



LA FLEUR'S 2019 DC CONFERENCE SCHEDULE

PRELIMINARY - Conference program and times subject to change

Conference Venue(s): George Washington University

Location: Jack Morton Auditorium, 805 21st St NW, Washington, DC 20052 Conference

Conference Hotel: The Westin Georgetown, 2350 M St. NW, Washington, DC 20037

Monday, May 13

Attendees arrive in Washington, DC to check into The Westin Georgetown

2-4 p.m.

Private Lottery Marketing & Sales Directors Meeting (By Invitation Only)

Location: Presidential Suite, The Westin Georgetown

Moderator: Terri Markle, Publisher & Byron La Fleur, Associate Publisher, La Fleur's Magazine

4-6:30 pm

Opening Night Reception

Location: Caucus Room Brasserie - The Westin Georgetown Hospitality

Event Sponsor: DC09

Tuesday, May 14

Bus Departs for Jack Morton Auditorium on George Washington Campus: 8 a.m.

Bagels & Coffee: 8:30-9 a.m.

Registration: 8-5 p.m.

DC LOTTERY SEGMENT

9-9:15 a.m.

Welcome Address

Beth Bresnahan, Executive Director, DC Lottery

9:15-9:45 a.m.

Marketing Presentation: DC Lottery

Nicole Jordan, Director, Marketing & Communications, DC Lottery

9:45-10 a.m.

Panel: DC Lottery's Commitment to Meeting the Challenge of Change

Beth Bresnahan, Executive Director, DC Lottery

Nicole Jordan, Director, Marketing & Communications, DC Lottery

Moderator: Terri Markle, Publisher & Byron La Fleur, Associate Publisher, La Fleur's Magazine

10-10:15 a.m.

INTRALOT Gold Sponsor Presentation

10:15-10:45 a.m.—Coffee Break

INTERNET SEGMENT

10:45-11 a.m.

Growing Retail Through iLottery

Drew Svitko, Executive Director, Pennsylvania Lottery

11-11:15 a.m.

Legal Overview: The DOJ's Reinterpretation of the Wire Act & the Status of the Litigation Seeking to Render It Void

Mark Hichar, Shareholder, Greenberg Traurig, LLP

11:15-11:30 a.m.

NCPG Overview: DOJ & Wire Act

Keith Whyte, Executive Director, NCPG

11:30-11:45 a.m.

Panel: DOJ Wireless Act Reversal / Sports Betting / internet

- Ridgley Bennett, Chief Counsel, DC Lottery
- Mark Hichar, Shareholder, Greenberg Traurig, LLP
- Keith Whyte, Executive Director, NCPG
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Co-Moderators: Terri Markle, Publisher & Byron La Fleur, Associate Publisher, La Fleur's Magazine

11:45-12 noon

Worldpay Gaming Gold Sponsor Presentation

Andrew Crowe, VP Lottery Market Development, Worldpay Gaming

12-1:15 p.m.—Lunch

1:15-1:30 p.m.

Costco Expansion and the Lottery Value Pricing Paradigm

Gregg Edgar, Executive Director, Arizona Lottery

1:30-1:45 p.m.

Scientific Games Gold Sponsor Presentation

Enabling Lottery Expansion: The Emerging Role of the Agile Lottery Back-Office

Christopher Coyle, Business Development, Scientific Games

1:45-2 p.m.

Retail Trends Lottery Director Panel

- Gregg Edgar, Executive Director, Arizona Lottery
- Tom Delacenserie, President & CEO, Kentucky Lottery
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Gary Grief, Executive Director, Texas Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

2-2:15 p.m.

IGT Gold Sponsor Presentation

Tom Stanek, Head of Global Retail Sales, IGT

2:15-2:30 p.m.

The Evolution of MUSL

Bret Toyne, Executive Director, MUSL

2:30-2:45 p.m.

TBD

2:45-3:15 p.m.—Coffee Break

3:15-3:30 p.m.

New Jersey Lottery's Courier System

James Carey, Acting Executive Director, New Jersey Lottery & John White, Deputy Director & CFO, New Jersey Lottery

3:30-3:45 p.m.

Panel: Courier System / Retail Solutions

- James Carey, Acting Executive Director, New Jersey Lottery
- John White, Deputy Director & CFO, New Jersey Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

3:45-4 p.m.

InComm Gold Sponsor Presentation

Mark Smith, VP, Sales & Marketing, InComm

4-4:15 p.m.

Texas Lottery: Nuts and Bolts of Retailer Inlane Integration

Ryan Mindell, Lottery Operations Director, Texas Lottery

4:15-4:30 p.m.

Lazlo 326 Gold Sponsor Presentation

Art Kiuttu, SVP, Lottery & Gaming Solutions, Lazlo 326

4:30-4:45 p.m.

Lottery Panel

Private Lottery Marketers Meeting

Moderator: Terri Markle, Publisher, La Fleur's Magazine

Wednesday, May 15

Depart for Jack Morton Auditorium on George Washington Campus: 8 a.m.

Bagels & Coffee: 8:30-9 a.m.

9-9:15 a.m.

