Visa

Credit Card #: _____ Exp.: _____

Signature: _____

Print Name (as it appears on card): _____

Hotel Reservations:

Make room reservations directly with the Ritz Carlton at **404-659-0400** or toll free at **800-241-3333**. Mention SMART-Tech for discounted room rates of \$160 (government) and \$180 (vendor). Deadline for discounted room reservations is **January 9th**.

Public Gaming Research Institute

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