

SMART-Tech 2005

Bellagio Las Vegas

February 28–March 3, 2005

Theme

***BUILDING REVENUES THROUGH
SMART TECHNOLOGY & INNOVATION***

SMART-Tech is the conference for government, private operators on behalf of government and suppliers charged with maximizing revenues for lotteries, racinos and other gaming enterprises. The focus will be on the latest and smartest technologies and innovations for dramatically increasing sales and profits.

PRELIMINARY PROGRAM

Please Note: There will be changes in the final program

February 27 - Sunday

8am-Midnight – Exhibit Set-up

FEBRUARY 28 –MONDAY

8am – 2pm – Exhibit Set up

10am – 7pm Registration Open

2pm – 3pm

ORIENTATION FOR THOSE NEW TO THE GAMING & LOTTERY INDUSTRY

3pm – 5:30pm – General Session I

WELCOME TO SMART-TECH 2005

DUANE BURKE, CEO

Public Gaming Research Institute, Inc. & Publisher, Public Gaming International Magazine

KEYNOTE ADDRESS

RISKY BUSINESS: A SIGN OF THE TIMES

Speaker: DR. EDWARD STANEK, CEO, Iowa Lottery Authority

Lottery Leader, Pioneer and Innovator

GUY SIMONIS AT-LARGE

Speaker:

GUY SIMONIS, CEO, Guy Simonis At-Large

Founding President of the World Lottery Association and Industry Statesman

LEADERSHIP FORUM

Moderator:

REBECCA PAUL, President and CEO, Tennessee Lottery Authority

Panelists will be from among the following leaders present for this session who care to participate:

TED ARNEAULT, President & CEO, MTR Gaming Group, Inc.; DAN BOWER, Chairman, Telecon Game Factory; JOHN CONNELLY, Vice President, Bally Gaming & Systems; TONY COOPER, Chief Operating Officer, South Carolina Education Lottery; RANDY DAVIS, President, Louisiana Lottery Corporation; MICHAEL FRICK, Deputy Secretary, Florida Lottery; PENNY KYLE, Director, Virginia Lottery; WAYNE LEMONS, Executive Director, Delaware Lottery; SYLVIE LINARD, Chief Operating Officer, Cyberview Technology Group; TOM LITTLE, CEO, INTRALOT USA; TOM MARKERT, Executive Vice President, Smartplay International; JOHN MUSGRAVE, Executive Director, West Virginia Lottery; TOM NIEMAN, Vice President, JCM-American; GEORGE PARISOT, Director, Montana Lottery; STEVE SAFERIN, President, Scientific Games Ventures; JOHN SAMONY, National Sales Manager, A. Rifkin; ESTHER SCHNEIDER, Executive Director, Hoosier Lottery; JAMES SCROGGINS, Executive Director, Missouri Lottery; TOM SHAHEEN, CEO, New Mexico Lottery; ROGER SIMMONS, Executive Director, Idaho Lottery; GUY SIMONIS, CEO, Guy Simonis At-Large; DR. EDWARD STANEK, CEO, Iowa Lottery Authority; CHARLES STRUTT, Executive Director, Multi-State Lottery Association (MUSL); JOSEPH SULLIVAN, Executive Director, Massachusetts Lottery; DONALD SWEITZER, Senior Vice President, Global Business Development & Public Affairs, GTECH Corporation; ED TREES, Deputy Executive Director, Pennsylvania Lottery; TOM WEBER, Deputy Executive Director, Michigan Lottery; ALAN YANDOW, Executive Director, Vermont Lottery; JEFFREY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games.

PGRI PRESENTATION OF LIFETIME ACHIEVEMENT AWARD

The *Major Peter J. O'Connell, Lottery Lifetime Achievement Award*

Will be presented this year to lottery industry pioneer and leader,

JERRY YOUNG

Presenters: DUANE BURKE, CEO, PGRI & ILAC de Guatemala

And former Lifetime Achievement Award winners:

REBECCA PAUL, CEO, Tennessee Education Lottery Corporation

GUY SIMONIS, CEO, Guy Simonis At-Large

DR. EDWARD STANEK, CEO, Iowa Lottery Authority

5:30pm – 7:30pm

Reception in Exhibit Area

MARCH 1 – TUESDAY

8am – 9am – Coffee & Danish in Exhibit Area

8am – 5:30pm – Registration Open

9am – 1pm – General Session II

KEYNOTE ADDRESS

Views of an Industry Leader and Pioneer in Game Innovations

Speaker:

STEVE SAFERIN, President, Scientific Games Ventures

PANEL PRESENTATIONS AND DISCUSSIONS

VIDEO LOTTERY AND RACINOS

Moderator:

WAYNE LEMONS, Director, Delaware Lottery

Panelists:

TED ARNEAULT, CEO, MTR Gaming Inc.; Racino Leader and Pioneer

STEVE CASEBEER, Sr. VP Sales & Marketing, Kentucky Lottery Corporation

JOHN CONNELLY, VP International Markets & Government Relations, Bally Gaming & Systems
MATT CEDOR, VP Gaming Solutions, GTECH
MARK HUTCHINSON, Director of International Sales & Government Relations, JCM–American
JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International
TOM LITTLE, President & CEO, INTRALOT USA

PRICE POINT STRATEGIES

Moderator:

ED TREES, Deputy Executive Director, Pennsylvania Lottery

Panelists:

