

International LOTTERY EXPO & ILAC CONGRESS 2004

**Co-Sponsored by
Public Gaming Research Institute
& Florida Lottery**

**June 28 – July 2, 2004
Loews Miami Beach Hotel – Miami Beach, Florida**

Tentative Program

SUNDAY – June 27

6 pm – 12 am **Exhibit Setup**

MONDAY – June 28

8 am – 2 pm **Exhibit Setup**
Noon - 7:30 pm **Registration Open**

3 pm - 5:00 pm **GENERAL SESSION I – WELCOME & “OTB”**

WELCOME TO EXPO/ILAC 2004

Speaker & Co-host:

Duane Burke, President/CEO, Public Gaming Research Institute

RECOGNITION OF COUNTRIES REPRESENTED AT EXPO/ILAC

Argentina, Aruba, Australia, Bahamas, Barbados, Bolivia, Brasil, Canada, Chile, Colombia, Dominican Republic, Ecuador, El Salvador, Guatemala, India, Italy, Israel, Mexico, Nicaragua, Peru, St. Lucia, Spain, Trinidad & Tobago, USA, Venezuela,

RECOGNITION OF EXHIBITORS & SPONSORS

America Unwired, Chadwick Group, Creative Games, Diamond Game, Florida Lottery, IGT, Jupiter Technologies, Olivetti Tecnost, Public Gaming Research Institute, Scientific Games International, The NEW Public Gaming International Magazine, Ticker Communications

WELCOME TO FLORIDA

THE FLORIDA LOTTERY UPDATE

Sharing the story on what is making Florida most successful

Speaker & Co-host:

Michael Frick, Deputy Secretary, Florida Lottery

THE FUTURE OF LOTTERIES

Opportunities, Challenges & the Path to Success

Speaker: Duane Burke, CEO, PGRI

OUTSIDE-THE-BOX*

A new, open-format panel discussion where lottery leaders will be asked to think beyond what is happening in their lotteries today to what might be done in the future to keep lotteries growing and successful.

Panelists will be those willing to participate and available from among the following list of leaders attending the conference. The panel may be in two sections due to the number of potential participants.

Co-Moderators:

Duane Burke, CEO, PGRI

Michael Frick, Deputy Secretary, Florida Lottery

Panelists:

Mario Alvarado, Consultant to Management, Loteria de la Beneficencia del Cusco, Peru

Gerry Aubin, Executive Director, Rhode Island Lottery

Dan Bower, Chairman, Telecom Game Factory; Co-Founder, Scientific Games International

Bill Breslo, Vice-President, Business Development, Diamond Game

Maurizio Bertolotti, Product Manager, Gaming Solutions, Olivetti Tecnost

Greg Duggan, Business Development Manager, Jupiter Technology

Klement Dumler, Director, Intralot of Peru

Chris Essai, Director of International Sales, Creative Games

Bonnie Fussell, Vice President, Sunshine Electronic Display Corporation, former Director, Louisiana Lottery

Arch Gleason, President & CEO, Kentucky Lottery Corporation

Fran Gruden, President, Chadwick Group

Hubert Kock, Director, Aruba Lottery

Jim Holmes, Diamond Game, former Director, Missouri Lottery

Randee Kerns, Director of Compliance, ILAC de Guatemala, S.A.

Brennen Lawrence, Director of Business Development, Scientific Games

Wilmer Montes, Executive Director, LOTEX, Bolivia

Jeanette Michael, Executive Director, DC Lottery & Charitable Games Bd.

Ray Michel, Sales Executive for Ticker Communications

Nancy Palumbo, Director, New York Lottery

Ernie Passailaigue, Exec. Director, South Carolina Education Lottery

Albert Rojas, Former Director, Sorteos Extraordinarios Asociados, Colombia

Shaul Sotnik, General Manager, Mifal Hapais – Israel National Lottery

Dr. Edward Stanek, CEO, Iowa Lottery Authority

Chuck Strutt, Executive Director, Multi-State Lottery Association – MUSL

Irena Szrek, Partner, Szrek-2-Solutions

5:00 pm-7:00 pm

WELCOME TO EXPO/ILAC! RECEPTION

Sponsor: Scientific Games International

Note: The OTB program segment will be video taped

TUESDAY – June 29

8:30 am-6 pm Registration Open

8:30 am-9 am GOOD MORNING COFFEE & DANISH

Sponsored by: The NEW Public GAMING International magazine

9 am-12:00 pm GENERAL SESSION II

INNOVATIONS IN REVENUE GROWTH

INNOVATIVE REVENUE IDEAS THAT ARE WORKING FOR SOUTH CAROLINA

Speaker:

