



CHATTER THAT MATTERS™

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Summer 2016

Message From The President & CEO

An Update on GameSense:

GameSense is an innovative and fresh approach to responsible gambling (RG) that originated at the British Columbia Lottery Corporation (BCLC). This campaign is designed to encourage players 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 “set a limit.” This campaign educates players about RG and is designed to reach players before they develop a problem with gambling. It does this with a little bit of humor, which grabs peoples’ attention and reinforces the message that too much gambling can be a problem.

With the introduction of KENO in Connecticut (CT) this past year, we wanted to refresh our own problem gambling messaging. We were aware of the success of GameSense because we saw a presentation illustrating that the brand awareness of GameSense in British Columbia was on par with the brand awareness of their largest jackpot game. We also knew about GameSense because our local RG stakeholders were encouraging us to consider looking at their materials and adapting them for CT.

Last fall, we began working with BCLC to become its first U.S. Lottery licensee. Our legal departments created mutually agreeable language that allows us to share materials with one another. Next, we moved forward to adapt four BCLC television PSAs for the CLC, which included securing talent releases from all of the actors and actresses. At the same time, we began to leverage the great work of BCLC and customize the campaign for CT across multiple distribution channels. We paid particular attention to new retailers that we were signing up with the implementation of KENO, many of which were bars and restaurants.

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Upcoming Conferences:

CCPG (July) and GNEMSDC (September)



Richard Wiszniak and Anne Noble
Celebrate his 41 Years of Service ~ Happy Retirement Richard!

Getting Our Shine On!

By: Luci Goodwin

EMPLOYEE
ENGAGEMENT

The Sunshine Committee convened for its first official meeting on Thursday, April 14th. Our first topic of discussion? The 2016 CLC Summer Outing!! The Committee (comprised of Jennifer Hunter, Jacqueline Lopez-Cruz, Rebecca Lambert, Margaret Annino, Debra Clancy, Nikki Nearing, Cynthia Hadden, Diane Geary, Michele Wytas, and myself) is currently planning the annual summer outing. In an effort to lower the cost of this event, the Committee, through the Summer Patio BBQ and Attic Treasures Event, raised \$447.00!

The CLC Annual Summer Outing will be taking place on August 18th at Dave & Busters this year! Be on the look-out for the upcoming Save the Date! Anyone with ideas, suggestions, or who wishes to join the committee: don't be shy, it's never too late to get your shine on! Just send us an email and we'll be happy to include you at our next meeting.

2016 CT Business Matchmaker Event

By: Jessica Hayton and Sharon Zarotney

PRO
BUSINESS

INCLUSION

Have you ever wondered how we come to do business with so many incredible small business vendors that provide the CLC with invaluable services and products? One way is through an event called CT Business Matchmaker. Think of the event as a series of 10 minute mini "interviews" that allow small businesses to come and pitch their products and services.

We had the pleasure of attending the 6th annual CT Business Matchmaker event on June 2, 2016 at the Gengras Student Union, University of Hartford. We met with over 33 small business vendors over the course of the day that were interested in working with the CLC in a variety of areas including, but not limited to, printing, advertising, information technology and human resources. Meg Yetishefsky, Manager of Supplier Diversity, Connecticut Department of Administrative Services, spoke with us on the importance of the Matchmaker Event and how it supports small businesses and supplier diversity:

"Matchmaker is a great event. It's unique to the fact that we have success stories. The companies that come here to meet with the businesses are prepared because they go to trainings beforehand so they're prepared when they sit down for their 10 minute interviews. We have success stories from the matchmakers who come back to us in a couple weeks (because we follow up with them) and they tell us they have met companies that are right in their backdoor that they never even knew existed; they were right down the road for twenty years and now they are doing business with this small business because they met them at this event. You can't ask for much more than that; it's a success story for all the small businesses."

We thoroughly enjoyed meeting all the small business vendors and plan on reaching out to each department with the information we obtained in order to promote the CLC's Pro Business Initiatives.



The CLC team at the CT Business Matchmaker event held at Gengras Student Union, University of Hartford.

