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**Public Gaming Research Institute, 218 Main Street, #203 Kirkland, WA 98033**

# INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

Co-Hosted by  
Public Gaming Research Institute  
& The Florida Lottery

## BULLETIN

June 4, 2004

### *Latest Updates*

*The St. Lucia National Lottery* is the latest lottery to confirm for EXPO/ILAC. Other recent additions have been the *Martin Lottery Agencies Ltd. of India*, *National Lottery of Israel*, *The Sociedad de Beneficencia del Callao of Peru*, *the National Lottery of El Salvador* and *the Loteria de Oriente of Venezuela*. The current totals are **43** lotteries from **20** countries.

*Scientific Games International* has confirmed to sponsor the Welcoming Reception on the evening of June 28 and *International Game Technology - IGT* has confirmed to sponsor the Lifetime Achievement Award Luncheon honoring *Arch Gleason*, on June 29. Two more sponsorships are available.

Oops! We apologize for two errors in recent conference Bulletins – *Alan Yandow* and the *Vermont Lottery* were inadvertently dropped from a recent Bulletin and *James Scroggins* was not properly noted as the Executive Director of the Missouri Lottery.

Hotel rooms are in short supply – call the Loews Hotel at 305-604-1601

## Schedule

### **Sunday June 27**

Exhibit Set-Up beginning at 6 PM

### **Monday June 28**

Continue Exhibit Set-Up starts at 8 AM

Advance Planning Meeting for

Latin & Caribbean Lotteries 2PM

Conference Opening at 3 PM

Reception Sponsored by *Scientific*

*Games International* from 5 – 7:30 PM

### **Tuesday June 29**

Coffee & Danish from 8:30AM to 9AM

General Session from 9 AM to Noon

Luncheon sponsored by *International*

*Game Technology*–from Noon to 2PM

General Session from 2PM to 5PM

Evening Open

### **Wednesday June 30**

Coffee & Danish from 8:30AM to 9 AM

Sponsorship available

General Session from 9 AM to Noon

Luncheon –from Noon to 2 PM

Sponsorship available

Breakout Sessions from 2 PM to 5 PM

Evening Open

### **Thursday July 1**

Coffee & Danish from 8:30AM to 9 AM

General Session from 9 AM to Noon

Private Meetings from Noon on

Evening Open

### **Friday July 2**

Coffee & Danish from 8:30 AM to 9AM

Closing session from 9 AM to 11 AM

*Countries, States,  
Lotteries & the  
Lead delegates\* to  
the conference from  
the noted  
jurisdictions  
are as follows:*

**NORTH AMERICA**  
**CANADA**  
Ontario Lottery  
Corporation  
N/A

**USA**  
**CONNECTICUT**  
Connecticut Lottery Corp.  
JOSEPH BEVIVINO  
Research Director

**DISTRICT OF  
COLUMBIA**  
DC Lottery & Charitable  
Games  
JEANETTE A. MICHAEL  
Executive Director

**FLORIDA**  
Florida Lottery  
MICHAEL FRICK,  
Deputy Secretary

**ILLINOIS**  
Illinois Lottery  
CAROLYN ADAMS  
Superintendent

**IOWA**  
Iowa Lottery Authority  
DR. EDWARD STANEK  
President & CEO

**KENTUCKY**  
Kentucky Lottery  
Corporation  
ARCH GLEESON,  
President & CEO

**MISSOURI**  
Missouri Lottery  
JAMES SCROGGINS  
Executive Director

**International  
LOTTERY  
EXPO  
& ILAC  
CONGRESS**  
*Co-Hosted by  
Public Gaming Research  
Institute & the Florida  
Lottery*

**Loews Miami  
Beach Hotel**

**June 28-July 2  
BULLETIN**

**June 2, 2004**

**43 Lotteries  
from 20  
countries have  
confirmed for the  
combined  
EXPO/ILAC  
Conference.  
45 Lotteries are  
now expected.**

