



JULY 25-29
INDIANAPOLIS, IN
HOSTED BY THE HOOSIER LOTTERY

Sales Agenda

Tuesday, July 26

7:00am – 7:45am

Health & Wellness Three Mile Run

NASPL and the Hoosier Lottery have contracted with Carmel Road Racing Group to guide a scenic run through Indianapolis' White River State Park along the canal that weaves its way through iconic buildings and spaces. Participants should dress comfortably in running attire and running shoes. There may be some steps involved, so please share any accessibility concerns with the CRRG guides before the run. Participants will meet in the lobby near the Missouri Street entrance, walk from the hotel to the beginning of the trail as a group, then the run will begin.

*Check-in: 6:45am in the lobby near the Missouri Street entrance
Run begins at 7:00am*

9:00am – 9:15am

Green Flag: Conference Kickoff

*Sarah Taylor, Executive Director, Hoosier Lottery
William Zielke, Commission Chair, Hoosier Lottery
Marriott Ballroom 5, Second Floor*

9:15am – 10:15am

Resilient Leadership: Energy and Engagement in Crazy Times and Beyond

*Linda Edgecombe, CSP, Hall of Fame Speaker
Marriott Ballroom 5, Second Floor*

10:15am – 10:30am

Networking Break

First & Second Floor Pre-Function Foyers

10:45am – 11:15am

Marketing, Product Management and Sales: Welcome and Opening Remarks



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Rebecca Paul, President and Chief Executive Officer, Tennessee Education Lottery

Big Effort and Big Results for Every iLottery Program

*Lori Szymanski, Director, Growth Marketing, Scientific Games
Jessica Fritz, Senior Manager, Growth Marketing, Scientific Games
Marriott Ballroom 6, Second Floor*

Combined session with Marketing and Product Management

11:30am – 11:45am

Fast Growth for Fast Play in New Jersey

Samuel Fromkin, Senior Manager, Strategy & Planning, IGT New Jersey

Emilio Regis, Manager, Sales Planning & Execution, IGT New Jersey
Fast Play launched in New Jersey in 2015 and was quickly followed by the launch of 5 Card Cash in 2016, launch of Quick Draw (Keno) in 2017, and the launch of CASH POP in 2019. After seeing several years of Fast Play sales decline, in FY20 NorthStar New Jersey, in partnership with the New Jersey Lottery, decided to reinvest in Fast Play. This led to product changes, changes to new game launch schedules, robust advertising campaigns, product promotions, and sales team activities all focused on reinvigorating Fast Play Progressive. The results of these efforts led to a doubling of Fast Play Progressive sales over the past two years (and still growing) and the expansion of a loyal player base. Find out more here.

Marriott Ballroom 6, Second Floor

Combined session with Marketing

11:45am – Noon

Fast Play: Project Innovation at the Illinois Lottery

*Tina Wolf, Vice President, Product and Partnerships, Camelot Illinois
Marriott Ballroom 6, Second Floor*

Combined session with Marketing

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:45pm

In-Lane: Now or Never!



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Ryan Mindell, Lottery Operations Director, Texas Lottery Commission
Terry Presta, Head of Business, North America, ABACUS Solutions International Group

Richard Gotlieb, Vice President and General Manager, Lottery and Gaming, Blackhawk Network

Mark Smith, Vice President, InComm Payments

In-lane has been a topic of lottery discussion for years. Only recently have retailers and lotteries made concrete progress toward selling lottery tickets in-lane via their points of sale, without a terminal. Join the panel for a discussion on progress made to date, why in-lane sales remain an important opportunity, what steps lotteries can take now to prepare for the future, and why retail is the biggest untapped resource for the industry.

Marriott Ballroom 5, Second Floor

2:45pm – 3:00pm

Networking Break

First & Second Floor Pre-Function Foyers

3:15pm – 3:45pm

Instant Ticket Innovations: The Rise of Digital Printing

Karsten F.P. Roche, Account Executive, Pollard Banknote

Marriott Ballroom 6, Second Floor

Combined session with Marketing

4:00pm – 4:30pm

The Big Lever: National Retail Chains

Steven Desautels Director, Retail Sales & Marketing Execution, IGT

Gina Easley, Senior Manager, National Chain Accounts, IGT

National retail chains continue to increase their importance to lottery sales in terms of overall contributions to sales and locations. In this session, we will look at national retail chains – their current contributions, the challenges and opportunities they pose, and the implications for lotteries. Subtopics include:

- National Sales Contribution by trade-type
- C-Store retailers that are interested in adding LVMs
- Ways to improve lottery merchandising in both c-store and grocery store environments: LMBs, digital menu boards, etc.



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- Examples of non-integrated instants programs currently being used in some grocery stores today
- How to get retailers interested in adopting the NASPL API for selling and redeeming tickets
- Potential NASPL Initiative on Standard DBG UPC with Value Barcode for POS Scanning

Colorado, First Floor

4:45pm – 5:15pm

Powers Awards and Ott Brown Scholarship Presentation

Celebrate industry excellence with the annual Powers Awards and Ott Brown Scholarship!

The prestigious annual NASPL Powers Awards are presented in recognition of the significant contributions lottery and vendor employees have made through exceptional job performance. NASPL also awards one lottery professional the Ott Brown Scholarship each year, enabling the recipient to participate in the NASPL Lottery Leadership Institute at no cost.

Marriott Ballroom 5, Second Floor

5:30pm – 8:00pm

Vendor Meet and Greet

As many lottery industry employees may not have the opportunity to make it to an annual conference and trade show, this evening was created to give PDS attendees a chance to meet with our industry vendors.

