



NASPL 2019

Schedule of Events

Monday, September 16

9:00am - 11:30am

NASPL Executive Meeting and Breakfast
Manning, Marriott

Noon - 3:00pm

Mega Millions Meeting and Luncheon
Hoffman, Marriott

2:00pm - 6:00pm

Registration Open
Statehouse Convention Center

3:30pm - 5:00pm

**Combined Cash4Life
and Lucky for Life Meetings**
Ouachita, Marriott

6:30pm - 9:30pm

Membership and Volunteer Dinner
South on Main

*By invitation only. Transportation will be provided
from the Marriott and DoubleTree hotels.*

Tuesday, September 17

8:30am - 7:00pm

Registration Open
Statehouse Convention Center

9:00am - 11:30am

NASPL Directors' Meeting and Breakfast
Salon C, Marriott

4:15pm - 5:15pm

Opening Ceremonies
*Wally Allen Ballroom,
Statehouse Convention Center*

5:15pm - 7:00pm

Trade Show Opening and Reception
Gov I-III, Statehouse Convention Center

7:15pm - 11:00pm

NASPL All Delegate Event
Clinton Bridge and Presidential Center

*Transportation will be provided from the Marriott
and DoubleTree hotels.*

Wednesday, September 18

8:00am - 5:00pm

Registration Open
Statehouse Convention Center

9:00am - 9:45am

Winning Ideas: Best New Games
*Wally Allen Ballroom,
Statehouse Convention Center*

9:45am - 10:45am

Elise Mitchell
"Leading Through Change for the Win"
*Wally Allen Ballroom,
Statehouse Convention Center*

10:45am - 11:00am

Networking Break
*Ballroom Foyer,
Statehouse Convention Center*

11:00am - Noon

Associate Member Panel: Levels I and II
*Moderator: Bishop Woosley, Director,
Arkansas Scholarship Lottery
Reps from IGT, Scientific Games, Intralot, Pollard
Banknote
Wally Allen Ballroom,
Statehouse Convention Center*

Noon - 3:00pm

Trade Show and Luncheon
Gov I-III, Statehouse Convention Center

Breakout Sessions:

3:15pm - 4:15pm

**Game Changers: A Panel Discussion on
Winning Launches**

*Moderator: Tom Delacenserie, President and CEO,
Kentucky Lottery Corporation
Sarah Simpkins, Senior Director, Draw Based Games
Portfolio Strategy, IGT
Scott Hoss, Director of Products, Intralot
Jeff Martineck, VP, Global Product Innovation
and Development, Scientific Games
Brad Cummings, Founder and CEO,
EquiLottery Games
Salon B, Marriott*

3:15pm - 4:15pm

Playing to Win:
Is eSports the Next Game Changer?
*Presenter: Robert Rippee, Director of Hospitality
Lab for International Gaming Institute,
University of Nevada at Las Vegas
Hoffman, Marriott*

3:15pm - 4:15pm

Fostering Player Loyalty
*Moderator: Patricia McQueen, Editor, NASPL
Frank Suarez, Deputy Executive Director of Brand
Management and Communications,
North Carolina Education Lottery
Kristin Vuilcott, Draw Games Product Manager,
Missouri Lottery
Teri Wood, VP Sales and Marketing,
Iowa Lottery Authority
Salon C, Marriott*

3:15pm - 4:15pm

**Leveraging Retailer Data to Better
Understand Customers**
*Justin Arnold, VP Commercial Platforms, 84.51°
Salon A, Marriott*

4:30pm - 5:15pm

Print and Radio Awards
*Wally Allen Ballroom,
Statehouse Convention Center*

5:30pm - 6:00pm

PGR1 Hall of Fame Induction
*Wally Allen Ballroom,
Statehouse Convention Center*

Thursday, September 19

8:00am - 2:00pm

Registration Open
Statehouse Convention Center

9:00am - 10:00am

**Partnering With Retailers for Powerful
Results: A Panel Discussion**
*Moderator: Bishop Woosley, Director,
Arkansas Scholarship Lottery
Anne Johnson, Director of Lottery and Automated
Services, Walmart, Inc.
Jarrod Cummins, Head of Gift and Prepaid Services,
The Kroger Co.
Adam Spalding, Corporation Director of Operations,
Region 6, Circle K
Richard Mione, Senior Director of Marketing,
GPM Southeast (E-Z Mart)
Wally Allen Ballroom,
Statehouse Convention Center*

10:00am - 11:00am

Ben Mezrich
"Big Bets, Big Dreams"
*Wally Allen Ballroom,
Statehouse Convention Center*



NASPL 2019 Schedule of Events

11:00am - Noon

In It to Win It:

Why Diversity Matters to Your Bottom Line

Moderator: Rose Hudson, President and CEO,
Louisiana Lottery Corporation
Kevin Frazier, Senior Director of Culture,
Diversity and Inclusion Division, Walmart, Inc.
Frank Scott Jr., Mayor, Little Rock
Esperanza Massana Crane, Marketing Director,
Arkansas Economic Development Commission
Monica Kumar, Director of Diverse Social Networks,
Endeavor Foundation

**Wally Allen Ballroom,
Statehouse Convention Center**

Noon - 3:00pm

Trade Show and Luncheon

Gov I-III, Statehouse Convention Center

Breakout Sessions:

3:15pm - 5:15pm

Onboarding With Walmart

Anne Johnson, Director of Lottery
and Automated Services, Walmart, Inc.

**Wally Allen Ballroom,
Statehouse Convention Center**

3:15pm - 4:15pm

**Protect Your Lottery and Players From
Cyber FUDD, An Emerging, Infectious Disease**

David Olive, Principal, Catalyst Partners

Salon A, Marriott

4:15pm - 5:15pm

**Gambling Responsibly: Lessons Learned From
the NCPG "NGAGE" Study**

Don Feeney, Policy Research Consultant,
National Council on Problem Gambling

Salon B, Marriott

6:45pm - 7:30pm

Closing Reception

**Ballroom Foyer,
Statehouse Convention Center**

7:30pm - 9:30pm

Awards Dinner

**Wally Allen Ballroom,
Statehouse Convention Center**



This is
WINNING!