



# CHATTER THAT MATTERS<sup>®</sup>

Volume 6, Issue 3

Spring 2016

## Message From The President & CEO

The CT Lottery is proud to once again partner with the National Council on Problem Gambling to remind everyone that March is National Problem Gambling Awareness Month.

This year's theme is to **"#HaveTheConvo,"** a conversation about problem gambling and about gambling safely and responsibly. Our point-of-sale materials in the field, website, and social media efforts reflect this message and showcase the Problem Gambling Helpline number, **888-789-7777**. In addition, this year our Marketing Team created two new #HaveTheConvo YouTube videos, one in English and one in Spanish, to help promote this message. Please take a moment to watch them.

Also, as many of you know, we have been working on a new Retailer Responsible Gaming public awareness campaign, **GameSense**. This campaign is designed to remind people to use their GameSense, or common sense, when gambling, with messages such as "don't chase your losses," "know when to take a break" and "please play responsibly." This campaign educates our players and is designed to reach players *before* they develop a problem with gambling. We will roll this campaign out in conjunction with the launch of KENO.

Further, we will educate ourselves and retailers about Problem Gambling Awareness Month, the Helpline, and GameSense through online responsible gambling training sessions. Please complete yours!

Lastly, if you have not spent time visiting the incredible display created by Claims in our atrium, please do so. It is educational and informative and is an important reminder that gambling can effect anyone. A helpful hint: visit the display before you take your responsible gambling training session. Responsible gambling is a core component of everything we do. We want to keep our players, our retailers and ourselves healthy. Gambling should be fun, time limited, and within a pre-determined budget.

- Anne M. Noble

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When you gamble, use your **GameSense**

GameSense is coming with the launch of KENO.



New ideas that are environment friendly!

## The Origin of “Back of Manifest” Notices

*By: Suzanne Colley*

Do you recall what you were doing back on December 13, 2012? That day became a defining moment for the “Back of Manifest” informational notices. Inside Sales requested that a particular notice be included in every order we shipped that week to our Lottery Retailers. Naturally, the Warehouse agreed. Ever diligent, the packers take their jobs seriously and continually look for ways to streamline any given task. This particular assignment proved no exception. So, while Inside Sales diligently printed 3,000 copies of this educational information, the warehouse began to devise a process.



**Highlight:** Leo Makowski. He came up with a great idea: why not use the copies that Inside Sales printed as the “back of the manifest,” thereby utilizing both sides of the paper. Brilliant!

**Here’s the savings breakdown:** If the copies were simply placed into an envelope alongside the retailer manifest, the total number of pieces of paper shipped, just for that one release, would have been 6,000. Because this idea was put into practice, it decreased the actual volume of paper used to half that amount.

**More savings:** Since December 2012 there have been 54 such requests. Without this creative concept, the total would have added up to 270,000 individual pieces of paper (the manifest & the notice).

**Even more saved:** The proactive “Back of Manifest” vision decreased the total number of required cases of copy paper from 54 to 27, thereby utilizing 50% less paper, saving trees, time, and money!

### New Training In April!

Coming next month, we have a new Diversity Development Training for all CLC employees!





Recycling with a purpose

## Confirming Our Commitment

By: *Suzanne Colley*



Did you know that the CLC uses 100% recyclable Jiffy® Utility Mailers to transport our Instant Scratch Tickets to Lottery Retailers?

Did you also know that this unassuming gold envelope has received the “Sustainable Forestry Initiative® (SFI) Chain-of-Custody certification?” SFI Inc. is “an independent 501c(3) non-profit charitable organization and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program.” ([sfiprogram.org](http://sfiprogram.org))

SFI 2015-2019: Chain-of-Custody Standard: “The requirements that detail processes for tracking fiber content from certified forest content, recycled content and certified sourcing.”

