

RICHMOND

# Conference

May 23-25, 2022



# PROGRAM

## Acknowledgments

We would like to thank the following: Virginia Lottery (co-host of La Fleur's 2022 Richmond Conference) as well as our Platinum Sponsors (IGT and Scientific Games), our Gold Sponsors (Carmanah Signs, INTRALOT, Inc., Meta, NeoPollard Interactive, and Sightline Payments) and our Silver Sponsors (Instant Win Gaming, Marcus Thomas Lottery Solutions, and Pro-Lite).

### Monday, May 23

#### 5–7 p.m.—Opening Reception & Registration

Location: Foyer, Dominion Energy Center  
Address: 605 E. Grace Street, Richmond, Virginia

### Tuesday, May 24

#### 8–8:45 a.m.—Coffee & Breakfast Sandwiches

Location: Foyer

#### Main Program (Carpenter Theater Stage)

##### 8:45–9 a.m.

##### Recent Transformation at Virginia Lottery

Kelly T. Gee, Acting Executive Director, Virginia Lottery

##### 9–9:15 a.m.

##### IGT Platinum Sponsor Presentation: The Innovation and Evolution of Instant Games

Keith Cash, Vice President & GM, Printing, IGT

##### 9:15–9:30 a.m.

##### One Strategy with an Omnichannel Approach

Stephanie Weyant, Deputy Executive Director, Marketing & Product Development, Pennsylvania Lottery

##### 9:30–9:45 a.m.

##### Scientific Games Platinum Sponsor Presentation: Teamwork Makes the Portfolio Work!

Jeremy Kyzer, Regional VP, Sales, Scientific Games

##### 9:45–10 a.m.

##### Striving for Synced Player-Centric Experiences

Kelley-Jaye Cleland, Chief Product & Program Officer, New Hampshire Lottery Commission

##### 10–10:15 a.m.

##### Gold Sponsor Presentation: Future of iLottery

- Julin Shaw, Senior Director, Branding Marketing & Business Development, NPi  
- Jessica Powell, Senior Director, Ignite Player Marketing, NPi  
- Shannon DeHaven, VP, Digital Engagement, Pollard Banknote

##### 10:15–10:30 a.m.

##### Lottery Convergence Panel

- Isabelle Jean, EVP & COO, Loto-Quebec  
- Kelley-Jaye Cleland, Chief Product & Program Officer, New Hampshire Lottery  
- Stephanie Weyant, Deputy Executive Director, Marketing & Product Development, Pennsylvania Lottery  
- Kelly T. Gee, Acting Executive Director, Virginia Lottery  
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

##### 10:30–11 a.m.—Coffee Break (Foyer)

##### 11–11:15 a.m.

##### Iowa Lottery: Major Retailer Partnerships

Cory Hart, Director, Marketing & Advertising, Iowa Lottery

##### 11:15–11:30 a.m.

##### Sightline Payments Gold Sponsor Presentation: Lottery Modernization

Andrew Crowe, SVP Business Development, Sightline Payments

##### 11:30–11:45 a.m.

##### Leveraging Chain Relationships to Maximize Lottery Sales

Pete Ramsey, VP, Corporate Accounts & Business Development, Kentucky Lottery Corp.

##### 11:45–12 p.m.

##### Marketing in the Retailer EcoSystem

Brittany D'Haenens, Director of Marketing, IGT Indiana on behalf of Hoosier Lottery

##### 12–12:15 p.m.

##### Carmanah Signs Gold Sponsor Presentation: Digital Retail Execution

Maxwell Goldstein, VP Sales, Americas, Carmanah Signs

##### 12:15–12:30 p.m.

##### Panel: Retail & Digital Marketing Trends

- Brittany D'Haenens, Director of Marketing, IGT Indiana on behalf of Hoosier Lottery  
- Cory Hart, Director, Marketing, Iowa Lottery  
- Pete Ramsey, VP, Corporate Accounts & Business Development, Kentucky Lottery Corp.  
- Chuck Caliguiri, Field Sales Manager, Virginia Lottery  
- Moderator: Byron La Fleur, Publisher, La Fleur's Magazine

##### 12:30–2:15 p.m.—Luncheon

Location: Rhythm Hall

**2:15–2:30 p.m.**

**Transforming Fast Play**

Tina Wolf, VP, Product & Partnership, Camelot Illinois

**2:30–2:45 p.m.**

**INTRALOT Inc. Gold Sponsor Presentation: Evolution of Fast Play**

Kristen Pare, Regional Marketing Director, INTRALOT, Inc.