Ernie Passailaigue, Executive Director, South Carolina Education Lottery

KENTUCKY LOTTERY SUCCESSES THAT OTHERS CAN USE

Speaker: Arch Gleason, CEO & President, Kentucky Lottery Corp

RECORD BREAKING SUCCESS & POSITIONED FOR GROWTH

Speaker: Nancy Palumbo, Director, New York Lottery

ELECTRONICS IN GAMING FOR LOTTERIES

VALUE OF A VIDEO LOTTERY MONITOR & CONTROL SYSTEM

Speaker:

Brennen Lawrence, Director of Business Development, Scientific Games

IOWA'S ELECTRONIC PULL-TABS

Speaker: Dr. Edward Stanek, CEO, Iowa Lottery Authority

DIAMOND GAME'S PLAN FOR IOWA PULL-TABS

Speaker:

Bill Breslo, Vice President, Business Development, Diamond Game

VIDEO & HOT MONITOR DEVELOPMENTS IN RHODE ISLAND

Speaker: Gerald Aubin, Executive Director, Rhode Island Lottery

THE NEW NAME IN MONITOR GAMES

Greg Duggan, Business Development Manager, Jupiters Technology

**LIFETIME ACHIEVEMENT AWARD PRESENTATION
TO ARCH GLEASON**

Speakers: Dr. Edward Stanek, CEO, Iowa Lottery Authority

Charlie Scannella, Regional Manager, Scientific Games

12:00 pm-2:00 pm LIFETIME ACHIEVEMENT AWARD LUNCHEON

Sponsor: International Game Technologies – IGT

2:00 pm - 4:30 pm GENERAL SESSION III

ELECTRONICS IN GAMING FOR LOTTERIES - Continued

LOCATION BASED MOBILE LOTTERY SOLUTION – Unwired Lotto™

Speaker: Russell Carter, President & CEO, America Unwired, Inc.

TRUSTED DRAW – Auditable Electronic Drawing System

Speaker: Irena Szrek, Partner, Szrek-2-Solutions

PANEL DISCUSSION

Moderator:

**Randee Kerns, Director of Regulations & Compliance,
ILAC de Guatemala, S.A.**

Panelists:

Gerald Aubin, Executive Director, Rhode Island Lottery

Bill Breslo, Vice President, Business Development, Diamond Game

Russell Carter, President & CEO, America Unwired, Inc.

Greg Duggan, Business Development Manager, Structured Data Systems

Irena Szrek, Partner, Szrek-2-Solutions

STRATEGIES FOR INCREASING REVENUES

**MAKING MORE OF MARKETING FOR LOTTERIES – Action Steps to
Generate More Profits**

Discussion Leader:

Connie Lavery, Director of Marketing & Sales, New York Lottery

Panelists:

Kevin Johnson, Marketing Manager, DC Lottery

Doug Orr, Director of Marketing & Production – MUSL

**REVENUE ENHANCEMENTS THROUGH CONTINUOUS PROCESS
IMPROVEMENTS**

**Speaker: Jay Young, Chief Operating Officer, DC Lottery & Charitable Games
Control Board**

**FREQUENT, SET-PRIZE, NUMERICAL GAMES: THE SUCCESS
STORY OF PERU**

Speaker: Klement Dumler, Director, Intralot of Peru

4:30 pm-On Evening Open

WEDNESDAY – June 30

8:30 am-5 pm Registration Open

8:30 am-10 am GOOD MORNING COFFEE & DANISH

Sponsored by: The NEW Public GAMING International magazine

10 am-1:00 pm

GENERAL SESSION IV

ADVERTISING AND SALES

SHOWING OF LOTTERY TV COMMERCIALS

TV lottery commercials from many lotteries will be shown

**BUILDING CORE INSTANT GAME SALES WITH INNOVATIVE
"PROGRESSIVE" GAMES**

Speaker: Phil Green, Senior Vice President, Sales and Marketing, Canadian Bank Note

