

Public Gaming Research Institute's  
International EXPO/ILAC'06 CONGRESS  
WYNN Las Vegas - July 10-13, 2006  
PROGRAM





Public Gaming Research Institute's  
***International***  
**EXPO/ILAC 2006**  
**CONFERENCE**  
***WYNN Las Vegas – July 10-13, 2006***

*English/Spanish simultaneous translation is available.*

# **Conference Program**

All meetings except July 13 will be in the Mouton 1 & 2

## **JULY 10 –MONDAY**

**NOON – 7pm** Registration Open

**2pm – 3pm**

**Orientation for NEW Lottery industry Representatives**

**3pm – 5:30pm** – General Session I

### ***ANNOUNCEMENTS***

### ***RECOGNITION OF COUNTRIES & LOTTERIES***

Recognizing countries & lotteries represented at EXPO/ILAC 2006

***THANKS TO EXPO/ILAC SPONSORS for 2006: GOLD – INTRALOT;***

***SILVER – JCM-AMERICA; BRONZE - SCIENTIFIC GAMES; BRASS – PLANET***

***BINGO; BRASS – ENCORE NETWORKS; BRASS – OPORTO***

Speaker: **PAUL JASON**, President & CEO, Public Gaming Research Institute

### ***WELCOME to EXPO/ILAC 2006 & INDUSTRY OVERVIEW***

Speaker: **DUANE BURKE**, Chairman, Public Gaming Research Institute, Inc.

### ***KEYNOTE ADDRESS: SOLUTIONS FOR TOMORROW***

Speaker: **TOM LITTLE**, President & CEO, Intralot, Inc.

***LOTTERY LEADERS ROUNDTABLE –  
WINNING STRATEGIES FOR LONG-TERM GROWTH***

A panel discussion featuring many of the lottery and industry's leaders  
at EXPO/ILAC 2006

Moderator: **DR. EDWARD STANEK**, President & CEO, Iowa Lottery

Panelists: The panelists will be from among the following lottery and industry  
leaders who are in attendance and willing to participate in this session:

**GERRY AUBIN**, Executive Director, Rhode Island Lottery; President of NASPL

**DOUGLAS BOTIA**, General Manager, Loteria Nueve Millonaria, Colombia

**MURRAY BULLOCK**, Chairman, St. Vincent National Lottery Board

**MICHELLE CARINCI**, CEO & President, Atlantic Lottery Corporation

**MICHAEL CHAMBRELLO**, President & COO, Scientific Games, Inc.

**ROBIN DRUMMOND**, Senior Director, Government Gaming, SPIELO

**LAURA ENCINAS**, Executive Director, Loteria Nacional Bolivia

**BONNIE FUSSELL**, Vice President, Sunshine Electronic Display Corp.

**MIKE FRICK**, Vice President, Lottery Dynamics, Inc.

**ARCH GLEASON**, CEO & President, Kentucky Lottery; President, WLA

**MARK HUTCHINSON**, Director of Public Gaming, JCM-America

**RANDEE KERNS**, Vice President, OPORTO de Guatemala

**BOB KOWALCZYK**, Vice President, MDI Entertainment

**WAYNE LEMONS**, Director, Delaware Lottery

**TOM LITTLE**, CEO & President, Intralot, Inc.

**JIM NULPH**, Vice President – US Sales & Marketing, Oberthur

**GEORGE PARISOT**, Director, Montana Lottery

**ERNIE PASSAILAIGUE**, Executive Director, South Carolina Education Lottery

**JOHN PITTMAN**, Vice President-Marketing, Intralot, Inc.

**JIM SCROGGINS**, Executive Director, Oklahoma Lottery

**CHRIS SHABAN**, Vice President, Government Relations, GTECH Corp.

**CHUCK STRUTT**, Executive Director, Multi-State Lottery Association

**ED TREES**, Deputy Executive Director, Pennsylvania Lottery

**GREG ZIEMAK**, Consultant, e-Lottery

***NOTE: This session will be recorded and published, in edited form, in the  
August issue of Public Gaming International magazine.***