Moving Towards a Positive Workplace Culture

By: Jennifer Hunter



Inclusion is one of the five pillars of our Corporate Social Responsibility program. As defined on our web site, the CLC strongly believes in the “value and importance of promoting diversity and inclusion, within our organization, with the suppliers and retailers we do business, and across the communities we serve.” Also, we respect our employees and value

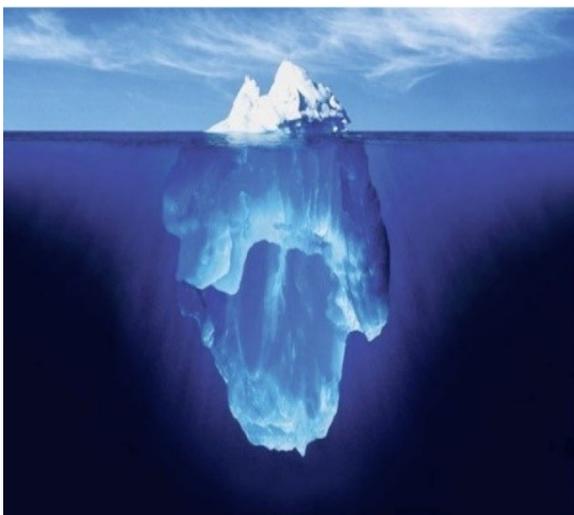
their many contributions. As an organization, our continued success is driven by pulling together and harnessing the many talents and resources of our employees. The CLC recently provided diversity training to employees this past spring. The training was designed to promote and ensure that we develop awareness and an inclusive workplace culture where individual perspectives, talents, and capabilities are encouraged; without regard to race, color, religious belief, age, sex, marital status, disability, or any protected groups.

Jane Rooney, Director of Human Resources, and her team, coordinated the diversity training with Ellen Feldman-Ornato, instructor and founder of “The Next Peace.” Ellen Feldman-Ornato is a creative and engaging instructor with over 20 years of experience leading trainings on topics regarding cultural diversity, inclusion, conflict management, unconscious bias and much more.

Employees attended a half-day training session which included “Unconscious Bias” and “Ouch, That Stereotype Hurts.” Given that managers have the added responsibility to manage an appropriate workplace environment and culture, they had a full day of in depth training on the same topics. The purpose of both training sessions was to provide individuals with insight, awareness, and the ability to change their reactions to others in uncomfortable situations. For example, Bob Ryan from Retailer Services said it best, “*I learned when a conversation is directed to somebody inappropriately to put myself in their shoes and have the courage to interrupt and redirect the conversation (Ouch).*” Each of our behavior patterns defines our culture in a positive or negative way. We all have an obligation to respect others and behave appropriately in the workplace and to foster a positive and supportive workplace culture.

“An awareness of unconscious bias invites us to fundamentally rethink the way we approach Talent Management, Strategic Decision Making, Inclusion and Organizational Culture on a number of different levels...”

(Unconscious Bias Workbook. (2016). Cook Ross.)



Employees overwhelmingly embraced the training and found the instructor to be very engaging. One source commented, “*They liked the small breakout groups, because more people participated*” and more than one employee said, “*This was one of the better diversity classes.*”

Remember, diversity is what makes us unique. Inclusion brings us together to share our individuality and talents.

Let’s work together and make our workplace culture a welcoming environment for all to prosper and succeed, whether it is aspiring to achieve individual goals or group success.

We owe it to ourselves, to others and to our organization.

What is

R2/RIOS Certification?

This standard means that: “your electronics asset disposition partner has an audited management system in place. This provides the framework for processes, procedures, and most importantly, improvements.

For the enterprise or organization with IT assets to retire, R2/RIOS assures you of a consistent level of service across time and locations.”

[LifeSpan- IT Asset Disposition Blog]



Environmental Integrity Company, LLC Getting Things Done!

Teaming Up with Environmental Integrity Company, LLC to ‘Get It Done’

By: Sue Starkowski

Two years ago at a Greater New England Minority Supplier Development Council (GNEMSDC) Trade Show, our Purchasing associates were fortunate enough to meet Kristina Czepiel Dearborn and Jeremy Hollins of Environmental Integrity Company, LLC (EIC).



