



**CHAMPIONS
OF PLAY™**

ANNUAL REPORT FISCAL YEAR 2025

The mission of the Hoosier Lottery is to return maximum net income to the state of Indiana in a socially responsible manner.



LETTER FROM THE EXECUTIVE DIRECTOR



For 35 years, the Hoosier Lottery has proudly served the people of Indiana. As the only lottery named for its citizens, we work every day to further our mission of maximizing revenues to the state of Indiana in a socially responsible manner.

During FY2025, the Hoosier Lottery returned \$340.6 million to the State of Indiana. These dollars help fund good causes including the Teachers' Retirement Fund, local police and firefighter pensions, and the Lottery Surplus Fund, benefiting Hoosiers in all 92 counties. This give back remains the foundation of our mission and the reason we do what we do every day.

As we celebrated our 35th anniversary of operation, we also reflected on the people who have shaped our success. The Hoosier Lottery has matured and embraced our charge to operate as an entrepreneurial business enterprise, evolving our games, strengthening our retail partnerships, and embracing innovation, while remaining grounded in our responsibility to players and beneficiaries.

FY2025 was also a year of transition and appreciation. I want to thank Governor Braun for reappointing me as Executive Director and working with our dedicated Hoosier Lottery Team to continue our great work. I also want to extend my sincere thanks to Bill Zielke from Fort Wayne, who retired as Chairman of the Hoosier Lottery Commission after years of dedicated service. His leadership, guidance, and steadfast commitment to good governance helped position the Hoosier Lottery for continued success, and we are grateful for his lasting contributions.

None of our accomplishments would be possible without our players, our retail partners, our dedicated employees, and the Lottery Commission. More than 4,400 retailers across Indiana help deliver our products responsibly. Our employees bring passion and professionalism to their work each day, ensuring the integrity of our games and the trust of the public to create more Champions of Play.

As we look ahead, the Hoosier Lottery remains focused on delivering engaging products, supporting our retail network, and maximizing the value we return to Indiana, all in a socially responsible manner.

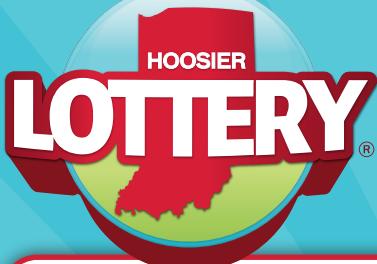
A handwritten signature in black ink that reads "Sarah M. Taylor". The signature is fluid and cursive, with a large, stylized "S" at the beginning.

Sarah M. Taylor
Executive Director of the Hoosier Lottery



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FISCAL YEAR 2025 IN REVIEW

OUR MISSION

Return maximum net income to the state in a socially responsible manner.

66.1%
Prize Payments
6.8%
Retailer Commissions



5.8%
Operating Expenses

21.3%
Given Back to Indiana
Local Police & Firefighters' Pensions - 1.9%
Teachers' Retirement Fund - 1.9%
Lottery Surplus Fund - 17.5%

LAUNCHED

SCRATCH OFFS 39 Games Launched
 Fast Play 16 Games Launched
TOTAL: 55

myLOTTERY

Increased membership by 100,572 for a total of 597,43 members (20% increase from FY24)

680,747 DIGITAL Playslip SCANNED AT RETAIL
56,729 AVG. PER MONTH

283,246 first time Hoosier Lottery app downloads and over 94.9M ticket scans on the app in FY 25

Over 3.9 million website visitors and over 29.3 million pageviews



13 ADVERTISING CAMPAIGNS

FY 2025 figures are Preliminary and Unaudited.