**5pm – 7:30pm – RECEPTION – Sponsor: Intralot, Inc.**

# **JULY 11, TUESDAY**

**8am – 9am**

Continental Breakfast in meeting Area

**9am – 11:30am** General Session II

## **KEYNOTE ADDRESS: THE EVER-CHANGING WORLD IN WHICH WE CONDUCT OUR LOTTERY BUSINESS**

Speaker: **ARCH GLEASON**, President & CEO, Kentucky Lottery Corp. and President, World Lottery Association

## **LOTTERY GAMES—WHERE DO WE GO FROM HERE?**

Speaker: **WAYNE LEMONS**, Director, Delaware Lottery

## **THE PLUSES AND MINUSES OF STARTING NEAR LAST**

Speaker: **JIM SCROGGINS**, Executive Director, Oklahoma Lottery

## **THE HITS KEEP COMING!**

Speaker: **ERNIE PASSAILAIGUE**, Executive Director, South Carolina Education Lottery

## **FOREIGN LOTTERY SCAMS**

Speaker: **GEORGE PARISOT**, Director, Montana Lottery

## **IT WAS A VERY GOOD YEAR**

Speaker: **ED TREES**, Deputy Executive Director, Pennsylvania Lottery

**11:30am– 2:30pm**

## ***AWARDS LUNCHEON***

**Sponsors: JCM-America & Scientific Games**

### **❖ *ILAC PRESIDENT’S AWARDS for:***

**MARIO ALVARADO – PERU**

President, Games of Peru

**MARIO CASTILLO – GUATEMALA**

President & CEO, OPORTO, S.A.

**MANUEL LOPEZ – GUATEMALA**

Director General, Loteria de Santa Lucia

**ROBERTO PALERMO – URUGUAY**

President, Banca de Quinielas de Montevideo (BCCQM)

### **❖ *MAJOR PETER J. O’CONNELL LOTTERY LIFETIME ACHIEVEMENT AWARD for:***

**JIM SCROGGINS**, Executive Director, Oklahoma Lottery

❖ ***PGRI's LOTTERY INDUSTRY HALL OF FAME  
CEREMONY for:***

**MICHELLE CARINCI** – CANADA

President & CEO, Atlantic Lottery Corporation

**MIKE CHAMBRELLO** – USA

President & COO, Scientific Games, Inc.

**ARCH GLEASON** – USA

President & CEO, Kentucky Lottery Corporation

**WAYNE LEMONS** – USA

Director, Delaware Lottery

**TOM LITTLE** – USA/GREECE

President & CEO, Intralot, Inc.

**DIANNE THOMPSON** – UNITED KINGDOM

Chief Executive, Camelot Group – Operators of the UK National Lottery

**2:30pm – 4pm** General Session III

***OUTSTANDING LOTTERY TV ADVERTISING***

Examples of effective advertising from many lotteries

***LOTTERY AND COMPANY PRESENTATIONS***

**BOLIVIA**

Speaker: **LAURA ENCINAS**, Directora Ejecutiva, Loteria Nacional de Bolivia

**COLOMBIA**

Speaker: **DR. DOUGLAS BOTIA**, Gerente General, Loteria Nueva Millonaria de las Nueva Colombia Ltda.

**PERU**

Speaker: **MARIO ALVARADO**, President, Games of Peru

**JCM-AMERICA**

Speaker: **MARK HUTCHINSON**, Director of Public Gaming and International Business Development, JCM-America, Inc.

**PLANET BINGO – Wireless gaming technology for lotteries**

Speaker: **ERIC CASEY**, Director of Sales, Planet Bingo

**OPORTO**

Speaker: **RANDEE KERNS**, Vice President, OPORTO de Guatemala, S.A.