**MUSL**  
Multi-State Lottery  
CHUCK STRUTT  
Executive Director

**NEW YORK**  
New York Lottery  
NANCY PALUMBO  
Director

**PENNSYLVANIA**  
Pennsylvania Lottery  
EDWARD MAHLMAN  
Executive Director

**RHODE ISLAND**  
Rhode Island Lottery  
GERALD AUBIN  
Executive Director

**SOUTH CAROLINA**  
South Carolina Education  
Lottery  
ERNIE PASSAILAIGUE  
Executive Director

**TENNESSEE**  
Tennessee Lottery  
Corporation  
REBECCA PAUL  
President & CEO

**VERMONT**  
Vermont Lottery  
ALAN YANDOW  
Executive Director

**VIRGINIA**  
Virginia Lottery  
PENNY KYLE  
Executive Director

**ARGENTINA**  
Entretencimientos y Juegos  
de Azar  
GUSTAVO ANSELMINI  
General Manager

**BARBADOS**  
The Barbados Lottery  
CLIFF NOLAN  
General Manager

**BOLIVIA**  
Loteria Nacional  
LIC. HECTOR VAZQUEZ  
Executive Director

**BRAZIL**  
Loteria do Estado de Sao  
Paulo  
JOSE SPESSOTO  
General Manager

**BRAZIL**  
Loteria do Estado da  
Paraiba  
ROBERTO RABELLO  
President

**COLOMBIA**  
Loteria del Quindio  
**RICARDO MUNOZ**  
Manager

**COLOMBIA**  
Loteria de Bogota  
**DR. FAVIO VILLA**  
Manager

**COLOMBIA**  
Loteria de Boyaca  
**DR. JULIO CESAR**  
**SANCHEZ**  
General Manager

**COLOMBIA**  
Loteria del Risaralda  
**DRA. MARGARITA**  
**GONZALEZ**  
General Manager

**COLOMBIA**  
Sorteo Extraordinario de  
Colombia  
**DR. HECTOR RUBIANO**  
Manager

**COLOMBIA**  
Sorteos Extraordinarios  
Asociados  
**GERARDO GUERRA**  
Chairman of the Board

**COLOMBIA**  
Loteria de Tolima  
**DR. EDUARDO**  
**ESQUIVEL**  
Manager

**DOMINICAN REPUBLIC**  
Loteria Electronica  
Internacional  
**MANUEL ABREU**  
Games Director

**ECUADOR**  
Loteria Nacional de  
Guayaquil  
**ING. JORGE MURILLO**  
Manager

**EL SALVADOR**  
Nat'l Lottery–El Salvador  
**LIC. M. CHAVARRIA**  
President

**GUATEMALA**  
Loteria del Nino  
**ILAC de Guatemala-**  
Operator

**RANDEE KERNS**  
ILAC Director of  
Regulation

**GUATEMALA**  
Loteria de Santa Lucia  
**LIC. MANUEL LOPEZ**  
Manager

**INDIA**  
Martin Lottery Agencies  
**KAPIL KHANNA**  
Executive Director

**ISRAEL**  
Mifal Hapis – Israel  
National Lottery  
**SHAUL SOTNIK**  
General Manager

**MEXICO**  
Loteria de Occidente  
**LUIS DESENTIS**  
Manager

**NICARAGUA**  
Loteria Nacional de  
Nicaragua  
**WILLIAM BAEZ**  
Manager

**PERU**  
Loteria La Grande  
**JOE SALPIETRA**  
President

**PERU**  
Beneficencia del Callao  
**ING. ORESTES CACHAY**  
General Manager

**SPAIN**  
**ONCE**  
Total Gaming Systems  
**JUAN GONZALES**  
International Markets  
Manager

**ST. LUCIA**  
St. Lucia National Lottery  
**DEREK GEORGE**  
General Manager

**TRINIDAD & TOBAGO**  
National Lotteries Control  
Bd.  
**PATRICIA PIERRE-**  
**JOSEPH**  
Board Member Director

**VENEZUELA**  
Loteria de Falcon  
**CEDRIC BAGES**  
Director

**VENEZUELA**  
Loteria de Oriente  
Lic. **BICZANIO FLORES**  
General Manager

*\*Note: Many lotteries will  
send multiple reps  
– only the attending CEO,  
President, Director or  
Manager is shown here.*

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9 AM to Noon  
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Noon to 2 PM Arch Gleason  
Award Luncheon  
*Sponsored by IGT*

2 PM to 5PM General  
Session

Evening Open

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Danish

9 AM to Noon General  
Session

Noon to 2 PM Luncheon  
Sponsorship available

2 PM to 5 PM Breakouts  
Evening Open

**Thursday July 1**

8:30AM to 9 AM Coffee &  
Danish

9 AM to Noon General  
Session

Noon on - Private Meetings  
Evening Open

**Friday July 2**

8:30AM to 9AM Coffee &  
Danish

9 AM to 11 AM Closing  
session

## **PROGRAM NOTES**

**The objective of this combined International Lottery Expo & ILAC\* Congress 2004 is to present reports on products, services and marketing strategies that can help lotteries increase revenues. Special emphasis will be on promoting new and under-utilized products that can help lotteries grow.**

The program will open with a new feature called "OTB", or "outside-the-box", (not off-track betting) an unstructured, free-flowing discussion among lottery industry leaders on solving lottery challenges and increasing revenues.

Case-study type presentations by many of the participating lotteries will

illustrate how sales are being increased with existing products. Plans these lotteries have for further revenue growth will also be discussed.

There will be special emphasis on the use of video gaming machines in racetracks/racinos and bars/taverns by the lotteries. Since video has the potential for increasing lottery net revenues by multiples of current revenues, it is the most important untapped lottery product available to most lotteries in the US and overseas.

A product similar to the video lottery gaming machines is the electronic pull-tab machines such as are being installed by the Iowa Lottery. Lotteries that cannot get approval for video games but are permitted to have ticket-dispensing machines may be able to use these electronic pull-tab machines.

Social gaming "display and play", monitor devices for use in taverns and lounges will be explored for their revenue potential.

Wireless devices and the Internet as distribution channels for lottery sales and marketing will be other important topics covered.

Products that create excitement at the point-of-sale and hence result in added sales will be highlighted.

Drawing equipment and software, & special emphasis on the electronic drawing systems, will be featured.

Companies that are exhibiting at EXPO/ILAC will be encouraged to make presentations of up to 15 minutes in length to illustrate how their products can make the lotteries more successful.

Exhibits are the open format, "Circles of Learning", so that companies can bring key products to demonstrate without the need for elaborate booths and displays.

The best of Lottery TV ads will be shown and awards presented to those lotteries that participate.

Qe Awards – Quality & Excellence Awards for Special Achievement and for Outstanding Service will be presented to qualifying individuals from the participating lotteries and companies.

## **TO REGISTER FOR EXPO/ILAC**

See [www.publicgaming.org](http://www.publicgaming.org)  
or call or fax your  
information to:  
Tel. 425-985-3159 or 800-  
493-0527  
Fax 206-232-2564 or 800-  
657-9340

## **FOR ROOM RESERVATIONS**

AT LOEWS MIAMI  
BEACH HOTEL  
Call 301-604-1601

***Be sure to mention the  
name of the conference:  
"International Lottery  
Expo & ILAC Congress"  
To ensure that get the  
group discount.***