MORE THAN
\$8.1 BILLION
GIVEN BACK TO GOOD CAUSES
 GIVING BACK
\$340.6 MILLION
FY 25 Total Contributions to the State of Indiana

SALES AND TICKETS SOLD

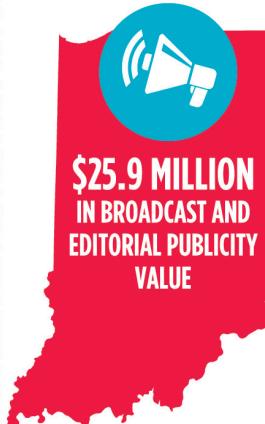
SCRATCH OFFS SCRATCH AWAY
\$1.230 BILLION
157.3 MILLION SOLD

DRAW
\$376 MILLION
148 MILLION SOLD

TOTAL:
\$1.606 BILLION
305.3 MILLION SOLD



\$25.9 MILLION
IN BROADCAST AND EDITORIAL PUBLICITY VALUE



Engaged players at



on-site sponsorship and retail wheel spin events

Completed segmentation research and introduced
SIX NEW SEGMENTS

NUMBER OF **131** BRIGHTSTAR INDIANA EMPLOYEES
FULL-TIME EMPLOYEES **53** BRIGHTSTAR GLOBAL SOLUTIONS CORP
49 STATE LOTTERY COMMISSION OF INDIANA

\$1.06 BILLION
PRIZES PAID
\$109.5 MILLION
RETAILER COMMISSION PAID

In FY 25 we added an additional 14,616 Access Points to bring the average per retailer to 46.3

In FY25 the Sales Team completed 5,273 unique Retail Assessments

The Sales Team completed 28,119 retailer trainings in FY25

In FY25 we placed 540 GT28s and an additional 60 GT20s



myLOTTERY

Promotions FY 25
5 2nd Chance promotions
14 No purchase promotions
3 Digital Activations
19 Social giveaways

247 prize packs sent
250K coupons sent

609 CASES
INVESTIGATED BY
SECURITY DEPARTMENT



Licensing Accomplishments
New Applications - 128
Change of Ownership Applications - 181
Renewal Applications - 421
Total - 730

CREATED
**TWO NEW
POSITIVE
PLAY
VIDEOS**



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THE STATE LOTTERY COMMISSION OF INDIANA
STATEMENTS OF NET POSITION
JUNE 30, 2025 AND 2024

	<u>2025</u>	<u>2024</u>
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 24,873,902	\$ 44,847,383
Investments, Current Portion	7,684,895	7,876,026
Accounts Receivable, Net	185,841,159	179,997,109
Prepaid Expenses	329,715	259,860
Total Current Assets	<u>218,729,671</u>	<u>232,980,378</u>
NONCURRENT ASSETS		
Long-Term Investments, Less Current Portion	49,222,719	53,722,421
Restricted Assets	7,851,938	8,010,328
Net Pension Asset	1,452,140	1,317,006
Capital Assets, Net	15,384,601	10,110,316
Total Noncurrent Assets	<u>73,911,398</u>	<u>73,160,071</u>
Total Assets	292,641,069	306,140,449
TOTAL DEFERRED OUTFLOWS OF RESOURCES	937,335	974,442
CURRENT LIABILITIES		
Accounts Payable:		
State	26,908,785	22,915,041
Trade	10,373,982	29,154,777
Current Portion of Prize Liability	188,628,465	183,398,534
Current Portion of Compensated Absences	227,742	-
Unearned Revenue	741,537	759,414
Other Accrued Expenses	481,344	742,742
Total Current Liabilities	<u>227,361,855</u>	<u>236,970,508</u>
LONG-TERM LIABILITIES		
Prize Liability, Less Current Portion	52,229,210	57,553,805
Compensated Absences, Less Current Portion	424,144	-
Net Pension Liability	2,117,878	1,816,195
Total Long-Term Liabilities	<u>54,771,232</u>	<u>59,370,000</u>
Total Liabilities	282,133,087	296,340,508
TOTAL DEFERRED INFLOWS OF RESOURCES	273,503	418,639
NET POSITION		
Restricted for MUSL	7,851,938	8,010,328
Restricted for Net Pension Asset	1,452,140	1,317,006
Net Investment in Capital Assets	15,384,601	10,110,316
Unrestricted	<u>(13,516,865)</u>	<u>(9,081,906)</u>
Total Net Position	<u>\$ 11,171,814</u>	<u>\$ 10,355,744</u>

All financial figures based on Fiscal Year 2023. The above financial information is derived from our June 30, 2025 financial statements, which were audited by CliftonLarsonAllen LLP.



