

Break Open Ticket Program Management Alliance



2003 Annual Report

www.botpma.com

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Our Mission

The Break Open Ticket Program Management Alliance is a professional association of entrepreneurs whose members provide fundraising products, services and leadership for the charitable gaming industry in Ontario.

Adopted April 22nd, 1999

Ontario's Break Open Ticket Industry

Founded in 1993, the Break Open Ticket Program Management Alliance (BOTPMA) is one of the partners in Ontario's charitable break open ticket (BOT) industry. BOTPMA is the professional association that represents registered suppliers of break open tickets and services to Ontario's charitable gaming sector.

Ontario's BOT industry is a unique combination of private sector firms providing quality products and services to charitable and not-for-profit organizations across Ontario. The Alcohol and Gaming Commission of Ontario (AGCO), an independent crown agency of the Government of Ontario, and municipalities regulate the industry. The AGCO regulates all aspects of the industry under the authority of the *Gaming Control Act*, 1992.

Ontario is one of the largest charitable gaming jurisdictions in North America. It is estimated that Ontario's BOT industry will generate approximately \$450 million in gross sales in 2003.

Break Open Tickets (BOTs) provide unique benefits in communities across Ontario by supporting the work of thousands of charitable and not-for-profit organizations. Unlike government sponsored gaming such as casinos and slots, proceeds of BOT sales **remain** in our communities and support worthy local charitable and not-for-profit organizations.

As an example, over the past twelve years volunteer hospital auxiliary associations in some 146 hospitals in communities across Ontario have raised over \$30 million from the sale of break open tickets. The proceeds have been used to purchase hospital equipment, fund research and support volunteer education in each community as well as contributing to the quality of health care in these communities.

BOTs also serve to encourage and foster Ontario's volunteer sector. By providing funding for charitable and not-for-profit organizations, volunteer opportunities are created and enhanced in communities across Ontario. Volunteers across Ontario benefit through the opportunity to contribute to their community, gain new experience and share fellowship.

Ontario's BOT Industry Continued

Ontario's BOT industry consists of a number of partners who play a significant role in the industry:

Charitable / Not-for-profit Organizations

Under the Criminal Code of Canada, only charitable and not-for-profit organizations can profit from gaming. In Ontario, charitable and not-for-profit organizations are licensed to conduct BOT events and receive a guaranteed percentage of the gross profits.

Manufacturers of Break Open Tickets

Currently, two manufacturers are under contract with the Alcohol and Gaming Commission of Ontario to supply BOTs to the Ontario market. At present, Bazaar & Novelty of St. Catharines manufactures BOTs for sale in all third party (retail) locations. Specialty Print, also of St. Catharines, manufactures tickets exclusively for sale in bingo centres and charity-owned premises. These firms were selected as a result of a request for proposal issued by the AGCO in August of 1997.

Gaming Equipment Suppliers

Gaming Equipment Suppliers are registered with the AGCO and are permitted to distribute BOTs to charitable and not-for-profit organizations across Ontario. Gaming Equipment Suppliers purchase unimprinted stock from manufacturers, imprint licence numbers, and track the serial numbers of BOTs sold to charitable and not-for-profit organizations. In 1996, the AGCO, in consultation with BOTPMA, established a series of Standards for Gaming Equipment Suppliers that ensure the integrity of the supply of BOTs.

Gaming Services Suppliers

Gaming Services Suppliers are registered with the AGCO and provide a variety of professional services to charitable and not-for-profit organizations. Gaming Services Suppliers seek out potential retail locations on behalf of charitable and not-for-profit organizations, and provide a series of administrative services. In 1996, the AGCO, in consultation with BOTPMA, developed a series of Standards for Gaming Services Suppliers that established minimum standards for reporting and accountability.

Ontario's BOT Industry Continued

Gaming Assistants

Gaming Assistants are registered with the AGCO and work with Gaming Services Suppliers and Gaming Equipment Suppliers. Gaming Assistants provide sales services and undertake a number of administrative functions on behalf of charitable and not-for-profit organizations. All Gaming Assistants are investigated by the AGCO prior to registration to ensure the integrity of the industry.

