



LA FLEUR'S 2019 AUSTIN CONFERENCE SCHEDULE

Monday, November 18-Thursday, November 21, 2019

AT&T Hotel & Conference Center, 1900 University Avenue, Austin, Texas / (512) 404-1900

HOTEL POLICY: Cancel by 6:00 PM CST 3 days prior to arrival to avoid penalty of one night's room & tax.

Monday, November 18

Private Lottery Marketing & Sales Directors Meeting: 3-5 p.m. (AT&T Hotel)
(Location: Conference Room 301)

Opening Night Reception: 5-7 pm (Terrance, AT&T Hotel)

Co-Hospitality Sponsors: Jackpocket and Third Ear

Tuesday, November 19

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

Registration: 8-5 p.m.

TEXAS LOTTERY SEGMENT

9-9:15 a.m.

Welcome Address

Gary Grief, Executive Director, Texas Lottery

9:15-9:30 a.m.

How Constraints Fuel Innovation

Ryan Mindell, Lottery Operations Director, Texas Lottery

Andrew Leeper, Brand Strategy Coordinator, Texas Lottery

One thing the Lottery industry has no shortage of is constraints. From budget cuts to legislative mandates, constraints surround us every day. But how can we learn to embrace these constraints to drive greater innovation and creativity as an industry? Take a look at a few of the ways that the Texas Lottery has learned to thrive within tight parameters and constraints. See how you can leverage constraints to drive excellence.

9:30-9:45 a.m.

Texas Lottery Scratchers

Dale Bowersock, Scratch Ticket Strategy Coordinator, Texas Lottery

The Texas Lottery was tasked by one of the Commissioner's to create games which highlight Texas tourism and Texas businesses. In response to this request two games were created, Texas Road Trip and Boot Scootin' Bucks. Dale Bowersock will review the final game designs and associated promotions and the challenges which had to be overcome to get these games to market.

9:45-10 a.m.

Texas Lottery Panel

1. Ryan Mindell, Lottery Operations Director, Texas Lottery
2. Andrew Leeper, Brand Strategy Coordinator, Texas Lottery
3. Dale Bowersock, Scratch Ticket Strategy Coordinator, Texas Lottery
4. Lauren Callahan, Media Relations Director, Texas Lottery
5. Moderator: Terri Markle, Publisher, La Fleur's Magazine

10-10:15 a.m.

Gold Sponsor Presentation: IGT

Leading at Retail
Markeith Davis and Ryan Swanner, Key Account Specialists, IGT Texas

10:15-10:45—Coffee Break

CORPORATE PARTNERS SEGMENT

10:45-11 a.m.

Circuit of The Americas Corporate Partnership

Teri Silvi, Director, Corporate Partnership Activation, Circuit of The Americas (COTA)

More than 1.2MM fans travel to Austin, Texas each year to watch the racing world's most elite competitors negotiate COTA's acclaimed 20 turn course, white knuckling their way around the greatest circuit in the world. Music fans raise their voice and dance with tens of thousands of fans as the hottest musical acts perform live at Austin's largest outdoor music venue. COTA truly is fun at every turn. Music, motorsports, media, philanthropy and community are all valuable components in a multi-platform partnership between COTA and The Texas Lottery, which include "Front of the Amp Contest," "Texas Lottery Lucky Row," "Military Outpost" and "COTA Fast Cash Ticket and Second Chance Experience."

11-11:15 a.m.

Houston Texans Corporate Partnership

Greg Grissom, Senior Vice President, Corporate Development, Houston Texans

The Houston Texans and the Texas Lottery have created a unique and powerful partnership sustaining over 10 years thru a branded scratch-off game where player also have access to unique second chance prize drawings. Each year lottery players have a chance to win prizes from allowing them be an "Owner for a Day" all the way to winning season tickets for the next season. In this session, you will learn about the key components of the partnership, the benefits for both the Texas Lottery and the Houston Texans and finally how it has sustained over a long period of time.

11:15-11:30 a.m.

Corporate Partners Panel

1. Teri Silvi, Director, Corporate Partnership Activation, Circuit of The Americas (COTA)
2. Greg Grissom, Senior Vice President, Corporate Development, Houston Texans
3. Gary Grief, Executive Director, Texas Lottery
4. Moderator: Terri Markle, Publisher, La Fleur's Magazine

11:30-11:45 a.m.

