



CHATTER THAT MATTERS®

Volume7, Issue 3

Spring 2017

Message from Board Chairman and Interim President & CEO, Frank Farricker:

Each year the Connecticut Lottery Corporation partners with the National Council on Problem Gambling in recognizing March as Problem Gambling Awareness Month (PGAM). This year’s efforts are bigger and bolder than ever, and include:

- The implementation of our new “Responsible Gambling” (RG) button on all CLC retailers’ terminals (see article on page 2),
- An incredible PGAM calendar showcasing all of our RG efforts for the month,
- A proclamation issued by Governor Malloy in support of PGAM,
- A CLC Board of Directors’ resolution in support of PGAM,
- A press release issued earlier this month outlining our efforts,
- Three “Go Dark” days where our media efforts are solely focused on RG and not product advertising,
- PGAM educational efforts through billboards, our website, our LIMs (lottery in motion displays at retail), and full page PGAM ads in the CT Association of Boards of Education’s newsletter and CT Parent magazine,
- Increased RG messages on TV, radio and at CLC headquarters,
- Online RG training for CLC employees and retailers,
- PGAM and RG Helpline advertising printed on either the top or bottom of all of our draw tickets for three weeks,
- PGAM messaging on the crawl at the bottom of the screen during all of our live drawings,

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Who are these cuddly creatures? See page 5.

NEW - Responsible Gambling Button on Lottery Terminals

By: Steve Fox



A Responsible Gambling (RG) button was added to all of our retailers' terminals on Sunday, February 26, just in time for Problem Gambling Awareness Month. When the bright yellow button is pressed, a paper slip will print out. The slip currently contains the toll-free, confidential, 24/7 Problem Gambling Helpline and various websites offering free assistance for counseling and treatment.



This slip offers a way to raise awareness about resources for problem gambling in a discreet way. If a lottery retailer is faced with a customer who shows signs of problem gambling, s/he can print the slip and hand it to the customer along with his/her tickets.

We also have the ability to change the text on the slips to help promote other RG initiatives, such as the RG holiday campaign.

This fantastic idea came from the North Carolina Lottery, and we thank them for sharing it with us. We also want to thank SGI for all their programming efforts.

Fun Fact: On the first day of this new feature, 4,475 RG slips were printed.

Did You Know? Equal Pay Day

By: Andrew Walter

On April 4, 2017, Equal Pay Day will be observed in the United States. Interestingly, the date – which symbolizes the number of days a woman must work in a year to earn what a man earned the previous year – changes every year, and is different from country to country. Equal Pay Day was first recognized in 1996 by the National Committee on Pay Equity, to publicly mark that, on average, women earn markedly less for doing the same job as men. There are numerous historical causes for the pay gap between men and women, including over-representation in low paying jobs, lack of educational and promotional opportunities, undervalued experience, and a stereotypical perception that women lack “managerial aptitude or serious commitment.”

The gap between men’s and women’s median earnings has decreased substantially since the 1960s and 1970s, when women first began entering the labor force in large numbers. However, at the current rate of change, the gender pay gap will not close until 2059.

New Horizons GameSense Partner Summit

By: Kendra Eckhart

I was proud to represent the CT Lottery at the fifth New Horizons in Responsible Gambling Conference in February. New Horizons is an annual event sponsored by The British Columbia Lottery Corporation (BCLC) for industry professionals across North America. New Horizons showcases innovative research into problem gambling treatment and preventative programs such as GameSense, and Appropriate Response Training for industry staff, all to ensure that gambling is a fun and healthy entertainment option for adults.

During the conference CT Lottery was praised for not only being the first lottery to license GameSense from the BCLC, but also for how CLC has embraced the program in just short of one year.

As part of New Horizons, I attended the 2017 GameSense Partner Summit, a strategic session for licensees and prospective licensees. Each member presented their organization's RG initiatives. Working towards a strategy for the future of GameSense, the group identified its strengths, weaknesses, opportunities and threats (SWOT). During the coming months the group will be discussing the logistics of taking on one or more of the projects identified as a group during the SWOT session.