Break Open Ticket Sellers

Also known as third party locations, break open ticket sellers are the thousands of retail locations that sell BOTs on behalf of charitable and not-for-profit organizations in Ontario. These sellers are registered with the AGCO and are investigated prior to being registered to ensure the integrity of sales. There are approximately 7,000 registered BOT Sellers across Ontario.

Municipalities

Municipalities provide the first level of regulation of the industry by issuing licenses to charitable and not-for-profit organizations to sell Break Open Tickets within their boundaries. Municipalities determine the eligibility of organizations, issue lottery licences and are responsible for scrutinizing reports submitted by organizations upon completion of sales. This authority is delegated by the AGCO to municipalities.

Alcohol and Gaming Commission of Ontario

The Alcohol and Gaming Commission of Ontario (AGCO) is an independent crown agency of the Government of Ontario responsible for administering the *Liquor Licence Act*, 1990, and the *Gaming Control Act*, 1992. The AGCO reports to the Government of Ontario through the Minister of Consumer and Business Services. In partnership with the industry, the AGCO establishes the rules and regulations that govern the BOT industry, including registration of suppliers, enforcement of regulations and policy development.

Ontario's BOT Industry Continued

Strategic Working Group for Break Open Tickets

BOTPMMA is a member of the Strategic Working Group for Break Open Tickets that was formed in the fall of 2001. Members of the Strategic Working Group including the Ontario Charitable Gaming Association (OCGA), Registered Gaming Suppliers of Ontario (RGSO), Bazaar & Novelty, and Specialty Print. The Alcohol and Gaming Commission of Ontario facilitates the Strategic Working Group's discussions.

By working together with our charity, industry and government partners, we have a unique opportunity to bring about meaningful, positive change to our industry that will benefit all partners. Prior to the official launch of the Strategic Working Group, an industry vision was adopted by all partners and guides the discussions.

Each member of the Working Group has identified the priorities of their respective organization and the Working Group has developed an overall industry priority list that reflects the needs of each partner

The Working Group has a mandate to:

- To continually develop strategies and initiatives in support of the break open ticket strategic directions that have been approved by all partners.
- To provide a forum for the provincial associations involved in the break open ticket program in Ontario to discuss break open ticket and related issues, as well as provide advice to the AGCO on existing and proposed policies.
- To act as a channel through which members of the various associations can access information and provide input with respect to future plans and strategies.

BOTPMA Membership

As of May 1st, 2003, the following registered Gaming Equipment Suppliers and registered Gaming Service Suppliers are members of the Break Open Ticket Program Management Alliance:

- Arrow Games Inc., Brantford
- Bazaar Marketing, St. Catharines
- Bingo Pro, Sudbury
- Callaghan Distribution, Frankford
- Cedar Island Sales and Service, Kingston
- HLM Enterprises, St. Catharines
- Hospital Auxiliaries Association of Ontario, Toronto
- Infoplace Ticket Centres Ltd., North York
- Mister Nevada (Kitchener/Waterloo) Ltd., Kitchener
- Mister Nevada (Niagara) Inc., St. Catharines
- Mister Nevada / Fund Time Games, Strathroy
- Nevada Plus, Timmins
- Nevada Ticket Services Inc., St. Catharines
- Party Novelties (Sudbury), Sudbury
- Play-All (Ontario), Mt. Brydges
- Pro Nevada Pull Tickets, North Bay
- Service Club Promotions, Lansdowne
- Stephen Robert Culig, Tillsonburg
- The Gaming Guys, Hamilton

Board of Directors

On May 10th, 2002, the membership of BOTPMA gathered and elected the following individuals to serve on the BOTPMA Executive for 2002 - 2003:

Name	Position	Firm
Marie Kordos	President	HLM Enterprises
Terry Jarrell	Vice-President	Mister Nevada (Niagara)
Scott Wallace ¹	Secretary	Bazaar Marketing
Brenda Custance	Treasurer	Play-All (Ontario)
Ron Callaghan	Past-President	Callaghan Distribution
Doug Campbell	Communications Director	Party Novelties (Sudbury)
Jack Thomson	Ethics & Education Director	Cedar Island Sales & Service
Ron Vanderlip	Industry Standards Director	Nevada Ticket Services
Doug Burke	Membership Director	Bingo Pro

¹ On July 26, 2002, Scott Wallace submitted his resignation as Secretary of BOTPMA. The BOTPMA Executive appointed Susan Robbins of Bazaar Marketing on September 17, 2002, to fill the vacancy for remainder of the 2002 – 2003 term.

