



May Scheve Reardon Executive Director, Missouri Lottery

Prior to entering the Lottery industry, May Scheve served in a leadership role on the Joint Committee on Gaming and Wagering and the Ways and Means Committee in the Missouri House of Representatives from 1990-2002. In her Lottery career, May has held numerous top industry leadership positions including serving as President of NASPL and MUSL.

While NASPL President May:

- helped start the industry-wide API initiative to expand Lottery distribution including future in-lane lottery sales
- worked to improve industry relations with the National Association of Retailers and the National Gaming Association
- served on many critical industry committees including spearheading the national government relations efforts to protect states' rights to utilize the internet for Lottery sales
- was an early industry voice at conferences and meetings on the benefits of Lotteries having an opportunity to participate in Sports Wagering
- Presented at numerous national and international gaming industry conferences on a wide variety of subjects ranging from retail modernization to effective government relations and the power of knowing and living your "Why"
- Led efforts to develop and implement new strategic plans for NASPL and MUSL that have helped focus our industry on shared priorities that will help preserve Lottery integrity and increase profits for beneficiaries now and in the future.

During May's tenure at the Missouri Lottery:

- annual profits for public education have increased by more than 70% from \$250m to \$347m, while maintaining one of the lowest operating percentages in the country (4.6% vs. 6.7% national average) and earning the highest WLA and NASPL Responsible Gaming certifications
- introduced a successful strategic planning process, which has resulted in fully engaging employees, retailers and vendor partners with the Lottery's processes and mission.
- 94.6% of Missouri Lottery employees "have a very good understanding of the Lottery's Strategic Plan and organizational goals," and 97.4% "understand their contributions to the Lottery's vision."
- Retailer and Vendor Satisfaction scores consistently exceed 4.5 on a scale of 5
- Successfully lobbied to increase the Missouri Lottery's advertising budget from \$1.3m to \$16m and launched a new award-winning branding campaign "Play It Forward," which has significantly

increased Missouri Lottery awareness and relevance statewide and achieved an ROI of 4:1

- Launched a Million Dollar Lottery Retailer Club to recognize retail excellence. Over the life of the program, the number of Million Dollar Retailers has increased from 20 to 81
- has led an effort in-state to preserve Lottery profits for public education by eliminating illegal gaming devices at retail
- has led successful legislative efforts to allow cashless purchases of Lottery tickets at self-service, regional offices and events
- has implemented important career ladder and succession planning programs to mitigate business interruption in higher turnover positions
- has consistently earned successful state and independent audits and the Certificate for Excellence in Financial Reporting.

Additionally, May helped launch and grow the Lottery industry's Women's Initiative In Lottery Leadership (WILL) program to support advancement of women into top positions of Lottery management, leadership and responsibility. Further diversified the Missouri Lottery; doubling the percentage of minority employees working at the Missouri Lottery and increasing the number of women in leadership roles.

May was the youngest woman elected to the Missouri General Assembly. She went on to serve as a Missouri State Representative for twelve years, Chair of the Democratic Party for two years and then the first woman to run the Missouri Lottery.