

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 OUTLINE

Interim Version - December 21, 2001

The Name of the Game is Growth!

February 3, Sunday

12am-5pm Circles of Learning Set-Up

9am-7pm Registration Open

2pm-3pm **New States Orientation**

Representatives have been invited from several non-states that have the prospect of establishing lotteries; this orientation will help introduce them to the industry

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: David Griffin, Secretary, Florida Lottery

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

Linda Cloud, Executive Director, Texas Lottery Commission

Randy Davis, President, Louisiana Lottery Corporation

Arch Gleason, President, Kentucky Lottery Corporation

David Griffin, Secretary, Florida Lottery

Virginia Haines, Executive Director, New Jersey Lottery

Penny Kyle, Executive Director, Virginia Lottery

Wayne Lemons, Director, Delaware State Lottery

Jeannette Michael, Acting Director, D.C. 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

Steve Woodall, Acting Director, Idaho Lottery

Mark Zamarippa, Director, Colorado Lottery

5pm-7:30pm **"Salute to America" Reception in the Circles of Learning**

Sponsor: TBA

February 4, Monday

9am-6:30pm Registration Open

9am-noon General Session II

Moderator: Rebecca Paul, President / CEO, Georgia Lottery Corp.

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 Education Lottery is the first new lottery in North America in the Twenty First Century - They start instant games on January 7 - exciting!

Speaker: Ernie Passailaigue, Executive Director, South Carolina Education Lottery

Hitting the Jackpot: The Multi-State Games

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

Co-Moderators: Penny Kyle, Executive Director, Virginia Lottery

Chris Lyons, Director, Oregon Lottery & Chairman, MUSL Powerball Committee (**invited**)

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 State Lottery

John Musgrave, Director, West Virginia Lottery

Special Comments: Randy Davis, President, Louisiana Lottery Corporation

Noon-2pm

“Welcome South Carolina” Luncheon in the Circles of Learning

Sponsor: TBA

2pm-4:30pm

General Session III

Hottest Scratch-Offs and How They Got That Way

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

Marketing Instant Games - Maximizing Sales

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.

Speakers: Linda Cloud, Executive Director, Texas Lottery Commission

Bring More to the Bottom Line with On-Line Games

More innovations, more games, more draws, less costs - a panel discussion.

Moderator: Mark Zamarippa, Director, Colorado Lottery

4:30pm-7pm

“Georgia Lottery” Reception in the Circles of Learning

Sponsor: TBA

February 5, Tuesday

9am-noon General Session IV

Joint Advertising for Multistate Lotteries

There are great opportunities for cost savings in multijurisdictional lotteries through cooperative development of ad programs. A case study from MUSL.

Speakers: Doug Orr, Marketing Director, MUSL

Tony Gumina, President, Gamemakers and Consultants

Advertising and Public Relations in an Era of Tragedy and Uncertainty

Comedians have been having trouble being funny; everyone in entertainment is questioning what is appropriate; lotteries have a similar problem; what are lotteries, ad agencies, PR agencies and suppliers doing to compensate? What about patriotic game themes and themes supportive of the Federal PR campaigns as the government is encouraging of the entertainment industry?

Speakers: TBA

Lottery and Vendor Security in this New Era: 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

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: TBA

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.

Speaker: Randy Davis, President, Louisiana Lottery Corporation

Speaker: Carole Hedinger, Deputy Director, New Jersey Lottery

Noon-2:30pm

"Products for Growth" Luncheon in the Circles of Learning

Sponsor: TBA

2:30-4:30pm

General Session V

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 will be in the following categories for both lotteries and lottery suppliers:

- Cost Savings
- Revenue Enhancements
- New Product, Service or Technology

Product Briefs

Vendor presenters to be announced

February 6, Wednesday

9am-11am

General Session VI

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. Roundtable Discussion

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

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

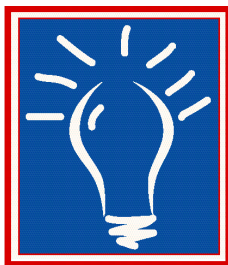
Moderator: Sharon Sharp, Lottery Consultant, Former Director, California & Illinois Lotteries

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



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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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