BOTPMA Presidents

Name	Term	Firm
Craig Hurst	1994 – 1995	Health Promotion Strategies
Terry Sisson	1995 – 1996	Sisson Marketing
Ron Callaghan	1996 – 1997	Callaghan Distribution
Marie Kordos	1997 – 2003	HLM Enterprises

President's Report

Welcome to BOTPMA's 2003 Annual Report!

When I sat down at my computer to begin writing this report to the members, I was struck by the fact that this will be my sixth report as President of BOTPMA. It does not seem possible that six years have passed since my first election as President in May of 1997. It has been, to say the least; a challenging six years and I thank all members for the honour and privilege of serving as your President.



I want to express my sincere appreciation to the dedicated members of BOTPMA who have supported our organization over the past six years, and in particular, over the past year. You are the lifeblood of our organization and we exist to serve you.

I wish to thank the dedicated members of the BOTPMA Executive who continue to expend a great amount of effort on your behalf throughout the year. Each member donates a significant amount of time and energy to BOTPMA attending executive meetings, general meetings, teleconference meetings, committee meetings and other events. They are to be saluted for their on-going commitment to our organization.

I also wish to thank Rick Sleaver, our Executive Director, for his continuing support and assistance to our Executive, the individual members and to myself. Rick has helped us take our organization to a professional level in the Break Open Ticket industry.

As I reflect back on the past year, I don't have to tell you what a trying year it has been. Sales of break open tickets continue to be stagnant despite the best efforts of our members who work tirelessly to locate new selling locations and stimulate sales in existing locations in an effort to continue to raise important funds for charities and non-profits across Ontario.

Despite the challenges of the past year, I am pleased to report on a number of positive initiatives that have come forward including:

- Over the past year, BOTPMA has built solid relationships with our industry partners, the Ontario Charitable Gaming Association and the Registered Gaming Suppliers of Ontario.
- The Break Open Ticket Working Group continues to discuss a number of creative ways to stimulate our industry and generate new sales. Our

organization has played an active role at the Working Group by advancing many of the important priorities that BOTPMA has identified. We know that this hard work will pay off as we begin to see some positive results from this process.

Your Executive played a critical role in providing direction and feedback to our Executive Director as he represented us at the Working Group.

- Our enhanced BOTPMA web site, *BOTPMA On-Line*, has become an important tool for our members and others interested in our industry. The Member Area of the web site continues to be popular for our members and we are receiving a significant number of general inquiries via the site. *BOTPMA On-Line* allows our members to stay in touch and up-to-date on our activities.
- BOTPMA created an Associate Membership category during the past year as we try to broaden our overall membership and reach.
- In recognition of the strong support of our members and in an effort to attract new members, BOTPMA reduced annual membership fees to \$150 per year for the coming year.
- As we continued to build our relationships with our industry regulator (Alcohol and Gaming Commission of Ontario), we welcomed Mr. Troy Ross, Manager, Gaming Policy, and Mr. Jeff Longhurst, Manager, Gaming Registration & Suppliers, Alcohol and Gaming Commission of Ontario, to our 2002 Annual Meeting and Fall General Meetings respectively. We continue to build on these relationships in an effort to represent our members.
- Our New Ticket Committee worked with Bazaar & Novelty throughout the past year to provide input and feedback on new BOT games for the Ontario market.
- We continue to distribute a regular series of Member Bulletins to all members to keep you up-to-date on the latest developments and happenings within BOTPMA.
- We embarked on a process to begin collecting data on our industry in an effort to learn more about our members and their businesses. The first attempt at collecting data was quite successful and you will be hearing more about the results of the data collection in the future.

There is no doubt that the coming year will be another challenging one for BOTPMA members. I know that you will maintain your faith in our industry and

continue to provide the important services that you do for thousands of charities and non-profit organizations across Ontario.