**2:45–3 p.m.**

**Cash Pop: All It Takes Is One Number**

Corey Klingel, Draw Games Manager, Virginia Lottery

**3–3:15 p.m.**

**Meta Gold Sponsor Presentation: A Success Story by Virginia Lottery & Meta: New Customer Acquisition**

Emre Goksu, Growth Manager, RMG & Lottery, Meta

**3:15–3:30 p.m.**

**The Marketing of Cash Pop in South Carolina**

Josh Whiteside, Director, Marketing, South Carolina Education Lottery

**3:30–3:45 p.m.**

**Fast Play Launch: Lessons Learned**

Kate Airey, Director, Product Development, Maryland Lottery & Gaming

**3:45–4 p.m.**

**Reinventing Second Chance with Cash Plus Entry Promotion**

Ryan Mindell, Lottery Operations Director, Texas Lottery

**4–4:30 p.m.**

**Innovations Panel**

- Keith Cash, Vice President & GM, Printing, IGT
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Jeff Martineck, SVP, Products & Innovation, Scientific Games

- Ryan Mindell, Lottery Operations Director, Texas Lottery

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

**4:30–6:30 p.m.**

**Private Lottery Marketers Meeting (by invitation)**

Location: Rhythm Hall

**Wednesday, May 25**

**8–9 a.m.— Coffee & Breakfast Sandwiches**

Location: Foyer

**8:45 a.m.–5 p.m.**

**iLottery Roundtable (by invitation)**

Location: Rhythm Hall

**Main Program (Carpenter Theater Stage)**

**9–9:15 a.m.**

**Optimized Growth: NCEL Scratch-Off Strategy**

Randy Spielman, Deputy Executive Director, Product Development & Digital Strategy, NC Education Lottery

**9:15–9:30 a.m.**

**Leveraging Your Core Games to Maximize Sales**

Katherine Cundiff, VP, Product Development, Georgia Lottery Corporation

**9:30–9:45 a.m.**

**Determining the Value of Your Product Line**

Mary Cimaglio, Senior Instant Games Manager, Arizona Lottery

**9:45–10 a.m.**

**Colorado Lottery: Double Your Fun**

Tom Seaver, Director, Colorado Lottery

**10–10:15 a.m.**

**Scratcher Panel: Value of \$50 & Above Price Points**

- Tom Seaver, Director, Colorado Lottery
- Justin Rock, Deputy Secretary of Product & Sales, Florida Lottery

- Gary Grief, Executive Director, Texas Lottery

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

**10:15–11 a.m.—Coffee Break (Foyer)**

**11–11:15 a.m.**

**Lottery Marketing & Retail Panel**

- Kate Airey, Director, Product Development, Maryland Lottery & Gaming

- Eric Grubbs, Deputy Executive Director, Sales & Retail Operations, Pennsylvania Lottery

- Josh Whiteside, Director, Marketing, South Carolina Education Lottery

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

**11:15–11:20 a.m.**

**Instant Win Gaming (IWG) Silver Sponsor Video Presentation**

**11:20–11:35 a.m.**

**Lightning in a Bottle: A Florida Lottery & Southeastern Grocers Partnership**

Justin Rock, Deputy Secretary of Product & Sales, Florida Lottery

**11:35–11:40 a.m.**

**Marcus Thomas Lottery Solutions Silver Sponsor Video Presentation**

Christopher Abate, VP, Solutions, Marcus Thomas Lottery Solutions



**11:40–12:15 p.m.**

**Mega Millions & MUSL Panel: What's Ahead for Jackpot Games in FY23?**

- John Martin, Director, Maryland Lottery & Gaming
- Bret Toyne, Executive Director, MUSL
- John White, Deputy Director, Finance, New Jersey Lottery
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

**12:15-2 p.m.—Cookout Luncheon**

**Location: 6th Street (Patio)**

Come enjoy a picnic outside with fried chicken, pork BBQ with cole slaw, and macaroni & cheese.

**2-2:15 p.m.**

**Draw Games Trends Panel**

- Frank Suarez, Executive Director, Office of Lottery & Gaming (DC)
- Cindy Polzin, Director, Wisconsin Lottery
- Jon Clontz, CEO, Wyoming Lottery Corp.
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

**2:15-2:30 p.m.**

**Advertising Trends 2022**

Amy Baril, President, NDP

**2:30–2:45 p.m.**

**How to Win at iLottery Marketing**

Julie Senchak, VP, Digital Experiences, 9Rooftops

**2:45–3 p.m.**

**Social Media Influencers**

Ashley McNatt, Marketing & Advertising Director, Arkansas Scholarship Lottery

**3-3:15 p.m.**

**Let's Get Social**

Danielle Snidow, Deputy Director, Marketing, West Virginia Lottery

**3:15-3:30 p.m.**

**Lottery Advertising & Digital Trends**

- Ashley McNatt, Marketing & Advertising Director, Arkansas Scholarship Lottery
- Amy Baril, President, NDP
- Danielle Snidow, Deputy Director, Marketing, West Virginia Lottery
- Julie Senchak, VP, Digital Experiences, 9Rooftops
- Moderator: Terri Markle, Publisher, La Fleur's Magazine

**3:30–4 p.m.**

**Lottery Director Panel: Conference Wrapup**

All lottery directors in attendance are invited on stage for a final wrapup discussion.



**THANK YOU  
FOR YOUR SUPPORT!**