Gold Sponsor Presentation: NCM

What's Noovie At The Movies!

Chris Aragon, Sales Director, Local Sales, National CineMedia (NCM)

National CineMedia (NCM) will be discussing the following:

1. What's releasing in movie theaters in 2020
2. Whats new in Noovie
3. Digital Updates
4. NCM & State Lotteries
 - a. How NCM reaches lottery players
 - b. History of our partnerships with state lotteries
 - c. case studies/testimonials

11:45-12 a.m.

Fleurry Advertising Awards

The winners of the 2019 Fleurry Advertising Competition will be recognized on stage.

12-1:30 p.m.—Lunch

1:30-1:45 p.m.

Retail Trends Lottery Director Panel

1. Bishop Woosley, Director, Arkansas Lottery
2. Drew Svitko, Executive Director, Pennsylvania Lottery
3. Gary Grief, Executive Director, Texas Lottery
4. Moderator: Byron La Fleur, Associate Publisher, La Fleur's Magazine

1:45-2 p.m.

Gold Sponsor Presentation: Scientific Games
eInstants - Content Curation and The Value Exchange

Steve Hickson, Director, Side Play

Whether you're operating a digital games portfolio now or planning to do so in the future, this is sure to be a great opportunity to receive some really useful insights into this niche lottery sector from a veteran of game production. Find out what makes great game content, that consistently performs well, and that players trust and engage with again and again. As well as planning for quality over quantity when it comes to live portfolio content, we'll look at how online games, more often than not, will complement and enhance their offline counterparts.

SCRATCHER SEGMENT

2-2:15 p.m.

Connecticut Lottery: Instant Strategy Shifting Strategy & The Synergy Between Product & Advertising

Carlos Rodriguez, Director, Lottery Games, Connecticut Lottery Corp.

FY '20 brought change to our instant strategy. We started adjusting ticket print runs for faster selling cycles, freshening the portfolio more frequently. Innovative shifts in prize distribution have provide players with more meaningful prizes and they are letting us know they approve. We've also taken a look at how advertising can drive product design and how product design can drive the direction of advertising campaigns. This approach brings it all together for a positive player-experience and a consistent message. We also intend to introduce quarterly "featured" games to increase consumer engagement with the goal of attracting new and lapsed players while not alienating our core players.

2:15-2:30 p.m.

Kentucky Lottery: Family of Games Program

Mike Purcell, SVP, Sales & Marketing, Kentucky Lottery Corp.

Purcell will be discussing how scratch sales can be maximized through the use of the "Family of Games" strategy. It will include examples of three launches non-family games vs. three launches of family games in comparable time frames. He will also show examples of increases in family of games launched vs. new family of games in similar timeframes. The benefits of the Family concept extend beyond just the increase in sales. I will briefly talk about the efficiencies in advertising and in-store merchandising.

2:30-2:45 p.m.

WCLC: The Big Spin

Tamara Dawson, Advertising Director, WCLC

In March of 2018, the Western Canada Lottery Corporation launched the BIG \$PIN. The Big \$pin is a \$5 unique Instant which includes a spin prize. The value of the spin prize is revealed when they validate their ticket at retail and a prize wheel plays out on the monitor. Spin prizes range from \$10 to Big Spin. The top prize winners get to spin a Big Spin Wheel to find out how big their prize really is. Big Spin prizes start at \$100,000 up to \$500,000! It was patterned after OLG's successful ticket of the same name launched fall 2017. This game has been an exciting and successful product for the WCLC smashing sales records for the \$5 category. Dawson will walk you through inception all the way to the finished product including advertising support. She will also introduce the next phase of this game, The Bigger \$pin and The Biggest \$pin.

2:45-3 p.m.

Gold Sponsor Presentation: Pollard Banknote

Beyond Traditional Scratchers

Brad Thompson, Vice President, Sales and Marketing, and Jennifer Wankling, Sr. Mgr., Sales & Marketing, Pollard Banknote Ltd.

As we continue to drive innovation, we are excited to build on our message and provide real world examples of how our clients are executing innovative products and solutions in their respective markets. The presentation will highlight a number of outstanding games and retail focused initiatives to help attract lapsed players, younger demographics and ultimately help lotteries expand their player base.