It has been my privilege to serve as President of the Break Open Ticket Program Management Alliance for the past year, and indeed, the past six years. Thank you for giving me the opportunity to work with each and everyone one of you.

I look forward to continuing to work with all BOTPMA members for the betterment of our industry.

Marie Kordos
President

Treasurer's Report

Break Open Ticket Program Management Alliance Profit & Loss April 2002 through March 2003

	<u>Apr '02 - Mar 03</u>
Ordinary Income/Expense	
Income	
Membership Fees	10,727.67
Total Income	<u>10,727.67</u>
Expense	
Bank Services Charges	325.80
Catering	76.87
CGFO Golf Sponsorship	399.00
Conference Registrations	295.00
Executive Accommodation	882.18
Executive Travel	2,888.45
Floral Tributes	124.51
Meetings Expense	2,463.28
Parking	14.03
Telephone	2,319.13
Total Expense	<u>9,788.25</u>
Net Ordinary Income	939.42
Other Income/Expense	
Other Income	
Other Income	67.40
Total Other Income	<u>67.40</u>
Net Other Income	<u>67.40</u>
Net Income	<u><u>1,006.82</u></u>

Break Open Ticket Program Management Alliance
Balance Sheet
As of April 1, 2003

	Apr 1, 03
ASSETS	
Current Assets	
Chequing/Savings	
ScotiaBank Chequing Account	9,732.24
Total Chequing/Savings	9,732.24
Accounts Receivable	
Accounts Receivable	1,926.00
Total Accounts Receivable	1,926.00
Total Current Assets	11,658.24
TOTAL ASSETS	11,658.24
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
GST Payable	173.95
Total Other Current Liabilities	173.95
Total Current Liabilities	173.95
Total Liabilities	173.95
Equity	
Opening Bal Equity	10,897.01
Retained Earnings	587.28
Total Equity	11,484.29
TOTAL LIABILITIES & EQUITY	11,658.24

Please note that these are statements are not audited.

Brenda Custance
Treasurer

Communications Report

I am pleased to provide my report to you as BOTPMA's Director of Communications for 2002 - 2003.

Over the past year, we have witnessed a significant increase in communications with our members through a variety of sources.

- During 2002 - 2003, no less than 10 Member Bulletins were distributed to the general membership on a variety of topics as well as a number of e-mail messages and faxes. It is interesting to note that of our nineteen members, seventeen have e-mail access that allows for almost instant communication with our members and significantly reduces our overall communication costs.
- *BOTPMA On-Line* continues to be an important source of information for our members and the general public interested in break open tickets. The web site has generated close to 2,500 hits over the past year indicating a high level of interest.

In addition, thanks to our success in getting our web site listed in a variety of Internet search engines, we have received close to twenty-five general inquiries about break open tickets via our web site.

We look forward to enhancing our overall communications with members over the course of the next year, and welcome your suggestions and input on how we can improve our overall communications program.

I thank all members of BOTPMA for their support over the past year. It has been my privilege to serve with such a dedicated group of individuals.

Doug Campbell
Director of Communications

Ethics & Education Report

We simply cannot ignore the "Silent Saboteurs". We are aware of those who ignore Alcohol and Gaming Commission of Ontario policy, regulations and our Break Open Ticket Program Management Alliance "Code of Ethics" and "The Bill of Ethics" approved May 18th, 1994, and on February 7th, 1997, respectively. The "Silent Saboteurs" must be stopped at all levels of our industry.

So how do we combat the "Silent Saboteurs"? Generally, there are two governing principles in effect here:

- a. People tend to do what they think management wants them to do. They live up to those expectations as they perceive them; and
- b. They identify through their work environment and culture what they think it takes to be successful and then move towards it. This is basic human nature. We all try to understand what we are being paid for.

Both of these principles are so strong that even good employees are sometimes tempted to follow them even if it means violating their basic understandings of what is right and what is wrong.

We must take an active personal role in making our members and others within our industry aware of the high standards so that all members fully understand how our industry should define its expectations of right and wrong. Self-serving people, who allow this type of environment to exist, and those who use short cuts, compromises and half-truths to achieve near-term gains, are destructive to our industry.