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THE STATE LOTTERY COMMISSION OF INDIANA
STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
YEARS ENDED JUNE 30, 2024 AND 2023

	2025	2024
OPERATING REVENUES		
Scratch-Off Ticket Sales, Net	\$ 1,229,816,507	\$ 1,279,506,249
On-Line Ticket Sales	376,047,492	464,706,440
Total Operating Revenues	<u>1,605,863,999</u>	<u>1,744,212,689</u>
OPERATING EXPENSES		
Direct Game Expenses:		
Scratch-Off Games Prizes	870,315,590	900,971,003
On-Line Games Prizes	191,455,837	240,721,125
Total Direct Game Expenses	<u>1,061,771,427</u>	<u>1,141,692,128</u>
Indirect Game Expenses:		
Retailer Commissions	109,493,577	118,212,161
Lottery Expenses:		
Central Gaming System	30,134,799	32,957,465
Advertising and Promotion	21,061,424	21,957,865
Instant Ticket Printing	16,555,016	16,454,841
Miscellaneous Lottery Expense	2,729,820	2,601,271
Management Fees	12,866,254	12,300,256
Other Game Expenses	711,323	879,975
Total Indirect Game Expenses	<u>193,552,213</u>	<u>205,363,834</u>
Total Operating Expenses	<u>1,255,323,640</u>	<u>1,347,055,962</u>
PROVIDER NET INCOME	<u>350,540,359</u>	<u>397,156,727</u>
OTHER OPERATING EXPENSES		
Salaries, Wages, and Benefits	6,073,997	5,803,316
General and Administrative	3,100,895	2,774,733
Total Other Operating Expenses	<u>9,174,892</u>	<u>8,578,049</u>
OPERATING INCOME	<u>341,365,467</u>	<u>388,578,678</u>
NONOPERATING REVENUES (EXPENSES)		
Interest Income	2,726,959	3,740,904
Net Increase (Decrease) in Fair Value of Investments	874,589	(977,866)
Net Increase (Decrease) in Pension Liability	(58,519)	626,458
Provider Incentive	(4,270,179)	(19,857,836)
Other Income, Net	857,974	617,815
Total Nonoperating Expenses, Net	<u>130,824</u>	<u>(15,850,525)</u>
NET INCOME PRIOR TO DISTRIBUTIONS	<u>341,496,291</u>	<u>372,728,153</u>
DISTRIBUTIONS		
Distributions to the State	(313,771,436)	(341,064,520)
Distributions to be Paid to the State	(26,908,785)	(22,915,041)
Total Distributions	<u>(340,680,221)</u>	<u>(363,979,561)</u>
CHANGE IN NET POSITION	<u>816,070</u>	<u>8,748,592</u>
Net Position - Beginning of Year	<u>10,355,744</u>	<u>1,607,152</u>

All financial figures based on Fiscal Year 2023. The above financial information is derived from our June 30, 2024 financial statements, which were audited by CliftonLarsonAllen LLP.

