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1. Bio for programs
2. Short and long speech intro
3. Suggested Q&A topics and questions

Terry Rich- Speaker Biography (for use in programs)

Creative. Lucky. Energetic. Fraud-busting.

Terry Rich is a successful CEO and President of 25 years who loves to engage and entertain audiences across the globe.

Under his leadership, state lottery sales and profits increased by 50%. He also led the Blank Park Zoo to profitability from a \$600,000 deficit while positioning it as the second largest attended attraction in the state. But his national insight on business, banking, gaming, TV production, marketing and PR led him to success in his professional career and to his passion for public speaking. Oh, and he's also given away over \$1 billion.

Terry lead the team that cracked the largest lottery fraud in US history. During the investigation, Terry oversaw day-to-day operations while considering long-term consequences, adapting quickly to change, and delivering on promises.

Before that, he started four successful entrepreneurial businesses, and has numerous national media appearances including ABC, NBC, HBO, CBS, 20/20, CNN, CNBC, USA Today and The New York Times; a movie host on Starz! and appeared as a panel guest on the "Tonight Show". His production of a Fox Sports show called "Soccer Slam" is currently a featured documentary on the Hearst streaming service "Very Local".

He's a disruptive innovator and entrepreneur with a drive for integrity and honesty. He's worked in the trenches, survived new business trends, and had success with generational changes. Terry's keynotes are energetic, motivating, and perfect for an early morning, lunch or after dinner presentation.

Terry Rich has authored two books: *The \$80 Billion Gamble* and *Dare to Dream, Dare to Act*.

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(Note: Keynote introductions are on the next page)

Short Introduction for any Terry Rich Speech:

Terry Rich is a disruptive innovator and entrepreneur with a drive for integrity and honesty. He's worked in the trenches, survived the new business trends, and had success with generational changes. Oh, and he's given away over one billion dollars. It's time to welcome the fraud-busting, creative and lucky Terry Rich.

Introduction for Terry Rich's Ethics Keynote:

So what would you do if you found a major fraud under your watch? I'm pleased to introduce our international speaker and author as he tells his success as an idea dude, entrepreneur, fraud buster and zoo dude.

During his appointment by three Governors, his leadership increased lottery sales and profits by 50%. He also led the Blank Park Zoo to profitability from a \$600,000 deficit while positioning it as the second largest attended attraction in the state. Oh, and he's also given away over \$1 billion.

Terry headed the team that cracked the largest lottery fraud in US history and has given away over a billion dollars to lottery winners. He started four successful entrepreneurial businesses, and has numerous national media appearances including all three major networks, HBO, CNN, CNBC, USA Today and The New York Times; he was a movie host on Starz! and appeared as a panel guest on the "Tonight Show". His production of a Fox Sports show called "Soccer Slam" is currently a featured documentary on the Hearst streaming service "Very Local".

He's a disruptive innovator and entrepreneur with a drive for integrity and honesty. He's worked in the trenches, survived the new business trends, and had success with generational changes.

It's time to welcome the fraud-busting, creative and lucky Terry Rich.

Introduction for Terry Rich's Innovation Keynote:

So, you're in need of new ideas and change? I'm pleased to introduce our international speaker and author as he tells his success as an idea dude, entrepreneur, fraud buster, and zoo dude.

During his appointment by three Governors, his leadership increased lottery sales and profits by 50%. He also led the Blank Park Zoo to profitability from a \$600,000 deficit while positioning it as the second largest attended attraction in the state. Oh, and he's also given away over \$1 billion.

Terry headed the team that cracked the largest lottery fraud in US history and has given away over a billion dollars to lottery winners. He started four successful entrepreneurial businesses and has numerous national media appearances including all three major networks, HBO, CNN, CNBC, USA Today and The New York Times; he was a movie host on Starz! and appeared as a panel guest on the "Tonight Show". His production of a Fox Sports show called "Soccer Slam" is currently a featured documentary on the Hearst streaming service "Very Local".

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It's time to welcome the fraud-busting, creative and lucky Terry Rich.

Q&A General Topics to Discuss

- How we solved the largest lottery fraud in US history
- How do I win the lottery?
- Entrepreneurship- Creating an Innovative Environment for your organization
- Anything "zoo" related
- Appearances on national television (like the "Tonight Show")
- Why are you known as the "Idea Dude"?
- Do you worry an idea may go "too far"?

Q&A Suggestions By Speech Topic

Ethics and Fraud:

- How do small organizations prevent fraud
- What are the top reasons people steal from their company?
- How did hot dogs play into solving the largest lottery fraud in US history?
- How did Bigfoot come into play on this lottery fraud?
- Are using balls safer than picking lottery numbers by a computer?
- Would you play the lottery after cracking this case?
- Which lottery games have the best odds?
- How long is Eddie Tipton in prison?

Innovation:

- How did you become an "Idea Dude"?
- Describe your successful startups.
- What lessons did you learn from being a successful entrepreneur?
- What blocks creativity in an organization?
- Describe the two-step process to idea generation.
- What is a "NOMAN"?
- I've heard you like the word "COT". How does that play into creating new ideas?
- With all the success you've had, what makes life fun today?

The Socker Slam™ Story

- What was the best "lesson learned" from this business venture?
- With the current success, why didn't this concept continue?
- What were the biggest surprises of producing a new sport TV concept?
- How did you drive the creativity from the participants and staff?
- What media distribution changes did you find from the time of the production to this documentary?
- What would you like to see in the new version of "Socker Slam"?