

PGRI LOTTERY EXPO 2026

CO-HOSTED BY PGRI AND THE TENNESSEE LOTTERY

THE HILTON GRADUATE NASHVILLE HOTEL

OCTOBER 20, 21, 22 OF 2026

NASHVILLE, TN

Sponsored by Industry Leaders ...

Double-Platinum Sponsors:

Brightstar, Bally's Intralot, Pollard Banknote, Scientific Games

Platinum Sponsors: Allwyn, Aristocrat Interactive, FDJ United, Inspired Entertainment, IWG (Instant Win Games)

Gold Sponsors: Atlas Experiences, Creative Realities, Gaming Labs (GLI), SCA

PGRI LOTTERY EXPO NASHVILLE PROGRAM

*Game On: How will Team Lottery WIN in the COMPETITION
for the Next Generation Omni-Game Player?*

TUESDAY OCTOBER 20

Noon: Registration and Information Desk opens

5:00 – 7:00 pm: Opening Night Reception in The White Limozeen Rooftop Bar & Restaurant

WEDNESDAY OCTOBER 21

7:45 – 8:30 am: Continental Breakfast in The Hippodrome Foyer

8:30 am: Paul Jason, CEO, PGRI, Inc. opens conference in the 2nd floor Hippodrome Ballroom

Poll Everywhere Questions to be used throughout the conference

Welcome to PGRI Lottery Expo Nashville

Rebecca Paul, Tennessee Education Lottery, Founder & Chair of WILL, Former President of WLA

Keynote Presentations from Double-Platinum Industry Leaders

- **What Lottery Player Data is Really Worth**
Adam Barry, Chief of Staff, Bally's Intralot
- **Meeting Players Where They Shop**
Retail Isn't Standing Still. Neither Can We.
Paul Riley, Vice President Retail Innovation & Partnerships, Brightstar
- **Embracing Change: Turning Opportunity into Action**
Charlie Scannella, Vice President of Customer Success and Client Relations, Scientific Games
- **Innovation Unlocked: Investing in the Lottery Experience**
Doug Pollard, Co-CEO, Pollard Banknote

10:00 am: **Coffee Break**

10:15 am: **Understanding the play-styles and motivations of the omni-game player in the hyper-competitive Games-of-Chance Market-place of the future**
Younes El Mechrafi, President & Chief Executive Officer, MDJS, Operator of Lottery & Sports Betting in Morocco

10:30 am: **Panel Discussion**
From Good Idea to Great Results: Why Is It So Hard to Get Things Done?
Great organizations aren't necessarily the ones with the best ideas. They're the ones that create **the kinetic energy to turn ideas into action and action into outcomes**. How can leaders unleash that energy, remove the barriers that slow people down, and inspire a positive, can-do mindset that wants to get on with it, make decisions, test ideas, learn quickly, and make exciting things happen now? The goal isn't simply to become better at innovation. **It's to become better at making things happen.**

Moderator: **Maggie Garrison**, President & Chief Executive Officer, Kentucky Lottery Corporation

Panelists:

David Barden, President & CEO, New Mexico Lottery
Jason Lisiecki, Executive Vice President, Instant Win Gaming (IWG)
Adam Perlow, Regional Vice President, North America Lottery, Brightstar

Travis Priest, Director Sales & Marketing, Pollard Banknote
Charlie Scannella, Vice President of Customer Success and Client Relations, Scientific Games

11:30 am. Presentations from Platinum Industry Leaders

- **Lottery of the Future**
Amy Bergette, SVP Business Development, Allwyn North America
- **The Player Has Evolved. The Experience Must, Too:**
Building a Blockbuster Lottery
Tina Wolf, Vice President of Business Development, North America, Aristocrat Interactive
- **Modernizing Lottery While Maintaining Player Trust**
Mitchell Robinson, Head of US Go-to-market, FDJ United
Teddy Lavolé, Head of Lottery Capture and Programs, FDJ United

12:30 to 1:30 pm: Luncheon in 2nd Floor Hippodrome Foyer

1:30 pm: Celebrating the Inauguration of the PGRI Rebecca Paul Lottery Industry Lifetime Achievement Award
Presented by Lynne Roiter (immediate past president & CEO of Loto Québec) **to Rebecca Paul**

2:00 pm: Panel Discussion

Past as Prologue: What 40 Years in Lottery Teaches Us About Tomorrow

How do we tell the difference between passing fads and trends that will reshape the industry? What does experience teach us about overreacting—or underreacting—to shifts in consumer behavior, new forms of competition, regulatory changes, or negative publicity or even scandal? This panel brings together four lottery veterans with 250+ years of combined experience to explore how hindsight sharpens foresight. This is a conversation about pattern recognition, strategic patience, and the wisdom that comes from having seen it all (and still being surprised).