During this event, attendees can chat with vendors to learn more about the products and services they offer the lottery industry. Think of this event as a mini trade show reception!

Hors d'oeuvres and beverages will be provided.

Indiana Ballroom E, First Floor

Wednesday, July 27

9:45am – 10:15am

Lotteries Take on the Challenge of Corporate Responsibility



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Barry Pack, Executive Director, Oregon Lottery

While private sector companies have embraced their roles as responsible corporate members of their communities, many lotteries are just now digging into what it means to have policies and programs around Corporate Social Responsibility in our unique industry and operating models. Much broader than responsible gambling, CSR helps lotteries leverage their human and financial resources to deepen their commitment to supporting and improving their communities. Find out what lotteries and NASPL are doing to take on these initiatives.

Marriott Ballroom 5, Second Floor

10:15am – 10:30am

Networking Break

First & Second Floor Pre-Function Foyers

10:45am – 11:15am

Determining the Value of Your Product Line

Mary Cimaglio, Senior Instant Games Manager, Arizona State Lottery

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management

11:30am – Noon

Product Positioning in the Face of Economic Volatility

Haley Bobo, Manager, Data Science, Scientific Games

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 2:15pm

CASH POP: The Light of the Party

Ammie Smith, Director of Product Development, South Carolina Education Lottery

Josh Whiteside, Director of Marketing, South Carolina Education Lottery

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management



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2:30pm – 3:00pm

The Power of Data in Driving Intelligent Marketing Strategies

Jessica Powell, Head of Ignite Player Analytics, UX & Marketing, NeoPollard

With the amount of data available to lotteries through digital solutions like iLottery, marketers are empowered to make informed strategic decisions to tailor marketing and advertising strategies to achieve precise business objectives. Business intelligence solutions tell the data story and can highlight trends, but this is just the beginning. What happens when this data enters the hands of lottery marketers? Practical examples of how big data can solve business needs and improve KPIs will be used to showcase the power of data-driven marketing.

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Product Management and Research

3:00pm – 3:15pm

Networking Break

First & Second Floor Pre-Function Foyers

3:30pm – 4:00pm

The Big Spin Family of Games

Ammie Smith, Director of Product Development, South Carolina Education Lottery

Josh Whiteside, Director of Marketing, South Carolina Education Lottery

Anne Langley, Controller, South Carolina Education Lottery

Mark Ritchie, Senior Investigations & Enforcement Manager, South Carolina Education Lottery

Marriott Ballrooms 9 & 10, Second Floor

Combined session with Accounting, Product Management and Research

6:00pm – 9:30pm

All Delegate Night

Indianapolis Speedway Museum

Buses depart at 5:30pm and 6:00pm.

Roundtrip shuttle transportation will be provided to and from the museum. Prior to entering the event, attendees will be given a lap



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around the Speedway track, and the chance to stop and kiss the bricks on the “Yard of Bricks!”

Attendees will then be dropped off at the Indianapolis Speedway Museum, with exclusive access to its collection of race cars and memorabilia featuring IndyCar, NASCAR, Formula 1, sprint and midgets, motorcycles and drag racing.

Heavy appetizers, adult and nonalcoholic beverages will be served in the atrium from 6:30pm-9:00pm.

Thursday, July 28

7:00am – 7:45am

Health & Wellness Two Mile Walk

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9:00am – 9:15am

White Flag Final Lap: Closing Remarks From Our Host

*Sarah Taylor, Executive Director, Hoosier Lottery
Marriott Ballroom 5, Second Floor*

9:15am – 10:15am

Race for the Future

*Sarah Fisher, Former Racecar Driver, Entrepreneur and Coach
Marriott Ballroom 5, Second Floor*

10:15am – 10:30am

Networking Break



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10:45am – 11:15am

The Winning Ticket: Engaging Players in the Loyalty Game

Liz Bowles Button, Player Loyalty & CRM Manager, Product Development, North Carolina Education Lottery

Incentivizing players to engage and become lottery loyalists is the holy grail of contemporary marketing. Learn shares how the North Carolina Education Lottery solved for the zero and first-party data challenge by appealing to their players' love of chance with a gamified loyalty program. Also, hear the winning strategies for keeping players engaged beyond the transient ticket purchase.

Marriott Ballroom 6, Second Floor

Combined session with Marketing, Product Management and Research

11:30am – Noon

Digital Innovation and Growth

Sean Heffernan, Senior Digital Performance Manager, Camelot Illinois

Marriott Ballroom 6, Second Floor

Combined session with Marketing

Noon – 1:30pm

LUNCH

Indiana Ballroom E, First Floor

1:45pm – 3:00pm

Future of Marketing and Tech

Tom Edwards, Strategic Consultant and Marketing & Technology Futurist

Join tech futurist Tom Edwards for a session that will be unlike anything you have seen. Find out what Star Wars, Stranger Things, and Pixar movies have to do with lotteries and the future. From NFT's to the Metaverse and everything in between, Edwards breaks down complex topics for audiences in a fun and interactive way. Step into the future, where the lines between physical and digital reality are blurring.

Marriott Ballroom 5, Second Floor

Combined session with Marketing



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3:30pm – 4:00pm

Future of Marketing and Tech

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Marriott Ballroom 5, Second Floor

Combined session with Marketing

4:15pm – 4:45pm

Roundtable Discussion and Networking

Marriott Ballroom 6, Second Floor

Combined session with Marketing