EIC is a Minority Business Enterprise (MBE) located in Holyoke, Massachusetts. They are R2/RIOS certified, with a specific focus on recycling electronics at the highest standards for data privacy and environmental controls. When asked to sum up what their company is all about, Kristina stated "Environmental Integrity is a local, industry certified electronics recycling and secure data destruction company. At EIC, we work with our customers to provide the customized programs to meet their needs. EIC provides customers with the most comprehensive plan for maximizing value and mitigating risks to their end of life electronics." EIC also accepts a wide variety of recyclable items for proper disposal.

Prior to connecting with EIC, the surplus team here at CLC had to sort recycled goods by hand into its disposal category, then deliver the retired goods to various locations based on acceptability. Needless to say, that process was time consuming and far from cost effective. Now that we have partnered with EIC, our recycling process is streamlined. We stack the recyclable goods neatly and EIC comes to our location to pick up the items for appropriate disposal. Mind you, the greater surplus mission is still a laborious task, however, working with EIC has simplified our recycle efforts, saving us time and money.

The Environmental Integrity Company goes out of its way to deliver prompt service and the paring of our companies has been a “win-win” for the CT Lottery. Not only has joining up with EIC saved CLC a “lotto” time and money, we are supporting MBEs and preserving the integrity of our environment. Together, we are getting it done...and it just doesn't get any better than that!

To learn more about the services that EIC provides, visit their website: www.eic-llc.net

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Our unique efforts to date include:

- NEW GameSense television spot, filmed in Essex, CT, featuring the Problem Gambling Helpline.
- NEW GameSense 30 second radio spots, "Take a Break" and "Use Your GameSense."
- NEW GameSense educational pieces for KENO display monitors and Lottery in Motion displays.
- NEW GameSense slideshow and tiles for our website, prominently displayed front and center, alongside all of our lottery sales information.
- NEW GameSense page within the RG section on our website, including the four television PSAs.
- NEW RG pocket cards with GameSense information that can be inserted into the brochure racks with KENO Playslips and prize payout materials.
- NEW GameSense flyers to hang and/or insert in Plexiglass holders.
- NEW three-sided table tent toppers with one side devoted to GameSense.
- NEW GameSense coasters and stickers for all KENO caddies.
- NEW employee and retailer online training that introduced GameSense.
- NEW five 5'x5' panel display with GameSense information prominently placed in the concourse between the state legislative office building and the Capitol during the last two weeks of the legislative session.
- NEW GameSense banner that was prominently displayed across from the State Capitol.
- NEW letter to retailers introducing GameSense.
- Two NEW flyers to retailers delivered with their instant tickets; one which also featured the Problem Gambling Helpline.
- Briefing to our Board of Directors about the GameSense campaign.
- Press Releases with BCLC for their distribution and one here in CT for our distribution.

We rolled out our GameSense multi-channel campaign in conjunction with the end of Problem Gambling Awareness Month (March) and the launch of KENO in CT (mid April), and we have spent approximately \$250,000 on these efforts to date. The feedback from all stakeholders has been tremendous, and we look forward to continuing to build on our early success. Hats off to everyone who has been involved in these efforts, particularly our crackerjack Marketing Department!

- Anne M. Noble

Use Your GameSense

Balance gambling with other leisure activities

Set a limit before you play

Know how the game works

Play for entertainment, not to make money

Set a budget and stick to it



An Interview with Joanne Mendes, New Executive Director for the New England Convenience Store and Energy Marketers Association (NECSEMA)



By: Theresa Scott

1. Will you briefly comment on the merger of (IOMA), The Independent Oil Marketers Association of New England, and (NECSA), The New England Convenience Store Association to form a new organization, (NECSEMA) The New England Store & Energy Marketers Association?