3-3:30 p.m.—Coffee Break

3:30-3:45 p.m.

FY20 Lottery Director Panel

1. Bishop Woosley, Director, Arkansas Lottery
2. Tom Seaver, Director, Colorado Lottery
3. Gretchen Corbin, President & CEO, Georgia Lottery

4. Tom Delacenserie, President, Kentucky Lottery Corp.
5. Moderator: Terri Markle, Publisher, La Fleur's Magazine

3:45-4 p.m.

Gold Sponsor Presentation: INTRALOT Inc.

Kylie Reagan, Marketing Manager, INTRALOT Inc.

The Dreamtouch Smart is INTRALOT's newest all-encompassing self-service vending terminal, specifically designed for big box retailers. INTRALOT is proud to continue to push the boundaries of vending capabilities and offer the world's first 54" terminal with a 25-bin instant scratch ticket capacity. This presentation will walk attendees through the initial concept, implementation, and ultimately discuss the Dreamtouch Smart's already immense success in the field.

4-4:15 p.m.

MUSL Panel

- 1) Bret Toyne, Executive Director, MUSL
- 2) Drew Svitko, Executive Director, Pennsylvania Lottery
- 3) Gary Grief, Executive Director, Texas Lottery
- 4) Robert Tirloni, Products Manager, Texas Lottery
- 5) Moderator: Terri Markle, Publisher, La Fleur's Magazine

4:15-4:30 p.m.

Virginia Lottery's Mobile Play App Program

Lindsay Yowell, Digital Customer Acquisition Manager, Virginia Lottery

While awaiting legislative approval of iLottery, the Virginia Lottery worked within the guidelines of the existing law to launch a mobile, retail-tethered gaming solution called MobilePlay. MobilePlay essentially turns a player's phone into a Lottery self-service device and offers new digital games (e-games) when the player is at retail. In just under a year, the Lottery went from releasing its first mobile app to launching MobilePlay throughout Virginia. Learn about the three phases of the project as well as key challenges, successes and takeaways.

LOTTERY ADVERTISING SEGMENT

4:30-4:45 p.m.

Branding Campaign

Tom Delacenserie, President & CEO, Kentucky Lottery Corp.

After assuming the leadership role in Kentucky, I was struck by how often I saw some form of "Kentucky Pride" in various logos around the state. As I began evaluating everything we were doing at the Kentucky Lottery, it was obvious we had an opportunity to make "Kentucky Pride" part of our brand identity, starting with a new logo. Focus groups told us our new logo had hit the mark with Kentuckians. Shortly after, we launched a new \$20 ticket calling it Kentucky Millions and built an ad campaign around the "Pride" theme. Again, consumers and even legislators told us we had hit the mark.

4:45-5 p.m.

Prizes Remaining

Christian Hawley, Advertising & Marketing Director, Colorado Lottery

In an effort to help the Colorado Lottery boost Scratch sales in prior years, the Lottery's product team in conjunction with Cactus Communications has developed several marketing campaigns focusing on the top-prizes remaining for various \$10 and \$20 games. Marketing support usually includes :15 television, Internet advertising, social media advertising and POS. Top-prize remaining advertising has been one of the most successful types of Scratch advertising over the past several years. In addition to increasing sales, this type of advertising campaign is efficient in the fact that the Lottery can reuse television spots created for past top-prizes remaining campaigns instead of creating new spots. By doing this, production fees are significantly lower.

5:15 p.m.-?

IGT All-Attendee Event

Please join IGT at 5:15 p.m., Tuesday, November 19, at the historic Scholz Garten.

Established in 1866, this Austin institution takes claim to four titles:

- Oldest Restaurant in the State of Texas
- Oldest Live Music Venue in the State of Texas
- Oldest Bar in the State of Texas and....
- Oldest Biergarten in America!

The restaurant is located just a half-mile from the AT&T Conference Center, where the conference is taking place. Complimentary shuttles will run throughout the evening. Enjoy a German-Texas BBQ spread, including peach cobbler and German chocolate cake. Dress comfortably for an evening of bowling, live music, and dancing under the Texas sky.

Wednesday, November 20

8:30-9 a.m.— Bagels & Coffee:

8-5 p.m.—Registration

9-9:15 a.m.