Lottery Marketing Director Panel

- Tracey Cohen, Chief Operating Officer, DC Lottery
- Leo Mamorsky, Chief Marketing Officer, Maryland Lottery
- Maura McCann, Director, Marketing, New Hampshire Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

SPORTS BETTING SEGMENT

9:15-9:30 a.m.

West Virginia: Sports Betting Case Study

John Myers, Director, West Virginia Lottery

9:30-9:45 a.m.

Expectations for Sports Betting in Maryland

Gordon Medenica, Director, Maryland Lottery

9:45-10 a.m.

Delaware Sports Pick

Cheryl Couvillion, Draw, Keno & Sports Lottery Mgr., Delaware Lottery

10-10:15 a.m.

Panel: Sports Betting Trends

- Cheryl Couvillion, Draw, Keno & Sports Lottery Mgr., Delaware Lottery
- Beth Bresnahan, Executive Director, DC Lottery
- Gordon Medenica, Director, Maryland Lottery
- John Myers, Director, West Virginia Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

10:15-10:45 a.m. – Coffee Break

CASHLESS SEGMENT

10:45-11 a.m.

Going Cashless: START NOW

Dan Coyne, Deputy Executive Director, Administration & Finance, Pennsylvania Lottery

11-11:15 a.m.

Virginia's Cashless Vending Implementation

Deborah Courtney, Director of Finance, Virginia Lottery

11:15-11:30 a.m.

Ohio Cashless Case Study (Tentative)

11:30-11:45 a.m.

Panel: Cashless Trends

Dan Coyne, Deputy Executive Director, Administration & Finance, Pennsylvania Lottery
Deborah Courtney, Director of Finance, Virginia Lottery

Moderator: Byron La Fleur, Associate Publisher, La Fleur's Magazine

11:45-11:50 a.m.

Smartplay Silver Sponsor video presentation

Tom Markert, President, Smartplay International

11:50-11:55 a.m.

Blake Jarrett & Company Silver Sponsor video presentation

Blake Jarrett, President, Blake Jarrett & Company

12-1:30 p.m.—Buffet Lunch

1:30-1:45 p.m.

Lottery Director Draw Game Panel

Cindy Polzin, Director, Wisconsin Lottery

Jon Clontz, CEO, Wyoming Lottery Corp.

Moderator: Terri Markle, Publisher, La Fleur's Magazine

iLOTTERY / SCRATCHER SEGMENT

1:45-2 p.m.

Scratch-off Best Practice

Tom Delacenserie, President & CEO, Kentucky Lottery

2-2:15 p.m.

The Power of One: How A Unified Instant Team Is Driving Sales & Players Online & at Retail

Merrill Fullerton, Marketing Manager, Instant Games, Atlantic Lottery

2:15-2:30 p.m.

Analog to Digital in 7 Months—A Realization that Launching iLottery Is like Making An Awesome Mix Tape

Kelley-Jaye Cleland, Director of Sales & Product Development & Maura McCann, Director, Marketing, New Hampshire Lottery

2:30-2:45 p.m.

Pennsylvania Lottery Scratcher Case Study

Kara Sparks, Director, Products, Pennsylvania Lottery

2:45-3 p.m.

Panel: Scratchers

- Merrill Fullerton, Marketing Manager, Instant Games, Atlantic Lottery
- Tom Delacenserie, President & CEO, Kentucky Lottery
- Kelley-Jaye Cleland, Director of Sales & Product Development & Maura McCann, Director, Marketing, New Hampshire Lottery
- Kara Sparks, Director, Products, Pennsylvania Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

3-3:45 p.m.—Coffee Break

ADVERTISING SEGMENT

3:45-4 p.m.

Great Lottery Advertising: A Retrospective

Leo Mamorsky, Chief Marketing Officer, Maryland Lottery

4:-4:15 p.m.

Better Together: The Ad Agency & Client Relationship Reimagined

Tracey Cohen, Chief Operating Officer, DC Lottery & Jodie Warren, VP, Director of Campaign Management, MDB Communications

4:15-4:30 p.m.

Disappointment, Unluckiness & Guilt: How to Deal with It

Robin Osborne, Managing Director & Kristen Knape, Associate Head of Strategy, David&Goliath

4:30-4:45 p.m.

Advertising Panel

- Robin Osborne, Managing Director, David&Goliath
- Kristen Knape, Associate Head of Strategy, David&Goliath
- Tracey Cohen, Chief Operating Officer, DC Lottery
- Leo Mamorsky, Chief Marketing Officer, Maryland Lottery
- Jodie Warren, VP, Director of Campaign Management, MDB Communications
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

4:45-5 p.m.

Wrap Up: TakeAways

Lottery directors will be invited on stage to offer key takeaways from La Fleur's 2019 DC Conference.

Thursday, May 16

Location: The Westin Georgetown (Room to be announced in program)

9-11:15 a.m.

BAKE OFF Interactive Workshop—Presentations followed by audience Q&A

- 1) Merrill Fullerton, Marketing Manager, Instant Games, Atlantic Lottery
- 2) Nicole Jordan, Director of Marketing & Communications, DC Lottery
- 3) Kelley-Jaye Cleland, Director of Sales & Product Development, New Hampshire Lottery
- 4) Ryan Mindell, Lottery Operations Director, Texas Lottery