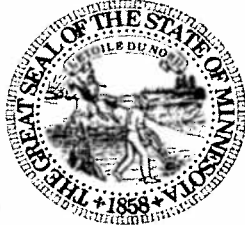


STATE OF MINNESOTA



MARK DAYTON
GOVERNOR

NOTICE OF APPOINTMENT

Edwin Van Petten

RECEIVED

2622 Sawgrass Drive
Lawrence, KS 66047
County of Douglas
Congressional District 2

FEB 26 2012

President of the Senate

Because of the special trust and confidence I have in your integrity, judgment and ability, I have appointed and commissioned you to have and to hold the office of:

EXECUTIVE DIRECTOR


MINNESOTA STATE LOTTERY

Effective: March 1, 2012


This appointment carries with it all rights, powers, duties and emoluments granted by law and pertaining to this position until this appointment is superseded or annulled by me or other lawful authority or by any law of this State.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Minnesota to be affixed at the Capitol in the City of Saint Paul, February 28, 2012.





Governor



Secretary of State

Edwin A. Van Petten

Mobile: 785-256-5049

2622 Sawgrass Drive, Lawrence, KS 66047

ed.vanpetten@gmail.com

December 14, 2011

RECEIVED

Re: Director, Minnesota State Lottery

FEB 26 2012

Dear Members of the Search Committee:

President of the Senate

Please accept this letter and the accompanying resume as my application for the position of Director of the Minnesota State Lottery. I am enthusiastic about applying for this position. I had a very successful tenure as the Executive Director of the Kansas Lottery. I believe that the qualities you are seeking for the Director of the Minnesota State Lottery match my experience in providing superior leadership and management in accordance with state laws and rules, and in a manner that will safeguard the lottery's integrity and build public and stakeholder confidence in its operation.

Serving as the Executive Director of the Kansas Lottery for nearly 11 years, I provided day-to-day leadership in a variety of forms—from working with all levels of Lottery employees and reporting to the Governor on questions regarding casino operations, to testifying to Senate and House of Representative Committees to explain Lottery budget and annual plans, and conducting meetings of the Lottery Commission to ensure compliance of Lottery operations within the guidelines as specified in statute.

When I initially took over operation of the Kansas Lottery in 2000, it was mired in controversy. There was an ongoing criminal investigation which resulted in the conviction of the Director of IT for embezzlement, as well as an administrative investigation regarding allegations of harassment in the workplace. I quickly sought to restore the integrity of the system and respect in the workplace. I am proud to say that during my 11-year tenure, there were no further allegations of impropriety, and public confidence in the lottery was restored.

Other achievements of which I am proud are the games I initiated to promote the State of Kansas. In recognition of our "Made in Kansas" promotions, I received the 2009 Kansas Travel Industry Association Achievement Award. Among the Kansas Lottery's partners in these promotions were the Kansas Arts Commission, the Kansas Travel Industry Association, the Kansas Department of Transportation, the Kansas Department of Commerce, and an extensive list of successful Kansas businesses. Our "Made in Kansas" games sold well and created tremendous goodwill among citizens and legislators.

In terms of generating important revenue for Kansas, our overall sales increased by approximately 30 percent in my first five years and were maintained throughout the economic downturn. Instant ticket sales were especially strong, showing a 68 percent increase overall during the time I led the Kansas Lottery.

Director – Minnesota State Lottery
Van Petten – Page Two

Even though revenue generation is a prime concern for all state lotteries, we are also charged to ensure compliance with all responsible gambling guidelines. My work in that regard was recognized by the Kansas Responsible Gambling Alliance, which presented me with its 2010 Outstanding Leadership Award.

Realizing that public trust in the state lottery is essential, I initiated a "Retailer Honesty Assurance Program." This statewide undercover investigation resulted in several arrests of unscrupulous retail clerks who sought to defraud lottery players. My staff and I worked hand-in-hand with the Kansas Attorney General's Office to ensure the successful prosecution of these criminals. We know that most lottery retailers are honest, but the few who are not cannot be allowed to erode lottery players' confidence in having a fair chance to win.

During my time as the Kansas Lottery Executive Director, I worked with both Republican and Democratic administrations. While they differed in their political views, they all agreed that I served the State of Kansas well as Lottery Director, and was forthright and honest in my performance. In reviewing the listing of Principal Responsibilities for the Minnesota Lottery Director, it is clear they are the same responsibilities I successfully performed in Kansas.

I would be happy to provide additional information if requested. I look forward to hearing from you. Thank you for your time and consideration of this application.

Sincerely,


Edwin A. Van Petten

RECEIVED

FEB 28 2012

President of the Senate

Edwin A. Van Petten

Mobile: 785-256-5049

2622 Sawgrass Drive, Lawrence, KS 66047

ed.vanpetten@gmail.com

RECEIVED

FEB 20 2012

EXECUTIVE DIRECTOR Sales • Marketing • Operations

President of the Senate

Transformational leader with performance record of success in sales, marketing and management of the Kansas Lottery. Recognized by Governors and Legislature for management, marketing, and integrity of the Lottery operations. Initiated new games promoting Kansas sites, heritage, and business in partnership with tourism groups and businesses that demonstrated increases in revenues to the state and international visibility for Kansas.