**4pm** Evening Open

## **JULY 12 – WEDNESDAY**

**8am – 9am** – Continental Breakfast - Meeting Area

**8am – 2:00pm** – Registration Open

**10:00 am – 12:30pm** – General Session IV

### ***PROMISING NEW PRODUCTS***

#### **RELATIONSHIP MARKETING**

Speaker: **ANDY AMADA**, President, Relationship Marketing Systems, Inc.

#### **TELECOM PRODUCTS – SCIENTIFIC GAMES –LINKED BINGO**

Speaker: **MICHAEL FISK**, Director, TeleCom Game Factory Products

### ***PRODUCTS OF THE YEAR COMPETITION***

#### **PRESENTATIONS AND JUDGING**

*Judges for the “Products of the Year” competition  
are lottery leaders from among the EXPO/ILAC attendees*

#### **FLORIDA LOTTERY – CASH FOR THE HOLIDAYS**

Speakers: **SONJA GUTHRIE**, Project Manager, Florida Lottery

#### **FLORIDA LOTTERY – EZ MATCH**

Speakers: **SONJA GUTHRIE**, Project Manager, Florida Lottery

#### **FLORIDA LOTTERY – JACKPOT FAMILY**

Speakers: **SONJA GUTHRIE**, Project Manager, Florida Lottery

#### **ENCORE NETWORKS – ENCORE BANDIT**

Speaker: **BILL UHLIG**, Director, Strategic Accounts, Encore Networks

#### **ILLINOIS – PICK n PLAY**

Speaker: **NUALA CUNNINGHAM**, Marketing Manager-Illinois, GTECH

#### **INTRALOT – b-ON**

Speaker: **LYNN BECKER**, Vice President Business Development, Intralot

#### **IOWA LOTTERY – LUCKY 7’s**

Speaker: **TINA POTTHOFF**, Public Affairs Manager, Iowa Lottery

#### **MDI ENTERTAINMENT – PLAYER CITY**

Speaker: **BOB KOWALCYZK**, Vice President, MDI Entertainment

## **SCIENTIFIC GAMES – SPOTLIGHT GAMES**

Speaker: **JEFF MARTINECK**, Director-Instant Product Development, SGI

## **LOTTERY DYNAMICS**

Speaker: **MICHAEL FRICK**, VP, Marketing, Lottery Dynamics, Inc.

**NOTE:** *Presenters have the option of supplying their presentations to PGRI for posting on the PGRI website: [www.publicgaming.org](http://www.publicgaming.org)*

**12:30pm – 2pm**

## ***PRODUCTS OF THE YEAR AWARDS LUNCHEON***

Sponsors: **Encore Networks, Oporto, Planet Bingo**

Awards Presentations for lotteries and companies whose games and products have been judged, “**PRODUCTS OF THE YEAR**”

**2:30pm – 5:00pm**

## ***VIP TOUR OF GAMING TECHNOLOGY***

For government & gaming-operations company representatives.

Advanced and proprietary technologies to be presented.

*VIP Technology Tour transportation will depart from the Wynn at 2:30pm and will return by 5:00pm.*

**5:00pm – Evening Open**

## **JULY 13, THURSDAY**

**8am – 9am** – Continental Breakfast in meeting area – Meeting room: Montrachet

**9am – 11am – Closing Session**

- **CONFERENCE Q & A & FINAL DISCUSSIONS**
- **TV ADVERTISING AWARDS**

**11am**

Conference Adjourned

**NOTE:** All awards presented at this EXPO/ILAC Congress will be listed in the August edition of ***Public Gaming International magazine***

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Please send comments and suggestions to: Paul Jason, President & CEO,  
Public Gaming Research Institute, Inc. – E-mail: [pgjason@aol.com](mailto:pgjason@aol.com)

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| 09 | 10 | 33 | 38 | 49 |
| 12 | 20 | 40 | 42 | 52 |
| 04 | 05 | 09 | 23 | 32 |
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| 07 | 12 | 32 | 40 | 44 |
| 02 | 30 | 32 | 38 | 44 |
| 10 | 17 | 32 | 43 | 53 |
| 09 | 16 | 18 | 42 | 44 |

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