Moderator: **Gretchen Corbin**, President and Chief Executive Officer, Georgia Lottery Corporation

Panelists:

Scott Gunn, Chief Operating Officer, North America, Brightstar
Mark Michalko, Executive Director, North Carolina Education Lottery
Rebecca Paul, President & Chief Executive Officer, Tennessee Education Lottery Corp., Immediate Past President of the WLA, Founder & Chair of WILL

Doug Pollard, Co-Chief Executive Officer, Pollard Banknote
John Schulz, President, Americas & Global Instant Products, Scientific Games
Lorne Weil, Executive Chairman of Inspired Entertainment

3:00 pm: Coffee Break

3:15 pm: Panel Discussion

Multi-State Lottery Association (MUSL) on new gaming, branding, and promotional initiatives

To include discussion about the tremendous success of collaborations with uber-brands like NASCAR, NFL, and others along with ... What's next? What have we learned about these initiatives that will make them even better going forward? How are MUSL and Mega Millions groups cultivating the most collaborative approach towards optimizing performance of the national jackpot games?

Moderator: **Brian Rockety**, Executive Director, Nebraska Lottery and President of MUSL

Panelists:

Stephen Durrell, Executive Director, Kansas Lottery and Chair, MUSL Powerball Product Group
Harjinder Shergill Chima, Director, California Lottery and Lead Director Mega Millions Consortium
Sharon Strong, Executive Director, Arkansas Scholarship Lottery and Chair, MUSL Mega Millions Product Group
Frank Suarez, Chief Executive Officer, Connecticut Lottery Corporation and Chair, MUSL Marketing & Promotions Committee
Bret Toyne, Executive Director, MUSL

4:15 pm: PGRI Lottery Industry Hall of Fame Induction Ceremony
Gretchen Corbin, President and Chief Executive Officer, Georgia Lottery Corporation
Harold Mays, Director, Illinois Lottery
Tom Seaver, Director, Colorado Lottery

5:00 to 7:00 pm Reception in Cross-Eyed Critters!

THURSDAY OCTOBER 22

8:00 to 9:00 am: Continental Breakfast in The Hippodrome Foyer

9:00 am: Paul Jason, CEO, PGRI, Inc. opens conference in the 2nd floor Hippodrome Ballroom

9:05 am: Panel Discussion

Innovating the lottery-game-playing experience: Increasing prize-payout percentage is one lever for enhancing the player value proposition, but it comes at the cost of net margins. How can we create greater entertainment value through innovation in the games themselves? What new game mechanics, features, play styles, themes, promotional concepts, and other innovations are enhancing the lottery-playing experience and driving engagement and sales?

Moderator: **Randy Burnside**, Executive Director, DC Office of Lottery & Gaming

Panelists:

Heather Hammer, Product Manager, Allwyn
Ian Hannaford, US Games and Portfolio Lead, Bally's Intralot
Brad Heathcote, Director Lottery Portfolio Growth, Aristocrat Interactive

Brooks Pierce, President & CEO, Inspired Entertainment

Ryan Powell, Product Manager, U.S. iLottery, FDJ United

10:00 am: Presentations

- **Einstein's Theory of Jackpot Relativity**
Don Silberstein, Senior Vice President of Marketing and Business Development, SCA
- **Designing for Players not Assumptions**
Lisa Lemon-Clark, Senior Vice President, Enterprise Accounts & Lottery, Creative Realities
- **Country Cash with Lainey Wilson**
Derek Gwaltney, Founder & CEO, Atlas Experiences

10:30 am: Coffee Break

10:45 am: Panel Discussion

Retail Modernization: Reinventing lottery for the store of the future

The retail environment is changing rapidly, and lottery modernization needs to anticipate where retail is going rather than simply adapt to where it is today. What will the in-store shopping experience look like five years from now? Will traditional retail formats continue to dominate, or will convenience, grocery, mass merchants, self-checkout, autonomous retail, delivery, mobile payment, and entirely new trade styles reshape how consumers shop?

Moderator: **Richard McNeese**, Deputy Director of Sales, California Lottery

Panelists:

Steven Desautels, Regional Vice President, Bally's Intralot
Matthew Greenstreet, Director of Sales & Retail Operations, Pennsylvania Lottery
Alfredo Santana, Senior Corporate Account Manager, Kentucky Lottery Corp.

12:00 to 2:00 pm: Luncheon & Reception in 2nd Floor Hippodrome Foyer