



La Fleur's 2020 Final-e-Conference Schedule (September 1-2, 2020)

Lottery employee registration is free. Vendors can register and pay to attend at www.lafleurs.com (go to Store).

Tuesday, September 1 (12:30 p.m.-4 p.m. EST)

Lottery Reinvention Panel: Mid-Atlantic

- Beth Bresnahan, Executive Director, DC Lottery
- Gordon Medenica, Director, Maryland Lottery
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Kevin Hall, Executive Director, Virginia Lottery

GOLD SPONSOR PRESENTATION: Scientific Games

Powerball: National Advertising Program

- Gregg Edgar, Executive Director, Arizona Lottery
- Tom Seaver, Director, Colorado Lottery
- Jay Finks, Deputy Director, Oklahoma Lottery

GOLD SPONSOR PRESENTATION: INTRALOT, Inc.

Pandemic Impact Lottery Director Panel: New England

- Gregory Smith, President & CEO, Connecticut Lottery Corp.
- Michael Sweeney, Executive Director, Massachusetts Lottery
- Charlie McIntyre, Executive Director, New Hampshire Lottery

GOLD SPONSOR PRESENTATION: NEOPOLLARD INTERACTIVE

Pandemic Impact Lottery Director Panel

- Samantha Ferrin, Chief of Staff, Florida Lottery
- Gretchen Corbin, President & CEO, Georgia Lottery Corp.
- Gary Grief, Executive Director, Texas Lottery

GOLD SPONSOR PRESENTATION: CARMANAH SIGNS

Texas Lottery In-Lane Program Case Study

- Ryan Mindell, Lottery Operations Director, Texas Lottery

GOLD SPONSOR PRESENTATION: INCOMM

New Jersey Lottery's Courier System Case Study

- John White, Deputy Director, Finance, New Jersey Lottery

GOLD SPONSOR PRESENTATION: JACKPOCKET

Atlantic Lottery's 2Chance Program Case Study

- Merrill Fullerton, Manager, Digital Growth, Atlantic Lottery

GOLD SPONSOR PRESENTATION: SPLASHDOT

Pandemic Impact Lottery Director Panel

- Tom Shaheen, President & CEO, Mississippi Lottery Corp.
- Mark Michalko, Executive Director, North Carolina Education Lottery
- Brian Rockey, Director, Nebraska Lottery
- Marcus Glesper, Director, Washington's Lottery

VLT & Sports Betting Lottery Director Panel

- Pat McDonald, Executive Director, Ohio Lottery
- Barry Pack, Executive Director, Oregon Lottery
- John Myers, Director, West Virginia Lottery

Loterie Nationale: Turning PopUps into Permanent Lottery Stores in Belgium

- Joke Vermoere, Communications Director, Loterie Nationale

LA FLEUR'S 2020 DC MARKETING eSYMPOSIUM SCHEDULE

Wednesday, September 2 (3 p.m.-5 p.m. EST)

La Fleur's Lottery Marketers eSymposium Panel

Each lottery panelist will serve as a Discussion Leader for seven different topics related to marketing and advertising instant scratch and draw games during the pandemic. We will ask for feedback from each of our seven lottery panelists. We also hope to "open the floor" to questions by chat from our audience through our BigMarker platform.

- *Pandemic Instant Sales Surge*
 - o Glenn Strong, Deputy Commissioner, Games & Marketing, Michigan Lottery
- *Managing Non-Lotto Draw Games During the Pandemic (Keno, Fast Play)*
 - o Pete Donahue, Senior Director, Marketing, Connecticut Lottery Corp.
- *Dealing with Low Bloc Lotto Jackpots*
 - o Stephanie Weyant, Deputy Executive Director, Marketing & Products, Pennsylvania Lottery
- *Creating New Draw Games*
 - o Adam Caughill, Director, CX Design, Lottery Innovation, Ontario Lottery & Gaming (OLG)
- *Engaging Lottery Players Through Social Media*
 - o Chris Rogers, Deputy Director, Products & Marketing, Arizona Lottery
- *Examine dramatic changes in media consumption since the beginning of the pandemic*
 - o Terri Rose, Director of Marketing, Virginia Lottery
- *Transformation of a Lottery Sales Rep into a Distance Selling Environment*
 - o Justin Rock, Deputy Secretary of Product & Sales, Florida Lottery
- Co-Moderator: Terri Markle, Publisher, La Fleur's Magazine
- Co-Moderator: Byron La Fleur, Associate Publisher, La Fleur's Magazine

Special Presentation:

West Virginia Lottery's Promotional App

Ronnie Lawson, Lottery Marketing Specialist & Programmer Analyst, West Virginia Lottery

The eSymposium will end with a virtual Beer & Wine cocktail reception. (In case you didn't know, the definition of a symposium is a drinking party at which there was intellectual conversation in ancient Greece (Source: Webster's New World College Dictionary).