JIM ACTON, Chief of Staff, Massachusetts Lottery

JOHN CADIGAN, VP Lottery Marketing, GTECH

STEVE CASEBEER, VP Marketing, Kentucky Lottery Corporation

MIKE FRICK, Deputy Secretary, Florida Lottery

JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International

TOM WEBER, Deputy Commissioner of Marketing, Michigan Lottery

JAY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games

ELECTRONIC INSTANTS/MONITOR GAMES/KENO

Moderator:

CHUCK KLINE, Vice President, Scientific Games International

Panelist:

JAY GENDRON, Vice President, global Sales Gaming Solutions, GTECH

BILLY PARSON, Director of Sales, DC Lottery & Charitable Games

KAREN SMITH, Promotions Manager, Iowa Lottery

1 – 3pm

Luncheon & Networking Break - Exhibit Area

3pm – 5pm – General Session III

PANEL PRESENTATIONS AND DISCUSSIONS

LOTTERY DRAWING SECURITY

Moderator:

RANDEE KERNS, Director of Compliance & Regulation, ILAC de Guatemala, S.A.

Panelists:

TODD ELSASSEER, Executive Director – Engineering & Testing Gaming Labs International

TOM MARKERT, Executive Vice President, SmartPlay International

IRENA SZREK, Vice President, Szrek2Solutions

CHARLES STRUTT, Executive Director, Multi-State Lottery Association - MUSL

VIDEO LOTTERY SECURITY

Moderator:

RANDEE KERNS, Director of Compliance & Regulation, ILAC de Guatemala, S.A.

Panelists:

JOHN SAMONY, Senior Vice President, Sales & Marketing, A. Rifkin

TODD ELSASSEER, Executive Director – Engineering & Testing Gaming Labs International

INTERNET & MOBILE GAMING & USE OF THE INTERNET

Moderator:

ALAN YANDOW, Executive Director, Vermont Lottery

Panelists:

ALAN ELAND, VP General Manager Gaming Solutions, GTECH

PENNY KYLE, Director, Virginia Lottery

MARTIN OWENS, Attorney, Law Offices Martin D. Owens

IRENA SZREK, Vice President, Szrek2Solutions

**5pm - On
Evening Open**

**MARCH 2 – WEDNESDAY
8am – 9am – Coffee & Danish
8am – 2:30pm – Registration Open**

9am – 1pm – General Session IV

**PANEL PRESENTATIONS AND DISCUSSIONS
MULTI-STATE WIDE AREA VIDEO LOTTERY PROGRESSIVES**

Moderator:

DON JOHNSON, Deputy Director, Delaware Lottery

Panelists:

WAYNE E. DOLEZAL, Director of Business & Legal Affairs, MUSL

CENTRAL MONITORING SYSTEMS – SERVER BASED GAMING – SUPERSAS

Moderator:

MARK HUTCHINSON, Director of Public Gaming, JCM–American

Panelists:

JOHN CHAMBERLAIN, Director of Field Engineering, IGT

JOHN CONNELLY, VP Public Gaming, Bally Gaming & Systems

TONY COOPER, COO, South Carolina Education Lottery

JAY GENDRON, VP Gaming Solutions, GTECH

JIM KENNEDY, VP North American Sales & Marketing, Scientific Games International

SYLVIE LINARD, Chief Operating Officer, Cyberview Technology Group

ANDRZEJ SURMACZ, Vice President Lottery Systems, IGT

JOHN TARR, Deputy Director, Marketing, Montana Lottery

CASINO GAMES FOR INSTANT TICKETS & OTHER INSTANT STRATEGIES

Moderator:

TONY GUMINA, Vice President, Scientific Games International

Panelists:

TOM WEBER, Deputy Commissioner, Marketing, Michigan Lottery

TONY COOPER, Chief Operating Officer, South Carolina

JAY YOUNG, Chief Operating Officer, DC Lottery & Charitable Games

SMART IDEA PRESENTATIONS

IDEA: SATELLITE TAXI-TOP ADVERTISING

KEVIN JOHNSON, Marketing & Communications Director, DC Lottery & Charitable Games

IDEA: GETTING THE CUSTOMER'S ATTENTION

RAY MICHEL, Vice President, Ticker Communications

IDEA: UPGRADING OF INSTANT TICKET DISPENSING MACHINES

BILL POWELL, Director of Product Delivery, Pennsylvania Lottery

IDEA: GPS System to Track & Trace Assets

JOHN SAMONY, Vice President, Business Development, A. Rifkin

IDEA: ELECTRONIC INSTANT GAMES

KAREN SMITH, Promotions Manager, Iowa Lottery

IDEA: TRANSPARENCY IN ELECTRONIC BETTING
IRENA SZREK, Vice President, Szrek2Solutions

IDEA: (Title to come)
DR. STEPHEN WADE, Manager, Research & Development, Washington State Lottery

IDEA: ADVERTISING ON BET SLIPS, ROLL STOCK, INSTANT TICKETS & MONITORS.
TOM WEBER, Deputy Commissioner for Marketing, Michigan Lottery

1– 2pm
Luncheon & Networking Break in Exhibit Area

2:30pm – 5:30pm
VIP TOUR OF GAMING TECHNOLOGY
Tour will include Conference sponsored refreshments
Transportation will depart from the front entrance of Bellagio at 2:30pm
And will return by 5:30pm

5:30pm – Evening Open

MARCH 3 – THURSDAY
8am – 9am – Coffee & Danish

9am – 11am
SMART IDEA AWARDS
CLOSING DISCUSSIONS

11am
Conference Adjourned