Total quality charity and customer satisfaction can exist only within a relationship of high integrity and trust. Integrity is vital to our leadership with one another and to every prudent business decision. The trust and respect of all people cannot be purchased. It must be earned, and earned over a long period of time.

Good company policy does more to protect than prohibit. When you think about it, company rules are designed for the benefit of everyone. Some of these rules are considered conditions of employment. Whatever the reason for our decision to accept a job, in doing so, we automatically enter into a give-and-take relationship.

Even loyal, conscientious employees sometimes violate company policy without realising it. That's why companies working in our industry must strive to define and communicate clear and appropriate rules of conduct, while maintaining the degree of flexibility necessary for a creative, positive working environment. Our

industry's reputation for integrity, honesty, fairness, candour and respect in all of our business dealings must prevail! That reputation is a priceless asset. A large part of the pride we all feel in working in our industry comes from knowing that we are respected for our ethical behaviour.

The trust and respect of the charities, gaming services and equipment suppliers, customers, competitors and the general public are assets that cannot be purchased. This is why all of our business actions must be conducted according to the highest ethical, moral and legal standards.

Each of us has the right to expect our industry members to conduct their business in accordance with these high standards of performance. Those of us who are in positions that directly influence policy and leadership carry a greater responsibility towards setting and meeting these standards.

Gaming industry members must create, build and market quality products and services in order to satisfy our charity partner's gaming requirements.

Jack Thomson
Director
Ethics and Education

Industry Standards Report

This past year has had its challenges for members and non-members of BOTPMA. Once again, BOTPMA members have taken the lead in providing the industry with a positive direction and solutions.

While many of the stakeholders in our industry have been sitting back and watching diminishing returns and a decline of the industry, BOTPMA continues to battle these negative forces and work toward positive change. Our Members continue to invest time, money and energy with a hope of future returns. BOTPMA members' investment in time and resources over the past year in the following activities:

- Initiation and the gathering of information related to a Gaming Supplier (not a BOTPMA Member) not fulfilling its duties in an ethical or lawful means. This information was shared with AGCO Investigations and resulted in, at a minimum, the revocation of the Gaming Supplier's registrations and freeing the Charity Licensees to seek other means to properly manage their break open ticket program.
- BOTPMA members aided two municipalities in correcting Administrative Policy that would have posed significant administrative barriers to the charity licensees that we provide products and services to.

Some of the current challenges our members face include the need to address the impact that municipal amalgamation is having and will have on our members and clients. Centres that have already amalgamated (Toronto, Hamilton, Sudbury, Kingston, Ottawa) have been facing or will face a supply and demand issue for charities.

In the example of the City of Toronto, many licensees had a location each in of the former municipalities as they provided services in those areas. Today, they are limited to one location in the larger City of Toronto, and this has created a significant shortage of charities in relation to the supply of locations. BOTPMA will again take the lead in advancing this issue on behalf of our members.

One of the industry's biggest challenges remains the introduction of new games and products for our charity clients. A barrier to new game type introduction has been the licensing requirements, which pose a large administrative burden on the charity licensee. A single license model, similar to that used in Bingo Centres, needs to be approved for charity licensees in third party and own-premise environments to create an environment with minimal barriers to entry.

Such a development would allow our charity partners to utilize a variety of different ticket types to help stimulate sales and respond quickly to customer

demands. New products, combined with a single licence model, would provide two important tools to increase overall sales and revenues for charities and suppliers. This will remain as one of BOTPMA's primary goals.

Positive change requires investment back into our businesses and the industry, which BOTPMA members have continued to do over the past years, but becomes increasingly more difficult in an industry where revenues are capped by a government regulator.

BOTPMA has clearly been a leader of positive change and it is now time for other stakeholders in our industry to join us as we move the industry forward. Government needs to think of the community and the benefits provided by charitable and non-profit organizations and support these organizations by easing the administrative burden currently placed on them. Charities need the ability to re-invest into the channels that have proven to be successful, including BOTPMA members.

Working together, we can grow Ontario's break open ticket market and increase revenues for all stakeholders that ultimately benefits communities across Ontario.

