

Lotteries Step Into Gaming Spotlight at ECGC

ATLANTIC CITY, NJ – Lotteries and casino gaming have long operated in separate spheres, but a new reality is taking hold in multiple states due to changes in both the political and technological landscapes.

Are lottery and gaming offerings doomed to compete against each other for the same players and the same share of wallet? Are there opportunities for differentiation? Are they targeting the same demographics, or can these offerings be differentiated in a manner that expands the pool of potential players? What role will regulators play, particularly in the states in which the same agency regulates gaming and lottery? What creative solutions can be offered, and what are the opportunities and challenges that solutions present?

A panel of lottery experts at the 27th Annual East Coast Gaming Congress will address these questions:

- Moderator: Katie Roberts, Gaming Vice President – Digital, MVB Bank
- James Schultz, EVP of Global Public Policy and Government Affairs, Scientific Games
- May Scheve-Reardon, VP of Government Relations, Pollard Banknote and former Director of Missouri Lottery
- Michael Shillan, Chief Executive Officer, WOW Lottery Ventures LLC
- Drew Svitko, Executive Director, Pennsylvania Lottery

“The new reality is that gaming and lotteries are no longer separate industries, but are rather verticals in one broad industry, and that raises a host of difficult questions that need to be addressed,” said ECGC co-founder Michael Pollock.

“The speakers we have assembled are known for their experience and candor, and are perfectly suited to tackle this thorny issue,” said ECGC co-founder Lloyd D. Levenson, Chairman and CEO of the Cooper Levenson law firm.

The 27th Annual East Coast Gaming Congress, the longest-running gaming conference in the United States, will be held April 17-18 at the Hard Rock Hotel & Casino in Atlantic City.

The 27th ECGC will include keynote addresses from 11 major industry CEOs. Additional speakers include a wide range of leading regulators, suppliers, investors and other experts who will address a broad array of topics that are central to the future of gaming.

The conference will also present a Lifetime Achievement Award to David Rebeck, Director of the New Jersey Division of Gaming Enforcement. The cocktail reception on April 17 will honor the legacy of the late gaming pioneer H. Steven Norton.

Past ECGC speakers have included six governors of New Jersey, as well as all CEOs who have ever led the American Gaming Association. The conference will again provide outstanding opportunities for sponsorships, networking, professional development, and business-to-business discussions.

For more information, visit www.ecgc.us or contact Donna Vecere at dvecere@cooperlevenson.com.