

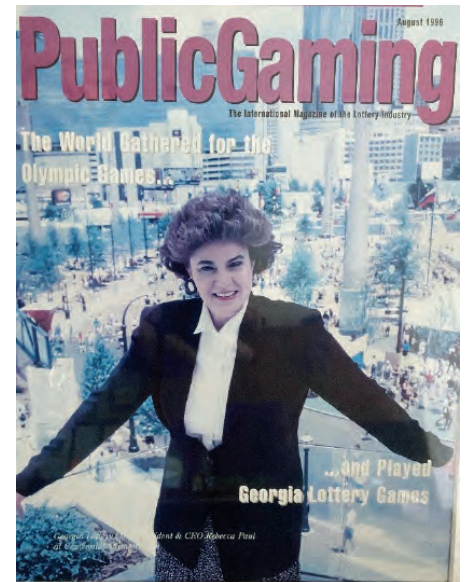
# THE CLOSING OF ONE CHAPTER AND THE OPENING OF ANOTHER IN A STORIED LOTTERY CAREER



**Rebecca Paul**  
*President & CEO, Tennessee Education Lottery Corporation*  
*President, World Lottery Association*  
*Founder & Chair, Women's Initiative in Lottery Leadership*

**PGRI Introduction:** Rebecca Paul's career in our industry spans nearly 40 years, and her footprint is seen throughout the world. Her career began with her appointment to lead the Illinois Lottery in 1985. She went on to found and serve as the chief executive of the Florida, Georgia, and Tennessee lotteries and is the current president and CEO of the Tennessee Education Lottery Corporation. In the Volunteer State, she has led the charge for more than 20 years and raised over \$7.5 billion for education initiatives such as college scholarships and after-school programs. She has also served as president and/or chair of all offices of NASPL and MUSL and as president of A.I.L.E., and is the founder of Women in Lottery Leadership (WILL).

But it's Rebecca's nearly six-year stint as president of the World Lottery Association that we'll focus on in this interview, as that tenure comes to a close following the WLA's World Lottery Summit in October of this year. What we know already, without even holding a Q & A, is that regardless of her official role, this born leader will forever be engaged with the industry for which she has relentless passion. That said, let's find out a little more:



Rebecca connecting the lottery with the community and the people in Georgia.

honor, and I'm proud to have served in this role. We've seen dramatic challenges during these past six years, and I have so many to thank for helping us work through them successfully.

I'm especially pleased about several accomplishments that have been achieved, which

**Paul Jason:** October's World Lottery Summit in Paris must be a bittersweet moment. What are you most proud of about your leadership of the World Lottery Association during the past six years?

**Rebecca Paul:** WLS 2024 has incredible meaning for me for so many reasons. Not only is the event itself a juggernaut of in-depth activity, but it's a chance to dialog with leading experts and colleagues from around the world and connect global trends at the heart of our industry's success. Serving as president of an organization that represents 81 countries has truly been an



Rebecca moderating CEO discussion with panelists Gretchen Corbin, David Barden, Sarah Taylor at WLA/EL Marketing Seminar in London.



Rebecca gives a passionate overview of the progress of Women in Lottery Leadership at NASPL's summer 2024 Professional Development Seminar in Omaha, Nebraska.

include development of a strategic plan for WLA, increased membership from North American lotteries, and the evolution of the four strategic WLA committees, which have seen growth and empowerment. I'm also proud to be the first woman to lead the organization, which is a fitting nod to the heart of Women in Lottery Leadership.

**How do you see the organizational structure and portfolio of services provided by the industry associations evolving over the coming years?**

**R. Paul:** What I see is a bright future of the regional associations working more closely with WLA and improved coordination between all parties involved. As an industry, we have made remarkable strides in coming together and operating as a cohesive force that does so much good for our collective communities. We'll continue the focus of working in tandem and meeting the needs of our stakeholders while learning from each other.

**Few people have the global perspective**

**that you do. And yet you sometimes have said that "all markets are local." Regulatory frameworks and gaming cultures vary widely. But what are some similarities that all lottery operators share? What aspects of this industry are universal and can be found in many jurisdictions around the world?**

**R. Paul:** What I've found is that every lottery, no matter how big or how small, how new or how old, is dedicated to its mission of raising dollars for good causes and eager to join forces with others to

strengthen the industry. Regardless of differences in structure and design that are sometimes vast, we learn from each other through a variety of platforms. With the rise of virtual meetings and expansion of digital technology, the miles between us have lessened and our bonds have been more solidified. As we continue to envelop ourselves in ever-changing technology, we also work together to empower leaders of tomorrow. After all, ultimately it is the people we mentor and work with who will continue our legacy of success.

**What are you most proud of in your nearly 40 years of service to the lottery industry?**

**R. Paul:** There's so much to reflect on as I look back while also looking ahead. What immediately comes to mind is the incredible amount of funding raised for good causes by the

lotteries that I've been fortunate enough to be part of. Some of my favorite days are those where I'm stopped on the street and thanked by someone whose son or daughter or niece or nephew has benefited from a Lottery-funded educational scholarship.

And then there's the global expansion of Women in Lottery Leadership. Working with others to expand this vital program, designed to bring the best and brightest women to the table, is truly satisfying, and I look forward to the ongoing maturity and expansion of opportunities for the talented women in our industry. And it's that mentorship role that I cherish—not just through WILL, but the opportunity I continue to have to encourage, lead and nurture men and women to become leaders. The idiosyncrasies of our industry are many and point to the need for the knowledge gained by working together. It's genuinely gratifying to help others succeed—in fact, more than a dozen of my mentees have gone on to become lottery CEOs.



Raising awareness about dollars raised for good causes is a favorite activity of Rebecca's. Here, she presents a ceremonial check to a representative from Vanderbilt University to highlight the Lottery's contributions to education in the state.

And it's with this togetherness in mind that I plan to launch a new initiative to create a council of past presidents of lottery organizations. This group of seasoned leaders would meet annually and network to discuss issues, provide updates and serve as a vital resource for the industry.

And finally, I would like to express my gratitude for the deep and meaningful relationships I've developed and nurtured over these many years. Our people are the key to our success, and I take pride in bringing together the best and brightest to fulfill our overall mission of providing entertainment in a socially responsible manner to the benefit of our communities. This truly is a special niche we are in, and I'm thankful to be part of it. ■



Rebecca is always at-the-ready to discuss the Tennessee Lottery's positive impact on students in the state. Here, she is featured on a radio talk show at a University of Tennessee football game.