

La Fleur's 2023 Pittsburgh Conference Preliminary Agenda

(May 22-24, 2023)

La Fleur's 2023 Pittsburgh Conference will start with the 5 p.m. opening night reception on Monday, May 22 at the Carnegie Science Museum. The conference's program will be held at the main conference room and ancillary rooms inside the spacious Carnegie Science Museum at **1 Allegheny Avenue**. The conference venue is located in the North Shore neighborhood of Pittsburgh.

TIME SCHEDULE

Monday, May 22

5 pm-7 pm

Registration

Opening Night Reception

Tuesday, May 23

8:30 – 4:30 p.m.

Full Day Educational Program (Auditorium)

Private Lottery Marketers' Meeting (by invitation)

6-9:30 p.m.

[All-Attendee Evening Event](#) sponsored by **Scientific Games**

Venue: Shorty's Pins and Pints

Scientific Games will provide shuttle transportation, but the venue is a short walk for the conference hotel.

Wednesday, May 24

8:30 – 4:30 p.m.

Full Day Educational Program

Main Program (Auditorium)

Private iLottery Roundtable (by invitation)

EDUCATIONAL PRESENTATIONS & PANELS

Gaming Expansion Segment

Case Studies on modern lotteries expanding into new verticals (sports betting & gaming)

Gaming Expansion Case Study: Pennsylvania Lottery (Co-Host of Conference)

Drew Svitko, Executive Director, Pennsylvania Lottery

Gaming Expansion Case Study: DC Evolution to Ecommerce & Sports

Frank Suarez, Executive Director, DC Lottery

Connecticut: The Gaming Landscape Has Shifted

Pete Donahue, Senior Director of Sales & Marketing, Connecticut Lottery Corp.

Lottery Director Panel: Gaming Expansion

Panelists:

- Helene Keeley, Director, Delaware Lottery
- Frank Suarez, Executive Director, DC Lottery
- John Martin, Director, Maryland Lottery & Gaming
- Drew Svitko, Executive Director, Pennsylvania Lottery
- Kelly Gee, Executive Director, Virginia Lottery

Digital Lottery Segment

iLottery Marketers Panel

Representatives from iLottery jurisdictions will discuss FY23-24 trends.

Responsible Gambling Advertising & the “Purr-fect Partnerships”

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

Retail Segment

Pennsylvania Lottery: Retail Incentive Program

Eric Grubbs, Deputy Executive Director, Sales, Pennsylvania Lottery

Matthew Greenstreet, Director of Sales, Pennsylvania Lottery

Hoosier Lottery: Winning with Walmart

Tracey Butler, Director of Key Accounts, IGT Indiana on behalf of the State Lottery Commission of Indiana

Lottery Retailer Panel: Managing Future Growth

Major lottery retailers will discuss in-store signage, in-store retail partnerships, in-store advertising, retailer incentive programs, cashless sales, digital advertising, in-store POP, in-lane sale, and expanded retailer loyalty programs.

Panelists:

- Larry Vertal, Global Age Restricted Manager, Circle K
- Jarrod Cummins, Director of Financial Services, Kroger Co.
- TBD, Giant Eagle

Draw Game Segment

Presentations and case studies on draw game launches, bloc lotto management, addition of non-traditional games, digital programs and more.

Lottery Director Draw Game Panel: Managing Growth in FY24

Panelists:

Lester Elder, Executive Director, Missouri Lottery

Gary Grief, Executive Director, Texas Lottery

Cindy Polzin, Director, Wisconsin Lottery

Florida Lottery Case Study: Draw Game Portfolio Comprehensive Strategy Driving Growth

Angel Tallent, Product Manager, Florida Lottery

North Carolina Education Lottery: The Evolution of Fast Play

Terri Rose, Deputy Executive Director, Brand Management & Communications, North Carolina Education Lottery

Allan Altholz, Draw Product Manager, North Carolina Education Lottery

Mega Millions Bloc Lottery Director Panel

Panelists:

John Martin, Director, Maryland Lottery & Gaming

John White, Deputy Director & CFO, New Jersey Lottery

Tom Ackerman, Deputy Director, Marketing, Ohio Lottery

Illinois Lottery: MUSL and In-State “Dream Ranger” Advertising Campaign

Lauren Averill, Sr. Marketing Manager, Camelot Illinois

MUSL Lottery Director Panel

Panelists:

Bret Toyne, Executive Director, MUSL

David Barden, CEO, New Mexico Lottery Authority

Drew Svitko, Executive Director, Pennsylvania Lottery

Ohio Lottery: Gamify Your Day

Tom Ackerman, Deputy Director, Marketing, Ohio Lottery

Instant Game Segment

Presentations and case studies on instant ticket price point management, payout strategies, family of games, and more.

The Future of the \$1 Scratch Price Point

Katherine Cundiff, VP, Product Development & Research, Georgia Lottery Corp.

Managing Scratch Price Points to Maximize Growth

Scott Chavkin, Marketing Director, Colorado Lottery

Higher Price Points in the Texas Portfolio

Will Russ, Products Manager, Texas Lottery Commission

Lottery Marketers: Managing Scratch Portfolio

- Scott Chavkin, Marketing Director, Colorado Lottery
- Katherine Cundiff, VP, Product Development & Research, Georgia Lottery Corp.
- Will Russ, Products Manager, Texas Lottery Commission

Advertising Segment

Presentation and case studies on advertising cutbacks, social media campaigns and more.

How The Texas Lottery Deals with a Shrinking Ad Budget

Robert Tirloni, Lottery Operations Director, Texas Lottery

Using Social Media to Hype Your Audience

Adem Cengiz, Digital Communications Manager, North Carolina Education Lottery

Lottery Marketing Director Panel: Managing Growth in FY24

- Tom Ackerman, Deputy Director, Marketing, Ohio Lottery
- Robert Tirloni, Lottery Operations Director, Texas Lottery
- Terri Rose, Deputy Executive Director, Brand Management & Communications, North Carolina Education Lottery

HOTEL INFORMATION

The closest hotel is The Landing Hotel where attendees can book their hotel rooms. It is adjacent to the Carnegie Science Museum.
All participants are responsible to book their travel and hotel accommodations.

The Landing Hotel at River Casino, 757 Casino Drive, Pittsburgh - Phone: 412-231-7777 Website: <https://thelandinghotelpgh.com/>

Standard room rates start at \$229-\$249