The merger of IOMA and NECSA realizes the synergies of each respective legislative and regulatory capabilities. NECSEMA now has more resources to help inform and influence the ever-challenging legal and legislative environment in which our members operate. Protecting and promoting our industry and the tens of thousands of jobs we create and maintain in New England remains the top priority of NECSEMA. Our current supplier and associate members of this merged organization make NECSEMA of the largest and most diversified fuel/C-store trade group in the Northeast. From “Mom and Pop” stores to the largest C-store and fuel suppliers, the opportunities for networking, trade show involvement and collaboration with key players are even greater for those who provide goods and services to our multi-billion-dollar industry.

“In this age of new and exiting technology, many changes to the way lotteries operate are beginning to emerge and be considered. Our members want to ensure that we have a seat at the table as you take these measures under consideration.”

- J. Mendes

2. With your expertise and leadership what expectations will you continue to garner for Retailers in New England?

Although I cut my teeth in the Massachusetts State Legislature – it wasn’t until I joined Philip Morris Companies (later renamed Altria) that I found my true calling as a Public/Government Affairs professional covering a wide range of issues for what was once the largest consumer products company in the world. I hope to bring my knowledge of business and government to my new position at NECSEMA.

I’ve been in the job a little over a month and I am travelling around New England introducing myself to my members, lobbyists and public officials. It’s been a pleasure to get to know my members at their locations and reacquaint myself with some old friends. Our industry faces many challenges on the legislative and regulatory front. NECSEMA also faces a changing membership as our industry continues towards the path of mergers and consolidations. In order to sustain and even grow our membership, NECSEMA must be innovative, relevant and dynamic.

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3. As a partnership between NECSEMA and the Connecticut Lottery, how can we continue to support your members and goals for the organization?

Since 1971, The Connecticut Lottery and the Convenience Stores have had a long and fruitful partnership. Today over 2,900 retailers enjoy the benefits of that partnership. Our continued success is as important to NECSEMA it is to the state. In this age of new and exciting technology, many changes to the way lotteries operate are beginning to emerge and be considered. Our members want to ensure that we have a seat at the table as you take these measures under consideration. I am excited to be back in New England and I look forward to working with all of you at the CT Lottery Corporation.



Joanne Mendes Professional Biography

Joanne Mendes is the new appointed Executive Director for the New England Convenience Store and Energy Marketers Association (NECSEMA), commencing May 2, 2016.

Prior to accepting this position, Mendes was the former Project Manager for two grant-funded programs at the University of Massachusetts, Dartmouth: TEACH! Urban South and Project SUCCESS. Prior to these positions, she was the Public Affairs Manager for Heineken USA developing and leading community and government relations initiatives in a 14 state region.

Mendes began her career as a staff member on the House Ways and Means Committee for the Commonwealth of Massachusetts, House of Representatives. In seven years she moved from committee staffer to Staff Director for the Chairman of the House Committee on Ethics.

Mendes left state government for the private sector and started her career in government affairs for Miller Brewing Company, (then a wholly owned subsidiary of Philip Morris Companies – now Altria). Over a ten-year period, she rose from Legislative Assistant to Public Affairs Director. She spent the next 8 years at Altria Corporate Services as District Director - where she managed state government affairs, community relations initiative and corporate philanthropy for Altria subsidiaries: Philip Morris U.S.A., Kraft Foods and Miller Brewing in New England.

Mendes holds a bachelor's degree in Political Science from Salem State University in Salem, MA and a Master's Degree in Public Administration from Suffolk University, in Boston, MA. While employed at UMass Dartmouth, she also took graduate courses in towards a Graduate Professional Writing Certificate.



The Corporate Responsibility Team:

- Janice Beckner
- Suzanne Colley
- Annmarie Daigle
- Fred DuPuis
- Kendra Eckhart
- Steve Fox
- John Gasparini
- Wendy Gasparini
- Lana Glovach
- Luci Goodwin
- Valerie Guglielmo
- Cindy Hadden
- Jennifer Hunter
- Rebecca Lambert
- Violetta Lukin
- Francine Magnano
- Zuleika Mercado
- Anne Noble
- Diane Patterson
- Robin Raboin
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- Theresa Scott
- Susan Starkowski
- Linda Tarnowski
- Chelsea Turner
- Steve Wagner
- Andrew Walter
- Sharon Zarotney



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