GameSense will also be getting a make-over in the months to come. After extensive research, the BCLC has hired an advertising agency to review the GameSense brand and "refresh" it. A few key points that will be addressed are: people did not like the authoritative messages, did not feel a personal connection with the messaging, and people portrayed in the GameSense creative often are shown with crossed arms or sullen looks, which consumers viewed as sad and negative. So stay tuned for a new GameSense look coming soon!

The BCLC is also working on an interactive shared repository site where each licensee can upload their RG research and creative assets for all licensees to share.

A big announcement at the conference was that GameSense will be integrated in all MGM casino properties by the end of 2017.



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GameSense

“Natural outer and inner Kraft material is made from 100% recycled paper fibers and eliminates the need for color additives making it better for the environment.”

[Jiffymailers.com]

For more information about the EPA's CPG program, please visit <http://www.epa.gov/cpg/>

“Naturally Better”

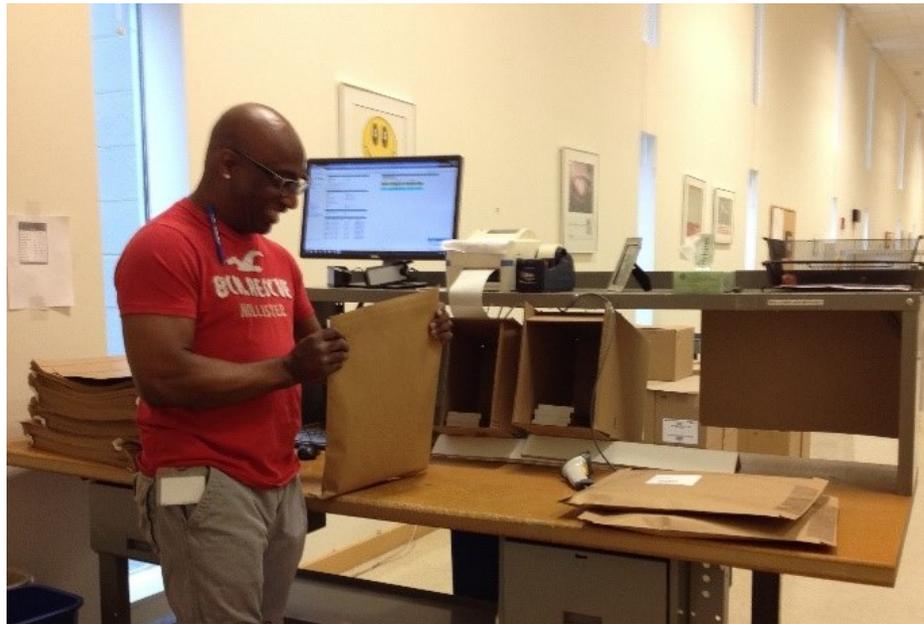
By: Suzanne Colley

Natural Kraft Jiffy® Envelopes are a welcomed new product. This 100% curbside recyclable product has a new, eco-friendly twist – no dye!



That's right, the environmentally friendly Jiffy®#7 is sporting the next “natural” generation of envelope, one that is completely dye-free. The new Natural Kraft envelope merges perfectly with CLC's green initiatives.

This transporter of instant scratch tickets may look plain, but don't be fooled by its no-frills appearance. It has earned the valued certification of EPA-CPG compliant.



“The Comprehensive Procurement Guidelines (CPG) are part of the U.S. Environmental Protection Agency's (EPA) efforts to promote the use of materials that are recovered from solid waste.” ... Once a product is designated under CPG, agencies are required to purchase it with the highest recovered material content level practicable.” [EPA guidelines]

Small changes can make a big difference!

SYA Rescue

By: Steve Fox

Many of us know Suzanne Colley as the warehouse supervisor for the last 18 years she has been with CLC. Since November of 2015 however, she has held a new position as planning analyst. Her duties and responsibilities for CLC are special projects, including setting process and procedures for record retention, removal of excess supplies along with a lot of research on state statutes and regulations.



