



Arch Gleason

President and Chief Executive Officer
Kentucky Lottery

The World Lottery Association (WLA) is a member-supported organization that endeavors to advance the interests of State-authorized lotteries. Gaming organizations from over 90 countries and revenues over \$200 billion combine with a vibrant community of commercial partners to promote innovation, integrity, and professionalism in the lottery industry. Visit www.World-Lotteries.org to learn more about the mission, purpose, and agendas of the most impactful association in our industry. Arch Gleason was elected to a two-year term as president of the WLA in November, 2006, and re-elected to another two-year term in November of 2008. Alas, all good things come to an end as Arch turns over the reins to new president Risto Nieminen (CEO Veikkaus of Finland). Now is the time for Arch to reclaim a normal schedule and return to life as a civilian. Like countless others, I have often found myself on the receiving end of Arch's willingness to help people find their way in this industry. Thankfully, as President and CEO of the Kentucky Lottery Corporation, we can hope that Arch will continue to be a big part of our lives!

Paul Jason, Public Gaming: *What WLA accomplishments over the past four years are you most proud of?*

Arch Gleason: I'm probably proudest of the development and implementation of the WLA Responsible Gaming Framework. Conducting our games in a socially-responsible manner is a very important principle to

me personally, and the commitment of 112 members to the standard – and certifications of 25 members at levels 2, 3, and 4, with 17 at the highest level – is something in which I take great pride.

Other significant achievements the WLA has accomplished in the past few years I believe have also made our industry stronger. The 2006 revision of the WLA Security

Control Standard and its implementation was a big accomplishment. Since then, 21 member lotteries have become certified, bringing the total number of certified members to 38 plus three vendor operations, and we increased the number of accredited certification service entities from two to eight.

We hosted successful WLA Conventions in 2006 (Singapore) and 2008 (Rhodes), and

World Meets with Regional Associations in 2007 with NASPL (in my home base of Louisville, Kentucky) and 2009 with CIBELAE in Santiago.

We've improved and increased cooperation with the regional associations, particularly through educational programs/the WLA Academy, conventions/conferences, information sharing, and regulatory changes. The financial stability and equity positions of the WLA has been greatly improved, and I feel we've improved services to 142 regular and 60 associate members, including the recent implementation of the first ever Global Quarterly Lottery Sales Indicator.

I've also been proud with the support and leadership the executive committee to oversee the transition from the former long-serving WLA secretary general to its current Executive Director Jean Jorgensen, as well as the development of the WLA staff and their mission.

It's been a tremendous amount of work, but it brings me great joy to reflect back on what we've accomplished together.

What do you see as the main challenges and most important objectives for your successor?

A. Gleason: One of the main challenges facing Risto Nieminen (president and CEO of Veikkaus Oy in Finland) is the way that the rules keep changing and the bar keeps getting moved. We have to adapt the WLA to be able to work within the ever-changing legal and regulatory environment. Recently in several parts of the world there have been significant changes in the form and structure of the organizations through which lottery operations are conducted, and the blurring of the lines between lotteries and vendors / suppliers. Our members are seeing increased competition on a number of fronts, and in some cases their missions have been greatly expanded from where they first started. It's vital for the WLA to provide added value to our members in this environment, and that value has to be over and above the great work that's being achieved by the regional associations. I'm certain that Risto Nieminen and the newly elected executive committee possess the broad vision and creativity to accomplish that end.

The past four years have been a period of amazing change and progress for our industry. How has your experience with the WLA affected your view of the industry, and your world-view in general?

A. Gleason: This world view that you

reference has been life-changing for me. Keep in mind I'm a guy who grew up in a middle-class family in Cuyahoga Falls, Ohio. I never could have imagined that I'd someday have a job that allowed me to step foot on all six inhabited continents. I've been able to experience customs and cultures that I'd only imagined.

On a professional level, those customs and cultures I've experienced have definitely broadened my perspective on the industry. Sure, there are differences among member nations – but I've been struck by how many similarities there are as well. The games may be different, the platforms may be different, but at the end of the day there's the charge of trying to raise money for worthwhile programs. Working hard to do good things is something we all have in common.

Human nature leads us all to perceive our circumstances as being unique. We tend to focus more on our differences than our similarities. Am I wrong in thinking that a large part of the mission of president of WLA would be to persuade people to focus on finding the common ground instead of dwelling on our differences?

A. Gleason: You're correct in that a big part of my job has been to find common ground. My home lottery in Kentucky can't presently sell tickets in some of the ways they're sold in the UK, nor can we offer sports betting and other games so popular around the world. However, no matter where we're from or where we call home, we have to offer our players entertaining games in a socially-responsible manner that generate revenue for governments, public benefits and good causes. That's something we all share, and by working together we can find new and innovative ways to make this happen and make a positive contribution to society.

Why is it important for lotteries to work together? How are the interests of the individual lottery operator served by connecting and collaborating with other lotteries?

A. Gleason: I'm a believer in shared experiences and benchmarking. I really feel there's a tremendous amount to be gained from exchanging knowledge and ideas while learning from the experience of others. Internet gaming for lotteries is a perfect example of this. While no U.S. lottery is offering Internet sales of games (other than by subscription), we can learn a tremendous amount from the European and Australian lotteries

about their Internet-based programs. If the U.S. and individual state governments ever make a move in this direction – and I feel that we will in the not too distant future – we won't be “creating the wheel.” We'll have colleagues around the globe with years of experience in this arena. This to me is one of the huge benefits member lotteries receive through the WLA.

It seems to me that there are powerful incentives for lotteries to collaborate more. The U.S. with their cross-selling initiative, Canada with their multi-jurisdictional internet poker network, being just a couple examples. How important will it be for lottery operators to find ways to overcome their differences and forge new and more creative collaborative ventures in the future? Can the WLA and the regional associations perform a facilitating role in the quest to overcome obstacles to further collaboration?

A. Gleason: Even if the associations do not serve as the vehicle through which games are conducted, the WLA and the regional associations provide an outstanding forum for networking, learning, sharing and collaboration. Look at the examples – bloc lotto games such as Euro Millions and Viking Lotto, the recent cross-selling effort between Powerball and Mega Millions and the work being done on a U.S. premium game, the Canadian Inter-provincial Lottery's 6/49 lotto and LottoMax, the Australian lottery block offering Oz Lotto and Powerball...these are examples of successful collaboration are spread across the globe. This will be key in our current efforts to develop a world lottery draw.

Will you miss the travel and always operating at the center of the lottery universe, be happy to have your schedule lightened, or a little of both?

A. Gleason: It'll definitely be a little of both! I'll miss the challenge of a higher level leadership role, but I'll stay involved with the WLA's executive committee. I also look forward to playing a role in the efforts to develop a world lottery draw. However, my family is ready for me to be home more often, and I've seen enough airplane interiors to last me for a long time. I'm also truly looking forward to having more time to spend with my excellent and experienced management team and staff back home at the Kentucky Lottery.

All in all it's been an amazing ride, and I'm incredibly thankful for the opportunity. ♦