As relayed in a press release from Sealed Air Corporation, who distribute these envelopes, “the chain of custody process tracks products through different stages of paper production, starting in the forest and ending with consumption by customers; ensuring that chain of custody certified products come from well-managed forests and recycled paper.” (Press release: [sealedair.com](http://sealedair.com))

The CLC continues to make green efforts a priority when determining how we transport our tickets. Once again we are proud to announce that our commitment to the environment and forestry, is a priority in 2016 and beyond, as we continue to use Jiffy® Utility Mailers in our transport of tickets.

### What is “Forestry?”

Forestry is the science and the craft of creating, managing, using, conserving, and repairing forests. It associates natural resources with goals that benefit both plantation life and human need.

### Interesting Fact:

Forests occupy one-third of the Earth’s land area, yet the planet is home to 80% of the world’s terrestrial biodiversity.

### Learn More About SFI:

[sfiprogram.org](http://sfiprogram.org)

# The Results Are In!

By: Jennifer Hunter



This past fall employees were tasked with the opportunity to share what good causes and activities they valued most by completing a voluntarily Employee Engagement/Community Involvement Survey. More than half the corporation participated and this is what we learned through their collective insight:



- Almost 80% expressed their “community” as their hometown, followed by local area (e.g. Greater Hartford), and 50% agreed that it was at least “moderately” important to participate in their community.
- About 50% preferred to support an organization by both volunteering and contributing financially.
- More than 80% surveyed are currently supporting an organization, and roughly a quarter are serving on a Board of Directors (or other governing body) for a non-profit organization.
- Nearly half of the employees who are not currently volunteering for an organization showed an interest in doing so in the future.
- More than 80% of those who currently volunteer responded “no” when asked if they need to take time off of work for volunteer activities.

Remarkably, there were 129 different organizations that made the list of organizations that are currently being supported by the employees surveyed. Out of all the organizations listed, the American Cancer Society received the most support followed by St. Jude Children’s Research Hospital.

Employees ranked areas of interest with Human Services having the most interest followed by Youth Development, Animal Welfare, K-12 Education, Physical Health, Arts/Culture, Environment, and Mental Health.

Employees overwhelmingly enjoyed activities that included a combination of both indoor and outdoor activities.

The survey also indicated that we are currently meeting employee’s interest when it comes to workplace volunteer activities (e.g. food drive, gift campaigns).

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Budget Printers & Embroiderers in Hartford has been around since 1974.

## What is an MBE?

Minority group members are United States citizens who are Asian, Black, Hispanic and Native American. Ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly-owned business, at least 51% of the stock is owned by one or more such individuals i.e. the management and daily operations are controlled by those minority group members.

## Learn More

[www.nmsdc.org/](http://www.nmsdc.org/)

# A Lasting Impression

By: Sharon Zarotney



Since 1998, the CLC has worked with Budget Printers and Embroiderers, a Minority Business Enterprise. Dan Falotico, Vice President of the company, has a first rate commitment to his customers. This commitment is present in the quality of the

products and service the CLC has received. His wife, Susan, launched the company humbly, from modest store fronts to what is now a thriving work environment. Don't take our word for it. In his own words, Dan tells us how he feels working with the Lottery:

*"We have had the privilege of being a supplier to the CT Lottery Corporation since 1998. We have worked with your advertising agency and also directly with lottery employees during that time. The ease of dealing with the staff from purchasing, graphics and receiving has made the relationship of vendor to customer a pleasant one. The product mix has been varied as can be seen in the following: Payroll inserts, brochures, flyers, business forms, posters, banners, foam core signs, magnets, counter mats, etc.*



*We are looking forward to many more successful years as we continue to provide a quality product, on time delivery at a competitive price."*

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To help us understand what is important in a Community Involvement Program, employees were given a list of eleven (11) different elements to rank. They ranked the following elements in order as most important to least important and this is what they conveyed:

- 1) Measurable results (being able to see the results);
- 2) Focusing on multiple missions;
- 3) Developing a relationship with an organization;
- 4) Involvement with colleagues (team participation);
- 5) Minimal time commitment;
- 6) Individual participation;
- 7) Adding competitive elements to support a mission;
- 8) Being able to remain anonymous;
- 9) Activities restricted to work hours;
- 10) Activities requiring nights and weekends; and,
- 11) Being publically recognized.