Outside of the CLC, Suzanne is actively involved with the “Save Your Ass Long Ear Rescue” (SYALER) in South Acworth, New Hampshire. She became involved with the organization over 5 years ago when she went to her father’s home town for “Old Home Day”. At the general store there was a flyer titled “Save Your Ass”, that caught her eye. She decided to find out more, so she called to make an appointment with Ann Firestone, the founder and president of SYALER to see what the organization was all about. Suzanne took her parents along to the farm and was immediately hooked by the donkeys and the good work Ann does.

SYALER is New England’s only 501(c)(3) non-profit donkey and mule rescue. It was founded in 2007 and is dedicated to the rescue, rehabilitation and re-homing of donkeys and mules. SYALER takes in as many animals as they can that are in need when they are surrendered or abandoned by the owners. The donkeys and mules are adopted to homes that are a good match.



Suzanne brings attention to the organization by raising awareness and money for the cause.



To find out more information about the “Save Your Ass Long Ear Rescue” please visit their website, www.saveyourassrescue.org

(Continued from page 1)

- Participating in a CT Council on Problem Gambling (CCPG) planning summit,
- Fundraising efforts in support of CCPG, and
- A large five panel GameSense display in the concourse between the Capitol and legislative office building.

As we recruit new retailers and explore the potential possibility of iLottery, it is more important than ever to keep responsible gambling at the forefront of our efforts.

Thanks to the Corporate Responsibility Team for making PGAM 2017 such a success, and I hope you enjoy this exciting edition of *Chatter that Matters*[®].

— Frank A. Farricker

CLC 2016 RG Holiday Campaign Thank You!

By: Annmarie Daigle

The CLC's 9th Annual Responsible Gambling Holiday Campaign was such an overwhelming success, we would like to again thank all of the generous organizations who contributed to our success by serving as drop off locations:



- Alterra Rocky Hill
- CT Health & Education Facilities Authority
- Casey's Market
- Dada Grocery
- Middletown U-Haul
- Scientific Games International
- Travelers Insurance
- C & A Market
- CT Office of Early Childhood
- Cheshire Gulf
- Geissler's Supermarket
- Qorex LLC
- Terracon Consultants
- The Wooden Toy

For the past 9 years, the CT Lottery has partnered with the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the National Council on Problem Gambling (NCPG) during the holidays to promote the message that lottery tickets are not suitable gifts for children.

In total, the CT Lottery Corporation raised well over 1,000 toys for Connecticut Children's Medical Center. We look forward to raising the bar next year!

Green Initiatives ~ Reuse ~ Recycle ~ Repurpose!

Surplus Success for a first time bidder ...

By: Suzanne Colley



Recently, the CT Lottery placed a group of 12 data binders on state surplus. Inspired by her husband's love of comic books, Carol offered up a bid and eventually won this auction. Her intent was clear, to find a secure way of storing these comic art gems. "I wanted to help my husband easily manage his favorite comics while keeping them neat and tidy. These binders just might do the trick, it's worth a try."



Beyond the landfill . . . Examples of our 'stuffs' finding life anew through surplus.

If you would like to share some of your own recycle, upcycle, or repurposing ideas, please contact me.



GO GREEN WORD SEARCH!

E R T T E Y N Q M M H D T G B
 L E R N A D U N E I E N H I G
 B N O T E L T T K U A V O O Q
 A E F H P M S Q J L O D G B V
 N W I I Y Y N S P A E R H J H
 I A Z C S P S O B G E W Z F T
 A B N O I T A V R E S N O C R
 T L C E Y N H A N I R U T M A
 S E P T W V D S N X V U V N E
 U Y N M R A Y A O Z I N T H I
 S P Z C B E U V U B D A E A H
 E F V L U B E E N D R J Y M N
 G R E S O U R C E S B U C X U
 X Z W O R L D S E L C Y C E R
 Z R H M G O V M K U G B H I Y

BIODEGRADABLE
 CONSERVATION
 EARTH
 ECOSYSTEM
 ENVIRONMENT
 GOGREEN
 NATURE
 PLANT
 RECYCLE
 RENEWABLE
 RESOURCES
 SAVE
 SUSTAINABLE
 TREE
 WORLD

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- Rebecca Lambert
- Violetta Lukin
- Francine Magnano
- Zuleika Mercado
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