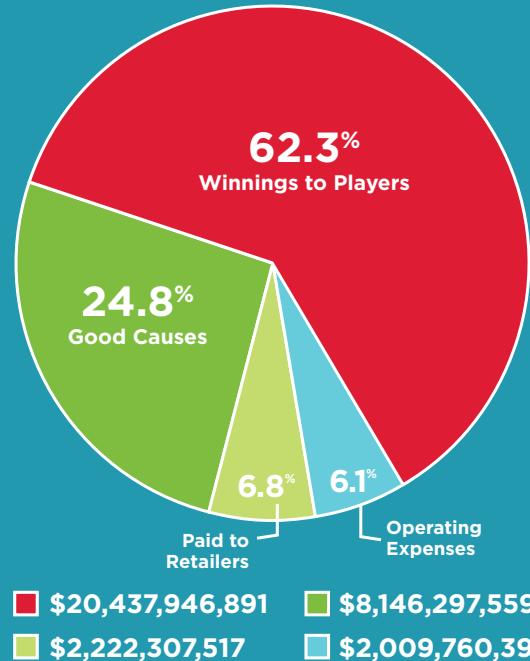


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STATEWIDE PAYMENTS SINCE INCEPTION



Thanks to our players, Hoosier Lottery funds have supported the Teachers' Retirement Fund and local police and firefighters' pensions every year!



**\$30 MILLION TO THE
TEACHERS' RETIREMENT FUND**



**\$30 MILLION TO LOCAL POLICE
AND FIREFIGHTERS' PENSIONS**

HoosierLottery.com/GivingBack

CORPORATE SOCIAL RESPONSIBILITY FY 2025 BY THE NUMBERS



RESPONSIBLE GAMING PROGRAM



WORLD LOTTERY ASSOCIATION
CERTIFIED
WLA RESPONSIBLE GAMING
FRAMEWORK
LEVEL 4 / VALID UNTIL 2027

Level 4 Certified through 2027

PLAYER EDUCATION



145,000
VISITS TO
POSITIVE PLAY
WEBPAGES
[CLICK HERE](#)



1,101
TRACK YOUR PLAY
CALCULATOR
ENGAGEMENTS

3 RESPONSIBLE
GAMING
CAMPAIGNS

90 POSITIVE PLAY
VIDEOS
9,139 VIEWS

470
KEEP PLAY POSITIVE
PRIZES AT SPONSORED EVENTS

16.4M MEDIA
IMPRESSIONS



12
MONTHS
OF
RESPONSIBLE GAMING
MESSAGING



7,371
Player Health
Screenings

3
Register
TO Win
PROMOTIONS

RETAILER & EMPLOYEE PROGRAMS

MARKETING
CODE OF CONDUCT
TRAINING

53 PARTICIPANTS
2 SESSIONS

Responsible
Gaming Employee
Pop Quiz
Participation
131
EMPLOYEES



12 Responsible
Gaming Stories
in our Retailer
Playbook



54 Self-service machine
compliance checks

TREATMENT REFERRAL

PROBLEM
GAMBLING HELPLINE
ACTIVITY

1,703 CALLS
TRANSFERRED FROM
HOOSIER LOTTERY CUSTOMER SERVICE

2,570 ONLINE "CHAT NOW"
ENGAGEMENTS



KEEP Play POSITIVE
UNDERSTANDING THE ODDS 101

4,400 LOCATIONS

TICKETS SOLD
148,008,899 | 157,303,560

SCRATCH-OFFS | DRAW TICKETS

3,729 SOCIAL MEDIA POSTS

153 RETAILER PROMOTIONS

MORE THAN 2.5 MILLION
YouTube VIEWS

7,844

1-800-994-8448
PROBLEM GAMBLING
HELPLINE
PLAY RESPONSIBLY

REFERRAL TICKETS ISSUED

9 MARKETING CAMPAIGNS

31 SPONSORSHIP PARTNERSHIPS

49 DIGITAL PROMOTIONS



CHAMPIONS OF PLAY

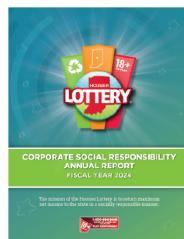
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RESEARCH

**3 PROFESSIONAL
DEVELOPMENT GRANTS
\$4,500**

**769
POSITIVE PLAY
SCALE PARTICIPANTS**

**PUBLISHED
THE FY 2024
CSR ANNUAL
REPORT**



STAKEHOLDER ENGAGEMENT

HOSTED 4 Indiana Council on Problem Gambling Responsible Gaming Committee Meetings **WITH MORE THAN 45 PARTICIPANTS**

MEMBERSHIPS



Indiana Council on Problem Gambling, Inc.



