



From the Publisher

Jean Jørgensen was not only an effective executive director of the World Lottery Association (WLA), he was a friend to anyone who had the pleasure of knowing him. Jean passed away on January 20. We will miss him deeply. (See *Jean's biography* on page 90.)

As we do every year, Susan and I spent the first week of February at the ICE Gaming Exposition and the EL/WLA Marketing Seminar in London. I moderate a panel discussion every year at the ICE Lottery Conference, Susan and I both visit with lottery executives from all across the world, and love the EL/WLA Marketing Seminar which addresses the cutting-edge topics that drive success in the most advanced and competitive markets in the world. **Ray Bates** and **Hansjörg Höltkemeier** and the team at the European Lotteries Association produce a fabulous Marketing Seminar that just keeps getting bigger and better every year. The Marketing Seminar topic "Digitization of Marketing" got me to thinking about the vast and diverse array of strategies, technologies, distributional and media trends, and marketing tools and how to integrate those to connect with the modern consumer lifestyle. To my mind, it is the seamless, natural, consumer-friendly, easily navigable integration across all consumer touch-points being the key. So that'll be the theme of our next Lottery Expo conference in Miami in September.

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Most of the interviews and articles in this issue focus on the importance of land-based retail as the cornerstone to the government-lottery industry. Retail is modernizing and Lottery needs to evolve with the channel partner that is the face of Lottery to the consumer. Retailers are requiring solutions that are simple, seamless, and mobile, with the capability to integrate cashless payment systems, cloud solutions, and open Application Programming Interfaces (APIs). New technologies and consumer-facing processes are enhancing the consumer shopping experience in almost all other industries. That's caused the consumer to expect it from all the merchants that they patronize, and the retailers in turn to demand it from their suppliers, including Lottery.

Retailers are also demanding alternatives to the dedicated lottery terminal. They expect the flexibility and access to new technologies that an open architecture provides. The technology is readily available and operating in the market-place, and those applications are discussed at length in this issue. New trade-styles will be exploding Lottery's consumer access-points. New POS models and hardware-agnostic transaction-processing systems are key to making it happen.

The axiom that "If Digital ate the world, then Mobile just ate digital" is being borne out in the market-place. Mobile is the medium of choice for all gamers, not just the "millennial." And Mobile is no less relevant to the consumers in markets where lottery products are not available for purchasing online. Mobile is as much about communication, promotion, and bonding with the players as it is about transaction-enabled selling. Starbucks, for instance, may not sell their core product of hot coffee online, but their internet initiatives have created a cult following of dedicated fans.

Modernization is not just about new media. There are incredible economic synergies to be gained by lotteries working together on the operational front. The basic task of deploying new games and technologies is severely impeded by the lack of compatibility between the IT and communications infrastructures of 45 different U.S. lotteries and the network of tens of thousands of retailers. The potential for technological and operational enhancements to drive sales is huge. **Terry Presta** gets specific on some ways to accomplish this, and addresses some of the obstacles as well.

Congratulations to **Rose Hudson** and the entire team at **Louisiana Lottery** for their fabulous performance in fiscal 2015. The 8.3% year-over-year increase in net funds turned over to their beneficiary (Public Education) was tops in the U.S., earning them recognition as the winner of the Sharp Award for Good Causes.

And congratulations to **John Musgrave** for his decades of leadership and service to the government-gaming industry. Mr. Musgrave, who retired late last year, is only the fourth person to ever be recognized with the Lottery Industry Statesman Award. We celebrated the accomplishments of Ms. Hudson, Mr. Musgrave, and the Louisiana Lottery at a ceremony at Smart-Tech on April 7.

Thank you to those of you who joined us for **PGRI SMART-Tech on April 6, 7 & 8 in New York City**. This is written prior to SMART-Tech but you are seeing it afterwards. PGRI holds two conferences a year. SMART-Tech is held the beginning of April. Our next event, Lottery Expo, is held in Miami in September. This year will be at the St. Regis Sheraton Bal Harbour on September 12, 13, and 14. Always fabulous venues in these two world-class cities. Always world-class speakers and panelists, always the most cutting-edge content. And attendance always exceeds 200. There are three receptions and two luncheons that make it easy to visit with your colleagues from around the world. We hope to see you at Lottery Expo! See www.PublicGaming.org for conference info, updates, and registration and room reservations links. ■

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