Lottery Marketing Directors Panel

- 1) Chris Rogers, Deputy Director, Marketing and Products, Arizona Lottery
- 2) Amber Seale, Chief of Brand Management, Florida Lottery
- 3) Stephanie Weyant, Deputy Executive Director for Marketing and Products, Pennsylvania Lottery
- 4) Robert Tirloni, Products Director, Texas Lottery
- 5) Moderator: Terri Markle, Publisher, La Fleur's Magazine

SPORTS BETTING SEGMENT

9:15-9:30 a.m.

Oregon Lottery's Scoreboard Launch

Barry Pack, Director, Oregon Lottery

The Oregon Lottery launched "Scoreboard", the Lottery's full sportsbook this fall with a customer-first, mobile first strategy. Lottery Director Barry Pack will discuss lessons learned from going mobile first, focusing on the customer journey and incorporating responsible gaming best practices in mobile gaming and sports betting.

9:30-9:45 a.m.

DC Lottery Sports Betting Update

Ridgely Bennett, Chief Counsel, DC Lottery

The District of Columbia's sports betting law became effective on May 3, 2019. The law is unique because it authorizes both privately operated sports betting (regulated by the DC Office of Lottery and Gaming) and District government operated sports betting (offered by the DC Office of Lottery and Gaming). The presentation will discuss the rationale for passing a hybrid model of sports betting, the challenges of being both a regulator and operator of sports betting and an update on the current status of both privately operated and District government operated sports betting in the DC.

9:45-10- a.m.

Rhode Island Lottery's Sports Betting Program

Gerry Aubin, Director, Rhode Island Lottery

10-10:15 a.m.

Sports Betting Panel

- 1) Ridgely Bennett, Chief Counsel, DC Lottery
- 2) Barry Pack, Director, Oregon Lottery
- 3) Gerry Aubin, Director, Rhode Island Lottery
- 4) Moderator: Byron La Fleur, Associate Publisher, La Fleur's Magazine

10:15-10:30 a.m.

Gold Sponsor Presentation: Worldpay Gaming

Andrew Crowe, VP, Lottery Marketing Development, Worldpay Gaming

10:30-11 a.m.—Coffee Break

DRAW GAME SEGMENT

11-11:15 a.m.

Texas Lottery: FIREBALL Add-On Game

Julie Terrell, Draw Game Coordinator, Texas Lottery

Presentation on the Texas Lottery FIREBALL add-on feature launch, sales and strategies. Review of all launch activities, sales update and FIREBALL awareness for FY20.

11:15-11:30 a.m.

Match 6 Lotto & Cash 4 Life

Stephanie Weyant, Deputy Executive Director for Marketing and Products, Pennsylvania Lottery

How can lotteries increase draw game sales, in some cases by as much as 80 percent, without a matrix change or price increase? Answer: Daily drawings! The Pennsylvania Lottery will share its experience with Match 6 Lotto and Cash 4 Life - two games that recently changed from twice weekly drawings to daily drawings.

11:30-11:45 a.m.

Massachusetts Lottery's FY20 Draw Game Strategy

Scott Kenyon, Draw Games Product Director, Massachusetts Lottery

As a Lottery with a heavy focus on Instant Tickets and Keno, the Massachusetts Lottery developed an FY20 Draw Game strategy that focuses on challenging long-standing assumptions about our players and market. To challenge the assumption that players are only interested in buying from clerks, the Lottery is working towards deploying a pilot program of self-service terminals that offer unique game experiences right on the terminal. To challenge the assumption that players do not want any changes in how the Lottery picks numbers, the Lottery is overhauling the drawings for in-state games to a modern look and feel. To challenge the assumption that the Massachusetts market is overly saturated with gaming, the Lottery is planning to conduct extensive research on new product initiatives based on the preliminary success of the Jackpot Bundle promotion.

11:45-12 noon

Gold Sponsor Presentation: SCA Promotions

Christine Bennett, Director, Business Development, SCA Promotions

Jackie Walker, Director, Business Development, SCA Promotions

SCA Promotions, boasting 34 years of risk and budget management experience, was the first company in both the private and public sectors to underwrite a \$1 billion prize. SCA has worked with lotteries for 20+ years and now provides a portfolio of new, innovative solutions to meet today's challenges. SCA is excited to showcase their work with the Texas Lottery and its retailer incentive program that has already resulted in a \$1million bonus payout. Examples of jackpot shortfall coverage and second chance promotions will further illustrate how SCA and their lottery clients think outside the box to solve budget challenges.