National Council on Problem Gambling



INTERNATIONAL CENTER FOR RESPONSIBLE GAMING

HOSTED 2 PREVENTION AND TREATMENT PROVIDER ADVISORY COMMITTEE MEETINGS



WORLD LOTTERY ASSOCIATION
LEADERSHIP POSITIONS

1

**RESPONSIBLE
GAMING
CONFERENCES**

COMMUNITY & EMPLOYEE ENGAGEMENT



4
Employee
Appreciation
Weeks



3
Volunteer
Opportunities



4
All
Employee
Meetings



9
Retailer
Spotlights



Women in Lottery
Leadership

Launched the
Indiana Chapter of



2
Lottoreaders
Book Club



11
Lunch
and
Learns

511
Participants

4
Philanthropic
Initiatives



3
Team
Tours

RESPONSIBLE BUSINESS PRACTICES



First Sustainability
Marketing Campaign with
1.3M IMPRESSIONS

**USE OF DIGITAL
myplayslip**

680,567

**4 Employee Sustainability Initiatives;
2,016 lbs of Electronics Recycled**

**59 LinkedIn POSTS
WITH 42,687 IMPRESSIONS**

CORPORATE SOCIAL RESPONSIBILITY FY 2025 BY THE NUMBERS



CHAMPIONS OF PLAY

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FISCAL YEAR 2025 WINNER HIGHLIGHTS

Scratch-off and Draw Game Winners



Paid \$58.7M in prizes to 11 \$1M+ prize winners

492 interviews for winners over \$10,000

3,285 Drawings conducted by Draw Managers

Pictured left to right:

Brian Lovings-Watts of Jeffersonville won \$20,000 playing \$30 7 Scratch-off. Louise Current of New Castle won \$25,000 playing Cash Connect Fast Play game. Patrick Ward of South Bend won \$50,000 playing Powerball. Taylor Burrow of Indianapolis won \$30,000 playing Mega Millions.

Retailers



Total Payments to Retailers: \$109,493,577

More than \$283,379.48 in big jackpot bonuses paid to retailers

Pictured left to right:

Hoosier Lottery representatives, along with the Hoosier Lotto mascot, presented On the Fly #822 with a \$100,000 retailer bonus check for selling the \$42.5 million jackpot-winning Hoosier Lotto ticket.

myLOTTERY and Social Media Winners

5 myLOTTERY 2nd Chance promotions

14 no purchase necessary promotions

3 digital activations

19 social media giveaways

247 prize packs and over 250K coupons sent



Check out more winning stories by visiting the Hoosier Stories section on HoosierLottery.com

Pictured left to right:

Shay Hutson of Spencer was the grand prize winner out of more than 15,000 entries in the Hoosier Lottery's myLOTTERY Grand Slam Giveaway. Kevin Wilson of Sheridan was the Colts Game Changer Grand Prize winner out of more than 25,000 entries. In addition to 2025-26 Colts Club season tickets, Wilson took home \$5,000.



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OUR COMMISSION



The State Lottery Commission of Indiana is composed of five members appointed by the Governor of Indiana. The Commission was created by Indiana law to oversee the operation of the Lottery. The Commission acts as an advisor to the Executive Director making recommendations regarding the operations and management of the Hoosier Lottery.

William A. Zielke - Retired 12/31/2024



William A. Zielke was first appointed Chairman of The State Lottery Commission of Indiana in December 2009 by Governor Mitchell E. Daniels, Jr. In May 2013, he was reappointed as Chairman by Governor Michael R. Pence and in January 2018, he was reappointed as Chairman by Governor Eric J. Holcomb.

