

## WEDNESDAY, JULY 9, 2025

12:30-1:30 p.m. • **Registration**

Hyatt Regency, Louisville, KY

1:30-2:30 p.m. • **Are Innovation, Technology, and Consumer Behavior Reshaping How We Gamble**

**Moderator:** Gabe Benedik, Senior Executive, Government Affairs - GLI

**Panelists:**

Senator Tim Lang - State of New Hampshire

Jordan Maynard, Chair - Massachusetts Gaming Commission

Brandt Iden, VP Government Affairs - Fanatics

Angela Wong, VP Global Lottery Solutions - GLI

Once upon a time, gambling meant hitting the casino, grabbing some chips, scratching a scratch ticket, and hoping for the best. Now, we've got AI, bettors streaming their picks on social media, and casinos popping up on the internet. Consumers want action that's faster, more personalized, and available 24/7—and the industry is doing everything it can to keep up. But with rapid innovation comes new challenges, especially for regulators and legislators. As traditional forms of gaming evolve, where does that leave legacy products like slot machines, pari-mutuel betting, lottery, and brick-and-mortar casinos? So, where does all of this leave us? Are we heading for the most exciting era of gambling? Let's talk about the tech, the trends, and the consumer shifts.

2:30-2:45 p.m. • **Networking Break** (Snacks & Beverages)2:50-3:50 p.m. • **Did They Just Get Lucky in Kentucky? The Impacts and Challenges of Regulating Historical Horse Racing in the Commonwealth**

**Moderator:** Steve May, Senior Executive, Government Affairs - GLI

**Panelists:**

Damon Thayer, Former Senate Majority Leader - Kentucky Senate

Jamie Eads, CEO - Kentucky Horse Racing and Gaming Corporation

Shannon Cobb, CFO - The Red Mile Racing and Entertainment

Historical Horse Racing has been extremely successful in Kentucky and other jurisdictions, resurrecting the horse racing industry and providing a huge economic and employment boost to the communities that have HHR. But Kentucky didn't just get lucky – years of strategic planning and legislative efforts have made it a success. Panelists will discuss what went right and what went...not so right. They will also provide guidance for emerging gaming jurisdictions that want to pursue HHR or other new forms of gaming.

3:55-4:55 p.m. • **The Honeymoon's Over: Post-Launch Challenges in Sports Betting Regulation**

**Moderator:** Joe Bunevith, VP Government and Regulatory Affairs - GLI

**Panelists:**

Joe Brennan Jr., Co-Founder - Prime Sports

Sterl Carpenter, Chief Business Development Officer - North Carolina State Lottery Commission

Jessica Welman, Managing Editor - SBC Media

The legalization of sports betting marked a groundbreaking shift in the gaming industry, but the real test began once operations were underway. Regulators quickly encountered unanticipated challenges that required innovative solutions and collaborative efforts. This panel explores the critical issues that have emerged since launch, from addressing changing technology to operational controls to updating regulations and much more.

5:30-7:30 p.m. • **NCLGS/GLI Reception**