12-1:30 p.m.— Lunch

1:30-1:45 p.m.

Draw Game Panel

1. Scott Kenyon, Draw Games Product Director, Massachusetts Lottery
2. Stephanie Weyant, Deputy Executive Director for Marketing and Products, Pennsylvania Lottery
3. Julie Terrell, Draw Game Coordinator, Texas Lottery
4. Moderator: Byron La Fleur, Associate Publisher, La Fleur's Magazine

1:45-2 p.m.

In-Lane Panel

1. Gregg Edgar, Executive Director, Arizona Lottery
2. Tom Delacenserie, President, Kentucky Lottery Corp.
3. Ryan Mindell, Lottery Operations Director, Texas Lottery
4. Moderator: Terri Markle, Publisher, La Fleur's Magazine

LEGISLATIVE SEGMENT

2-2:15 p.m.

Working with State Legislators

Helene Keeley, Deputy Director, Delaware Lottery

Having served 22 years in the Delaware House of Representatives, I would like to share with the conference participants how to approach and discuss Lottery related business with your Legislative members. In many states the legislator is considered part-time so most legislators have other full-time jobs. They have to know enough about every issue to understand but may not have to time to deeply engulf the issue. So we have to use our time wisely when meeting and discussing our issues.

2:15-2:30 p.m.

Florida Lottery: Brighter Future

Samantha Ferrin, Chief of Staff, Florida Lottery

With a recent gaming system conversion and a new scratch ticket contract soon to be in place, the Florida Lottery is poised to embark on a brighter future! A future that focuses on customer experiences and corporate social responsibility by doing the right thing every time and exceeding customers' expectations. Authorized by voters, the Florida Lottery began selling tickets in 1988. Fast forward 31 years and the Sunshine State has effectively balanced its statutory requirements to maximize revenues for education by offering the best lottery games available while also ensuring the dignity of its state and the welfare of its citizens. Come learn how the Florida Lottery has been successful and how it's planning for its Brighter Future!

BENEFICIARY SEGMENT

2:30-2:45 p.m.

Driving Brand Engagement & Affinity

Amber Seale, Chief of Brand Management, Florida Lottery

Seale will be discussing the Florida Lottery's brand strategy—how it leverages three core pillars: Play (the fun of playing our games), Education (our beneficiaries) and Responsible Gaming (educating players on how to play within their means, and no underage play). She will talk about how the focus of these pillars has evolved. The lottery looked to create more of an emotional connection to its brand, particularly leveraging real stories for its Education pillar, as well as bringing to life Responsible Gaming in a more engaging way. Real people, real stories, and real connections to drive brand engagement and affinity!

2:45-3:15 p.m.

Arizona: Storytelling Campaign

Chris Rogers, Deputy Director, Marketing and Products, Arizona Lottery

The Arizona Lottery faces the challenge of communicating a clear and concise "Gives Back" message while transferring hundreds of millions of dollars to more than a dozen beneficiaries, annually. For this reason, we've contracted with the USA Today-owned "Arizona Storytellers Project". Using live events and powerful videos, we help Arizonans better understand the Lottery's impact in their lives. Audiences perceive these as earned media that does not feel like advertising. Utilizing this strategy, we've seen a dramatic improvement in the way this influential audience, not generally persuaded by traditional ads and commercial campaigns, perceives the Lottery, increasing both their affinity for the Lottery and their motivation to play.

3:15-3:30 p.m.

Wisconsin: Beneficiary Ad Case Study

Kim Welsch, Marketing & Communications Specialist/Advertising, Wisconsin Lottery

Proceeds of the Wisconsin Lottery go towards property tax relief. In fact, since 1988, the Lottery has provided over \$4.3 billion in property tax relief to Wisconsin homeowners. Even so, as far as lottery beneficiaries go, property tax relief isn't exactly a "romantic" cause that tugs at the heartstrings and stays top of mind with Wisconsinites. So how does the Lottery effectively communicate how it has benefited *and continues to benefit* the State of Wisconsin?

The answer is a TV spot explaining ALL the benefits of the Lottery, from property tax relief for homeowners to prize dollars put back into the communities to local retailers earning their commissions. To help make it genuine and relatable, the campaign would only show *real* players, winners, retailers and homeowners.