A native of Chicago, Bill currently resides in Fort Wayne, Indiana. He earned his B.A. from Northern Illinois University and spent 30 years in the telecommunications industry, primarily in leadership positions with Contel of Indiana, Contel of Illinois, and finally as President of GTE North. He then held the position of Vice President of Marketing & International Development with Do It Best Corporation for 12 years, where it was his role to oversee store design & market development, channel development, member advertising, communications, and e-commerce.

Dedicated to the communities in which he lives and works, Bill has volunteered for many area non-profit organizations and projects. He currently serves as a board member of the Schwab Foundation, Wayne Pipe and Supply, and Horizon Bank. He previously was Commissioner of the Fort Wayne Parks and Recreation Department, Chairman of the Board of Directors for the Greater Fort Wayne Chamber of Commerce, Chairman of the annual fundraising campaign and Chairman of the Board of the United Way, Chairman of the Indiana Telephone Association, and Co-Chair (with wife, Pam) of the Capital Campaign for the YWCA. He formerly was a board member of IU Health Fort Wayne, Junior Achievement, Aboite New Trails, Lutheran Hospital and Lutheran Health Network. In addition, he was a former board member of Kyber Corp. Bill is an active outdoor enthusiast, as is his wife, Pam, and their two adult children.

Luke Bosso



Luke Bosso was appointed as a Commissioner of the State Lottery Commission of Indiana in June 2024 by Governor Eric J. Holcomb.

Bosso was named IU Indianapolis' Director of Athletics on May 31, 2023 and began duties in June of that year. Bosso joined the Jaguars after serving as managing director of government advisory with Katz, Sapper & Miller.

Prior roles for Bosso include deputy chief of staff for the Indiana Department of Child Services, and senior policy and operations director for Governor Holcomb. He additionally served as chief of staff for the Indiana Economic Development Corp.

Chair of the local organizing committee of the Horizon League's men's and women's basketball tournament, Bosso is on the board of directors of the Indiana Chamber of Commerce and is a trustee with the Indianapolis Zoological Society.

Bosso was named to the Indiana Business Journal's 'Forty Under 40' Class of 2022. He received a Sagamore of the Wabash Award from Governor Holcomb and served on the local organizing committee for the 2024 NBA All-Star Game at Gainbridge Fieldhouse.

He holds a Bachelor of Arts degree in broadcast journalism from Franklin College, where he was involved with WFCI radio, Voice of the Men's basketball team and was a member of the varsity football team. He later received the 2019 Young Alumni Award from Franklin's Pulliam School of Journalism.

He and his wife Sarah reside in Indianapolis.



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Paul T. Grammer III



Paul Grammer was appointed July 1, 2025 as a Commissioner of the State Lottery Commission of Indiana effective November 1, 2025 by Governor Mike Braun.

Growing up on the West side of Evansville, Paul completed his Business Management Degree during the year that Indiana State University Evansville became University of Southern Indiana. He started his career at Ackerman Oil, a 3rd Generation Family business.

Paul became President and co-owner of Circle A Food Mart convenience stores; starting with a single full-service gas station and creating a 10-store chain. He recognized the value of partnering with the Indiana Lottery from its inception and recognized the value of utilizing their promotional programs.

After partnering with franchise brands Subway, TCBY, Hot Stuff Pizza and Blimpie Subs & Salads, Paul created his own proprietary food brand called Sunny's.

Paul served on the Board of Directors for Indiana Petroleum Marketers Association (now known as Indiana Food and Fuel Association), Subway Regional Franchisee Advertising Fund Board and Blimpie Advertising Board.

Paul enjoyed activities associated with raising his two sons: coaching for many youth sports teams, Cub Scout leaders, High School Sports volunteer & High School Band volunteer. After his sons left for college, Paul brought his talents to the Rotary Club, Jasper Strassenfest, Jasper German Club, Convertible Club, Bourbon Club, and Ireland Knights of Columbus.

