



## From the Publisher

Many of you will be picking this issue up at the World Lottery Summit in Singapore ([wls2016.org](http://wls2016.org)). Susan and I are very excited to be there with you! We always look forward to this wonderful bi-annual event. We see many of you at other events in Europe and the North America, but the WLS is indeed a special time to learn from premier industry speakers, view and learn about the latest innovations from our commercial partners, and visit with friends and colleagues. We all make the most out of the brief time we have together.

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One of the WLS keynotes I am looking forward to is Jean Claude Biver, the president of the Watches Division for the LVMH Group. We think that the games-of-chance industry is besieged with changes in consumer tastes, regulations, technology, and so much more. Well, what would it be like to be in the luxury watch business? What will happen to their business when Smart-Watches evolve to meet a wider range of budgets and deliver a level of functionality that we can’t even imagine right now? I would think this will blow a giant hole in the demand for high-end watches. And this day is coming sooner than later. For all the sturm und drang that we feel in trying to keep ahead of the market-place, what must it be like to reposition yourself amidst that kind of sea-change?

Marshall McLuhan said some 50 years ago that *“The first version of a new medium imitates the medium that it is replacing.”* For example, the first cars were built with the driver set way up high. That’s because the driver of horse-drawn carriages had to be set up high in order to see over the horses. It took a couple of years for someone to figure out that the driver of a car does not need to be seated up high to look over horses anymore. When magazines like this one were first posted online, we thought it would be clever to flip pages like we are used to doing with the hard copy. Some of us even added a swishing sound to further the resemblance. Now we realize that the goal is not to transpose the analog world onto digital platforms, trying to preserve the analog experience. The true potential of digital is realized when we reimagine and

then reinvent our world to take full advantage of the potential that new technology represents. And I would respectfully submit that it is not the consumer who drives progress. It is the ingenuity of visionary leaders who know that we have to lead and show the consumer a better way, a better product, a better gaming experience. As Steve Jobs famously remarked *“People don’t know what they want until you show it to them.”*

I want to thank our editorial contributors and interviewees for doing just that. They are showing us the way. The technology and the brain-trust is at the ready to reinvent the games-of-chance universe. The unique partnership between government and private enterprise that drives this industry do so much for so many people and Good Causes is truly special. Nurturing a healthy and productive collaboration is so vital and central to PGRI’s mission.

Congratulations to the 2017 Lottery Hall of Fame inductees. These five leaders were voted in by the current membership of the Lottery Hall of Fame. Their illustrious biographies begin on page 12. The induction ceremony for **Rose Hudson** and **Norm Lingle** was held at NASPL Atlanta on October 4. The ceremony to induct **Dermot Griffin**, **Hansjörg Höltkemeier**, and **Sue van der Merwe** will be held at the World Lottery Summit in Singapore on November 8. It is truly an inspiration to know these five leaders. And that really is the mission of the Lottery Hall of Fame—to inspire in all of us the passion and conviction to make the world a better place.

And Congratulations to **Debbie Alford and Team Georgia Lottery** and **David Gale and Team NASPL** for delivering a fabulous conference and trade show experience. There wasn’t just one A-list keynote speaker. The entire conference was an immersion into the vision, and the practical application of the vision, of the most progressive business leaders in the world.

PGRI’s **SMART-Tech New York** event is still a few months away. But we are getting started early to ensure a great program and to enable you to plan ahead. Mark your calendars for March 20, 21, and 22 in NYC for this popular event. Visit [PublicGaming.org](http://PublicGaming.org) for conference info, updates, and registration and room reservations links.

Thank you for your support and see you at the bi-annual World Lottery Summit in Singapore. This will be a busy and rewarding fall conference season! ■

**Paul Jason, Publisher**  
**Public Gaming International Magazine**