3:30-3:45 p.m.

"Play On" – Getting Our Brand Under Our Fingernails

Tom Seaver, Director, Colorado Lottery

On October 19, 2019, the Colorado Lottery sponsored a first-ever community cleanup of the Arkansas River through 7.6 miles of Pueblo, Colorado. Working with partners the Sierra Club, Colorado Parks and Wildlife, Pueblo Parks and Recreation and Volunteers for Outdoor Colorado, the Lottery directed a day of picking up trash along the river which runs through the heart of our headquarters city. We did it to help people understand the level of the Lottery's commitment to funding, and living, the outdoor lifestyle in our state. Public / private partnership with a mission.

AD AGENCY SEGMENT

3:45-4 p.m.

Ad Agency Executive Panel

1. Jenna Mastalir, Associate Connections Director, Cole & Weber
2. Yumi Prentice, President, David&Goliath
3. Andrea Bohorova, Senior Brand Strategist, Third Ear
4. Moderator: Terri Markle, Publisher, La Fleur's Magazine

4:-4:15 p.m.

The Real Question in Storytelling: How True Is This Story?

Yumi Prentice, President, David&Goliath

As marketers, we're blessed to live in the time that we do. We have a plethora of tools, platforms and increasingly intelligent technologies that help us reach and engage our audiences in more relevant, resonant and efficient ways. But getting closer to the customer is about so much more than targeting and reach. Today, people are making their buying decisions based on values, as much they are buying on value. Earning customer closeness requires uncovering what truly matters to them, finding authentic ways to demonstrate shared values, and delivering not just messaging, but actions that prove out your brand's truths.

4:15-4:30 p.m.

Storytelling in the Time of Big Data

Andrea Bohorova, Senior Brand Strategist, Third Ear

Data-driven approaches are pivotal to uncovering actionable insights on which to build campaigns. But *speaking human* through compelling stories is still what best drives the meaningful connections that spur people into action on behalf of brands. Discover how *listening beyond* data, and understanding consumer behaviors and trends, leads to inclusive human stories that create cultural moments and drive positive business results.

4:30-4:45 p.m.

Leveraging Modern Marketing Principles to Create Effective & Efficient Advertising Campaigns

Kristie Christensen, Account Director, and Jenna Mastalir, Associate Connections Director, Cole & Weber

It's human tendency to move straight to problem solving and solution seeking. Inspiring future growth requires that you are 100% clear on which problem is the most beautiful problem to solve.

In this session we'll discuss the modern marketing challenges facing government run agencies today, and how Washington's State Lottery worked with Cole & Weber to embrace a "beautiful problem" design philosophy to develop customized campaign solutions.

4:45-5 p.m.

Lottery Director Panel: Takeaways

All lottery directors are invited to participate in the final panel of the conference to discuss "takeaways."

5-7 pm

Happy Hour Reception

Sponsor: Screen Vision Media

Come join us for pizza and beers. It's time to kick back and relax!

Thursday, November 21

INTERACTIVE WORKSHOP

8:45-9 a.m.

Bagels & Coffee

9-11:15 a.m.

Interactive Lottery Marketers Workshop

Theme: AdFluent

Lottery marketers will give 5-minute presentations focusing on alternative advertising vehicles which have been implemented or under review for future use (such as a digital concept, event sponsorship, product placement, in-store advertising concept, video ads, influencer marketing or other concept). This is followed by group discussion with workshop participants who can ask questions or provide information on their lottery jurisdiction. This workshop is open to all attendees of La Fleur's 2019 Austin conference.

Presenters:

1. Chris Rogers, Deputy Director, Marketing and Products, Arizona Lottery
2. Carlos Rodriguez, Director, Lottery Games, Connecticut Lottery Corp.
3. Kristie Christensen, Account Director, Cole & Weber
4. Mike Purcell, SVP, Sales & Marketing, Kentucky Lottery Corp.
5. Stephanie Weyant, Deputy Executive Director for Marketing and Products, Pennsylvania Lottery
6. Ryan Mindell, Lottery Operations Director, and Andrew Leeper, Brand Strategy Coordinator, Texas Lottery
7. Luis Guido, VP Experiential, The Third Ear
8. Lindsay Yowell, Digital Customer Acquisition Manager, Virginia Lottery