In 2020, Circle A Food Mart was sold and Paul left the convenience store industry. Paul's current goal is to support his youngest son as he becomes the 4th Generation of Ackerman Oil Company.

Paul and Laura live in Jasper, Indiana, and enjoy teaching and spoiling their 4 grandchildren.

Norman H. Gurwitz



Norman H. Gurwitz was appointed as a Commissioner of the State Lottery Commission of Indiana in June 2018 by Governor Eric J. Holcomb.

Gurwitz currently is an Indianapolis-based business consultant in the areas of strategic planning, operational management and corporate finance. He previously had a 23-year career with Emmis Communications Corporation where he served as Executive Vice President, Corporate Counsel, and Director of Human Resources. While Emmis Corporation owned the Seattle Mariners baseball team, Gurwitz negotiated all player agreements and arbitration settlements.

Prior to joining Emmis Communications, Gurwitz had a private law practice in Indianapolis and previously worked as an attorney for the Internal Revenue Service in Washington, D.C.

In 2020 Gurwitz was appointed by the Mayor of Indianapolis as Chairman of the Board of the Indianapolis Bond Bank which works with the City Council and Mayor to help the growth of the City of Indianapolis by providing money and support to companies and projects, through bonds. In addition, he was Co-Chair of Big Ten Men's and Women's Basketball Tournaments in Indianapolis and was on the Board of Visitors for IU's McKinney School of Law in Indianapolis. He also was on the Board of Directors for The Finish Line, Inc.

Gurwitz graduated from Indiana University and the IU Law School. He also holds an LLM in tax from Georgetown University School of Law.



CHAMPIONS OF PLAY

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Andy Mallon



Andrew J. Mallon has served as the Executive Director of the Capital Improvement Board of Managers (CIB) since May of 2019. As such, Mallon is responsible for all operations, maintenance, and capital improvements of the Indiana Convention Center and Lucas Oil Stadium, as well as capital improvements for Gainbridge Fieldhouse and Victory Field in Indianapolis.

Mallon has successfully steered the CIB through dramatic industry shifts throughout the COVID-19 pandemic, during which he also successfully restructured CIB's existing debt and funded the \$360 Million renovation of Gainbridge Fieldhouse. He is also responsible for the \$130 Million Phase VI expansion of the Indiana Convention Center that will break ground later this year.

Prior to joining the CIB, Mallon served as Corporation Counsel for the City of Indianapolis, supervising all legal representation and counsel. Most notably while at the City of Indianapolis, Mallon oversaw the planning, design, financing, and procurement of the \$600 million Community Justice Campus project. In addition, he served as a lead negotiator and counsel in several other high-profile real estate and economic development projects.

Mallon earned his law degree from the Indiana University McKinney School of Law and his bachelor's degree with honors from the College of William and Mary. He is a life-long Indianapolis resident. He currently lives on the north side of Indy with his wife and two school-aged children.

Roger Utzinger



Roger Utzinger was appointed to the Hoosier Lottery Commission by Governor Eric Holcomb in August 2022. He grew up in Muskegon, Michigan and graduated from Hope College. He earned his MBA from Grand Valley State University.

After service in the US Army, Roger began a 31-year career with GTE including finance positions in Indiana where he was Budget Director and then Vice-President of Finance for the 13-state Eastern Region of GTE. He also worked with GTE corporate leadership in Stamford, Connecticut. His last assignment took him to Dallas, Texas where he helped manage the two-year merger process between Bell Atlantic and Verizon. Since retiring, Roger has consulted with two businesses in the Dallas area.

In addition to his successful business career, Roger is an accomplished church musician both as an organist and a choir director at churches in several communities.

Roger and his wife of 56 years moved back to Carmel, Indiana and are enjoying their two sons' families with five grandchildren.