Ron Vanderlip
Director of Industry Standards

Membership Report

BOTPMA continues to represent the majority of Ontario's registered gaming equipment suppliers and registered gaming service suppliers. Collectively, our members service a majority of the third party locations (retail sites) throughout the province as well as Royal Canadian Legions, service clubs, and other own premise Break Open Ticket locations.

Our goal over the past year has been to continue to enhance the value of membership in BOTPMA. To that end, we have significantly increased direct communications to our members through regular communications and through our web site, *BOTPMA On-line*. We have worked hard to provide the kind of resources that our members need to help conduct their day-to-day business and we look forward to continue building value for our members.

Recently, BOTPMA created an Associate Membership category for other groups and organizations that have an interest in Ontario's break open ticket industry. Associate Members may be municipalities, retailers, and other providers of good and services in our industry. Charitable organizations, gaming equipment suppliers and gaming services suppliers are not eligible for Associate Membership. Complete details regarding our Associate Membership program can be found online at www.botpma.com.

BOTPMA continued its efforts to reach out to all gaming suppliers in Ontario through regular mailings and invitations to join our organization. We were pleased to welcome a new member in 2002 – 03, *The Gaming Guys* from Hamilton.

As of May 1st, 2003, BOTPMA has 19 members.

Doug Burke
Director of Membership

New Ticket Committee Report

I am extremely pleased to report on the activities of our New Ticket Committee for the 2002 – 2003 year.

The BOTPMA New Ticket Committee was formed to provide advice and guidance to Bazaar & Novelty from our members on new ticket designs and concepts.

The Committee met six times throughout the course of 2002 – 2003 with representatives from Bazaar & Novelty. I wish to acknowledge the support of the committee members including Doug Burke, Stephen Culig, Pryce Goulding, Denis Mongeon, Ron Vanderlip, Scott Wallace and our Executive Director Rick Slever. I also want to thank Ian Bright, Kent Kraemar and Lori Frick from Bazaar & Novelty for their participation and support in facilitating the calls.

Over the course of the year, the Committee discussed a number of different ticket concepts and ideas with Bazaar & Novelty. Thanks to the hard work of the Committee members, a number of new games came out including *Slots of Luck* and *One Armed Bandit* that have proven to be popular in the marketplace. We were also pleased to have input on a number of new promotional materials produced by Bazaar & Novelty that were well received by the industry and the market.

Much work remains to be done and we look forward to continuing to work with Bazaar & Novelty on this important initiative.

Terry Jarrell
Vice-President
Chair, New Ticket Committee

Executive Director's Report

It is my distinct pleasure to report to you during my second year as BOTPMA's Executive Director. I want to express my sincere appreciation to our President, Marie Kordos, the BOTPMA Executive and our members for their continued support and confidence in me. It has been a pleasure to work with all members over the past year, and I look forward to continuing to work with you.

Since our last Annual Report, as an industry and an association, we have continued to face significant challenges. Ontario's BOT industry continues to stagnate and our members continue to operate in a challenging environment.

Over the past year, BOTPMA has advanced a number of positive solutions and ideas to reform the regulatory environment and stimulate new sales. Unfortunately, as we all know, the pace of change is never as fast as we would like it to be.

By the time that this Report is formally released, we will have hopefully completed the first phase of a number of positive changes that we have been advocating for a number of years. For the first time in recent memory, we have successfully enacted positive change for our industry thanks to the hard work and dedication of our Executive and Membership.

As we complete this phase of change, BOTPMA will be discussing its priorities for the next phase of the Strategic Working Group's workplan. With the consent of the members, my goal will be to bring forward a number of substantial proposals related to new products, streamlined regulations, expense model reform and raising the overall perception of the work that gaming equipment suppliers and gaming services suppliers do within Ontario's charitable gaming industry.

BOTPMA members work hard on a daily basis to provide the highest levels of service to their charity partners, and are the backbone of this industry. Working in partnership, millions of dollars are raised on an annual basis to support worthy charitable causes across Ontario. It is important that this work continues and that BOTPMA members are recognized for their on-going efforts in very challenging circumstances.

I look forward to continuing to work with our members, our industry partners and the Alcohol and Gaming Commission of Ontario to bring about positive change for our industry.


Rick Sleaver
Executive Director


Contact Us!

For more information on the Break Open Ticket Program Management Alliance, please contact:

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