

“BUILDING ON YOUR BEST”

The Tennessee Lottery Annual Sales Meeting that Sets the Stage for Growth

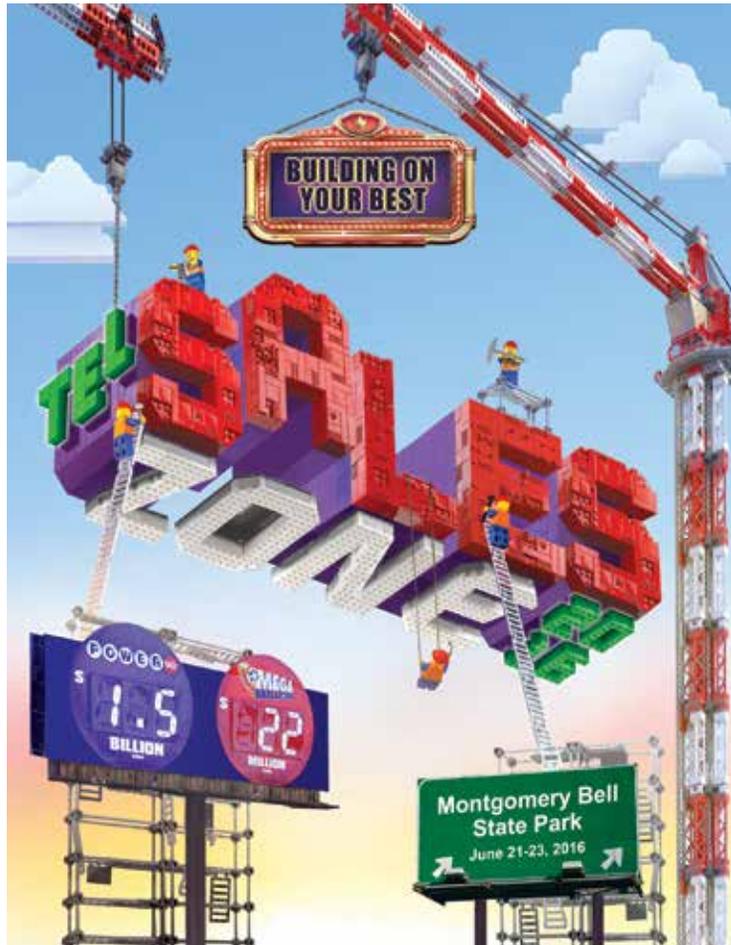
By Paul Jason, Chief Executive Officer, PGRI

The Tennessee Education Lottery Corporation (TEL) is one of the top-performing lotteries in the United States, with 12 years of consecutive sales growth since its launch January 20, 2004. With an increase in sales of more than 13% from FY15 to FY16, and a record first two months of the current fiscal year, the Tennessee Lottery remains at the top of the game.

One reason for this stellar performance is leadership. TEL President and CEO Rebecca Paul Hargrove has served in leadership roles in the lottery industry for more than 30 years, including as Chief Executive of the Illinois, Florida, Georgia, and Tennessee lotteries. In three of those four states she led the start-up and remains one of the most respected, experienced leaders in the field.

She has served as President and/or Chair of all the offices of the Multi-State Lottery Association (MUSL) and the North American Association of State and Provincial Lotteries (NASPL), and has served as Senior Vice President of the World Lottery Association since 2012. However, Rebecca credits her entire powerhouse team for the TEL's success: Wanda Young Wilson, Chief Operating Officer and General Counsel; Andy Davis, Chief Financial and Information Systems Officer; Sidney Chambers, Executive Vice President, Sales; and Lou Ann Russell, Executive Vice President Advertising and Marketing.

One catalyst to the TEL's sales growth is its annual “Sales Zone”



meeting. This summer I was pleased to have the opportunity to attend, and it was unlike anything I expected. The three-day meeting, attended by the entire TEL sales team, senior management and others, is held off-site at a nearby conference facility. The meeting, themed this year “Building On Your Best,” was just as much a celebration as it was a time for learning, networking, setting goals and building teamwork. An example of this spirit was given by Ed Bradley, Vice President of Sales, in his presentation to the team. Ed’s enthusiasm quickly spread, and we embraced his message: To cherish our role as industry leaders, be

thankful for the privilege of working with dedicated teammates, continue to raise the bar on ourselves, and to be proud that “the strength of what we build shapes the future of thousands of Tennessee students each year.”

In addition to the energy and guidance from TEL senior management, the sessions were intensive and interactive learning experiences, as well. Dale Carnegie Master Sales Trainers opened our eyes to the exciting possibilities of achieving stretch goals, and they provided the tools to make it happen. IGT’s Nat Worley and Kasia Cahill spoke of the cutting-edge strategies and the new technologies to expand the TEL’s retailer base and optimize retailer performance. Adam Perlow of IGT gave a hands-on workshop on how to employ Sales Force Automation (SFA) to improve effectiveness in the field. SFA is not just about efficiency, it’s about knowing the precise mes-



TEL Sales Zone is capped off with the Corporation's all-employee meeting, held at the same location. This meeting encompasses the entire organization and provides the opportunity for all TEL staff to network, ask questions, and receive mandatory training. Sessions are led by TEL senior management, including its Vice Presidents: David Jennings, Security; Vicki Updike, Finance; David Kan, IT; Andrew Morin, Legal; Alonda McCutcheon, Legal; Khristie Stoecklein, Internal Controls; and Ed Bradley, Sales. The entire event culminates with a corporate-wide embrace of higher goals and continued growth, creating energy that will last far beyond the summer.

Congratulations to the entire Tennessee Lottery team for always setting the bar high, then passing it, to set new standards of excellence! ■

sage that is tailor-made for each individual retail store visit.

Mark Audi and Jennifer Welshons of Scientific Games shared advanced insights into consumer behavior and how merchandising, game development, and portfolio management are being refined to a fine art as a result. Lou Ann Russell and Jeremi Griggs of The Buntin Group (advertising agency) described how future trends are shaping the TEL's work in social media. Connie Lavery O'Connor (IGT) transitioned the celebration from a sales meeting to a company-wide embrace of the mission to Build on Your Best. Her "Building Success through Positive Thinking" session captured the imagination of everyone and reinforced the TEL's mission to make FY 2017 another year of sales growth. And finally, Rebecca Hargrove's "Ask the President"—always a hit—elicited a frank (and entertaining) discussion full of surprises.