"Senate Federal and State Affairs Committee Chairman Pete Brungardt, a Salina Republican whose committee handles gambling issues, said Van Petten did an outstanding job as executive director, but he called Van Petten's replacement 'the natural order of things.'" Topeka Capital-Journal, April 28, 2011

Core Competencies

- Relationship Building
- P&L
- Startup Ops
- Strategic Planning
- Business Partnerships
- Policy Development
- New Business Development
- Vendor Management
- Operational Streamlining
- Leadership with Integrity
- Technology Solutions
- Negotiations

Professional Experience

KANSAS LOTTERY

May 2000-July 2011

The Kansas Lottery sells \$1, \$2, \$5, \$10 and \$20 scratch tickets, \$1 and \$2 instant pull tab games, and 8 lotto style and monitor games. Kansas Lottery products are sold at approximately 1,825 retail locations.

Executive Director (October 2000-July 2011)

Challenged to maximize revenue to the state while protecting the integrity of the games and optimizing the operational efficiency of the Kansas Lottery. Accountable for the \$113M budget and 80 employees. Oversaw daily operations (sales, marketing, finance, IT, personnel, warehouse, security, communication, and casinos) and developed plans for future operations of both the Lottery and the casino operations, with projected sales in FY2012 of \$240M for traditional lottery and \$102M from expanded lottery (casinos). Served at the pleasure of the Governor and reported to legislative committees on financial and operation issues.

- **Recognized in 2007 by Kansas lawmakers with the new gaming bill** that extended the Lottery for 15 years and added responsibility of owning and operating racetrack slot operations and destination casinos.
 - **Negotiated contracts** with casino management companies for 4 gaming zones. Completed 3 bid processes due to economic downturn and withdrawal of bids. One casino currently in operation in Dodge City and two will open in 2012, one in Kansas City and one in Mulvane.
 - **Finished one casino operating at 10% above** projections. Initiated cross-promotion with the Lottery through the "Kansas Hold'Em" online game through a voucher to win \$5,000 trip to Dodge City. The promotion increased traffic from eastern Kansas where there was little awareness of the location of the first casino.
 - **Approved all specifications and details of the casino** construction, in addition to submitting the management contracts for approval by the Lottery Gaming Review Board and the Racing and Gaming Commission for final approval.
- **Revitalized the Lottery and increased sales** by 30% in 6 years from \$185M to \$240M. Maintained sales at \$230M or more throughout the recession.
 - **Introduced the \$5, \$10, and \$20 price points** for scratch tickets. Scratch ticket sales now account for \$120M in sales, a 50% increase since 2001.
 - **Initiated partnerships** to increase business and tourism through the "Made in Kansas" lottery promotion, featuring prizes from Kansas businesses. Sponsors included GM plant in Kansas City, Cobalt Boats, Big Dog Motorcycles, Cougar Boats, Garmin, Cabela's, Bass Pro Shops, and tourism groups. Feedback included one

business that increased sales by 300% and another business that doubled customer contacts during the promotion.

- **Created the "Kansas 150" and "Scenic Byways" promotions** with a \$2 ticket and chance to win original works of art of Kansas heritage and history, resulting in increased tourism and awareness of Kansas as a destination.
- **Collaborated with Kansas Speedway** for the "Kansas Lottery 300" Nationwide Series in October. The event provides international exposure and, according to economic indicators, generates business development inquiries and a market multiplier effect of 6:1.
- **Assisted in development of a variable image pull tab lottery ticket**, driving sales from \$5K/wk to \$180K/wk, that included a bar code for better inventory control.
- **Increased revenues** by \$6-8M per year and additional retailers by 800 for the "Kansas Hold'Em" game by adding play on the Keno monitors at retailers.
- **Increased morale** through an open door policy, flex time, weekly employee chats, and anonymous comment drop box. Responded to anonymous comments through an all employee email.
- **Interviewed for radio and TV** on Lottery events and issues. Recognized by reporters for accessibility and responsiveness to inquiries.

Deputy Executive Director (May 2000-October 2000)

Selected by Governor Graves to supervise the investigation by the Kansas Bureau of Investigation (KBI), resulting in employee terminations, conviction of the Director of IT, and resignation of the Executive Director.

PRIOR POSITIONS:

- **Deputy Disciplinary Administrator**, Kansas Supreme Court, Topeka, KS
- **Assistant Attorney General, Criminal Litigation Division**
Deputy Attorney General, Chief of the Criminal Division
Office Of Attorney General, Topeka, KS
- **Assistant Attorney General**, Kansas Bureau Of Investigation, Topeka, KS
- **Wabaunsee County Attorney**, Wabaunsee County, Alma, KS
- **Private Practice Attorney** in Wamego and Eskridge, KS

"While I was Kansas Attorney General, Ed Van Petten was in charge of the criminal division. He was not only an excellent trial lawyer but was always knowledgeable as to relevant laws that applied to any case he worked on. It was a privilege to have him on the staff." —Robert T. Stephan, Attorney at Law, Overland Park, KS

Education

- **Juris Doctorate**, Washburn University School of Law, Topeka, KS
- **Bachelor of Science in Animal Science and Industry**, Kansas State University, Manhattan, KS

Affiliations

- **President, Multi-State Lottery Association** FY 2008
- **Chairman, Powerball Group of the Multi-State Lottery Association** FY 2007
- **Kansas County and District Attorneys Association** Since 1981

Awards

- **Kansas Responsible Gambling Alliance, Outstanding Leadership Award** 2010
- **Kansas Tourism Partnership Award, Kansas Dept. of Commerce, Travel and Tourism** 2009
- **Outstanding Achievement Award, Public Gaming Research Institute** 2006

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FEB 26 2012

President of the Senate