As part of our employee engagement efforts, we will feature one employee's volunteer efforts in each issue of Chatter that Matters™. This month we are featuring Mobel Stephens and her long-term commitment to the Big Brothers Big Sisters program. See article below. Go Mobel!

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## The Big Brother Big Sister Program

By: *Mobel Stephens*

Big Brothers and Big Sisters is such an enriching and beneficial program.



Its mission is "To provide children in need with outstanding mentors who help them reach their highest potential." The program makes "meaningful, professionally supported matches between adult volunteers ("Bigs") and children ("Littles"), ages 6 through 18."

For the last thirteen years I have been a mentor in this outstanding program. I truly felt that helping a less fortunate child was for me, a calling. If I gave just eight hours or more per month, I could make a significant impact on a young person's life. My goal was to assure the young lady I was assigned to that she could be anything she wanted to be. If she worked hard and set goals, the sky's the limit. My 'little sister' was eleven years old at the time of our match.

I watched her grow into a fine young lady. Her family relationships improved, as did her grades. She went from having great difficulties in class to graduating from high school with high honors. She went on to college and with her degree in hand, is well on the way to realizing her dreams. I am proud to say that I have never lost contact with this very special person.

Directly after my first 'Little' graduated, I continued in the program and have been matched with a second young lady for over six years now. She is wonderful and we are a great pairing. Currently a junior in high school, she looks forward to graduation and then continuing on to college.

As for me, this is time well spent and the knowledge that I can make a difference in the life of a child is unparalleled. I would recommend this program to anyone. Please consider devoting just eight short hours per month to change the life of someone less fortunate. You give a little but the reward is so much greater!

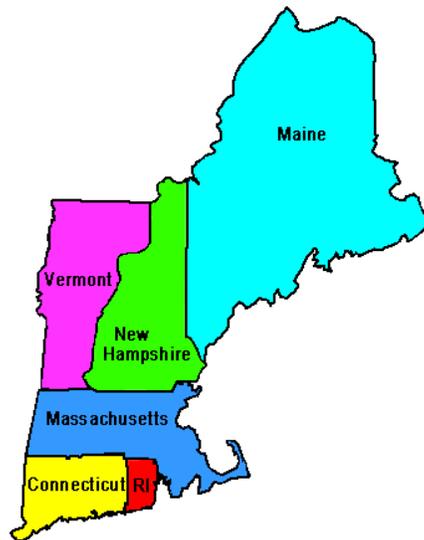
# The NECSEMA 2016 Trade Show

By: Laura Rapport



The NECSEMA trade show is a buying event for retailers in the convenience and fuel industries. The CLC was an exhibitor at this one day premier show that brings the convenience store and fuel industries of New England together. Our presence at this event demonstrates our continuing support for convenience store operators as vital Lottery Retailers who responsibly sell our draw and scratch lottery products to help raise revenue for the State of Connecticut.

Many CT operators stopped by our booth to say hello and chat about their lottery business with us. They always ask "what's new?" and this year we can say KENO IS COMING!!



## The Paper Challenge Continues...

By: Sharon Zarotney



*"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."* —Jane Goodall

Do you know how many sheets of paper *you* printed last month? Most people are shocked when they stop and think about all the copies they actually produced.

**Ask yourself: Do I need that document in a hard-copy format?**

Before you push that 'print' button, think about it. Try branching out and using a different means of retaining your information. Have you developed a way to reduce your paper consumption? We would love to share your ideas and inspire others towards thinking outside the box. Email me at [Sharon.Zarotney@ctlottery.org](mailto:Sharon.Zarotney@ctlottery.org) or call extension 2791.

Soon it will be one year since the paper challenge began... look for an update in the next issue of Chatter That Matters®.



The CLC team attends the 2016 GNEMSDC 41st Annual Awards Gala.



Chatter That Matters® is printed on 100% recycled paper!