**GROWING SALES OF A SMALL STATE LOTTERY IN A
LIBERALIZED GLOBAL MARKET**

Speaker: Derek George, General Manager, St. Lucia National Lotteries Authority

MDI, BRANDS THAT SPEAK FOR THEMSELVES

Speaker: Rosa Ochoa, Regional Director, Scientific Games International

DEVELOPMENTS IN TRINIDAD & TOBAGO

Speaker: Maharaj Devant, Marketing & Public Relations Officer, National Lottery of Trinidad & Tobago

LOTERIA DEL TOLIMA – FIRST QUALITY CERTIFIED

Dr. Eduardo Esquivel, Manager, Loteria del Tolima, Colombia

REPORT ON LOTTERIES IN VENEZUELA

Speaker: Cedric Bages, Manager, Loteria de Falcon, Venezuela

FUN, FAMILIAR GAMES = NEW, NONSTOP REVENUE

Speaker: Fran Gruden, President, Chadwick Group

1pm - 2:30 pm

LUNCHEON IN HONOR OF LATIN AND CARIBBEAN LOTTERIES

Sponsored by: Public Gaming Research Institute, Inc.

2:30 pm – on

Afternoon open for networking & private meetings

THURSDAY – July 1

8:30 am-10 am

GOOD MORNING COFFEE & DANISH

Sponsored by: The NEW Public GAMING International magazine

10 am – 1:00 noon

GENERAL SESSION V

MULTI-STATE LOTTO, LOTTO & TRADITIONAL GAMES

MUSL NEWS

Speakers: Chuck Strutt, Executive Director, Multi-State Lottery – MUSL

Doug Orr, Director of Marketing & Production – MUSL

EXERCISE YOUR JACKPOT FATIGUE

Speaker: Kevin Johnson, Director of Marketing, DC Lottery

PRE-PRINTED LOTTOS – THE ECUADOR EXPERIENCE
Speaker: Alejandro Fontanet, Gerente Comercial, Scientific Games

BUILDING LOTTERY REVENUES IN PERU
Speaker: Mario Alvarado, Consultant to Management, Loteria de la Beneficencia del Cusco, Peru

CULTURE AND HISTORY OF LOTTERIES IN ARUBA
Hubert Kock, Director, Aruba Lottery

EXCITING NEW GAME IN ECUADOR
Ing. Jorge Murillo, General Manager, Loteria Nacional del Ecuador

PROJECTING BOGOTA LOTTERY SUCCESS IN THE CONTEXT OF THE GAMING INDUSTRY IN COLOMBIA
Dr. Fabio Villa, General Manager, Sorteo Extraordinario de Bogota

THE CALLAO LOTTERY COMBATS POVERTY
Ing. Orestes Cachay, Manager, Sociedad de Beneficencia del Callao, Peru

THE IMPORTANCE OF TRANSPARENCY
Victor Hugo Echeverria, Director of Operations, Loteria Nacional de Beneficencia y Salubridad, Republic of Bolivia

REPORT ON SORTEO EXTRAORDINARIOS
Dr. Hector Rubiano, Manager, Sorteo Extraordinario de Colombia

SUMMARY REPORT ON LOTTERIES IN COLOMBIA
Dr. Alberto Rojas, former General Manager, Sorteos Extraordinarios Asociados, Colombia

1:00 pm – on **Afternoon open for networking & private meetings**

FRIDAY – July 2
8:30 am - 10 am

GOOD MORNING COFFEE & DANISH
Sponsored by: The NEW Public GAMING International magazine

10am - 11 am

QUALITY & EXCELLENCE AWARDS AND CLOSING SESSION
Each participating lottery in this year’s EXPO/ILAC conference will receive a Qe EXPO/ILAC OUTSTANDING ACHIEVEMENT AWARD for their contribution to the success of the meeting.
In addition, those lotteries that contributed tapes of lottery TV advertising will receive a Qe OUTSTANDING ADVERTISING AWARD.

This will also be the last opportunity for attendees to discuss lottery matters together at this EXPO/ILAC conference and to offer suggestions for future meetings.

11 am

EXPO/ILAC MEETING ADJOURNED