



August 15, 1974

Honorable Patrick A. Gleason  
House of Representatives  
Select Committee on State Contract Practices  
Commonwealth of Pennsylvania  
Harrisburg, Pennsylvania

Re: Maylan Yakovich

Dear Representative Gleason:

This is in response to the letter of August 13, 1974 of your Special Counsels concerning the above employe of the Bureau of State Lotteries.

This office received a request for transfer of Mr. Yakovich from the Department of Transportation; he was interviewed by the Lottery's Director of Marketing on November 30, 1973 and his transfer became effective December 13th of that year.

His position is District Lottery Manager, and his bi-weekly salary is presently \$506.25. I am enclosing a job description covering that position.

This Bureau does not, as a rule, maintain copies of application forms of employes transferred from other State Departments and neither an application form or any other document from Mr. Yakovich is on file in this Bureau.

I believe that this covers all the information that your office requested.

Sincerely yours,

Henry H. Kaplan  
Executive Director

HHK:js  
Encl.

Bureau of State Lotteries

Commonwealth of Pennsylvania  
Department of Revenue  
P.O. Box 1671  
Harrisburg, Pennsylvania 17127

## DISTRICT LOTTERY MANAGER

Definition: This is work in the promotion of lottery sales through market expansion and the improvement of marketing practices.

An employe in this class is responsible for performing a variety of duties in implementing a marketing program to assist licensees in the sale of lottery tickets. Work includes coordinating the advertising, distribution and control of materials related to the sale of lottery tickets, evaluating applications for lottery sales licenses, evaluating the performance of sales agents to insure compliance with departmental policies and making recommendations related to specific licenses based on marketing studies and sales patterns provided for him. Acts as route man for delivery of tickets and pick up of returns from banks in an assigned geographic area. Mediates between sales agents and banks when problems arise related to reconciliation. Work is performed with considerable independence, but is reviewed upon completion by an administrative superior through conferences and the evaluation of reports.

Examples of Work Performed: Conducts lottery promotional activities in an assigned geographic area.

Participates in marketing studies to determine the effectiveness of marketing techniques and the feasibility of new programs.

Prepares reports of lottery activities within an assigned geographic area and recommends appropriate action.

Responds to inquiries from sales agents and the public on departmental policies and procedures as they relate to lottery programs.

Coordinates advertising, distribution and control of materials related to lottery marketing. Delivers and picks up tickets and forms on a weekly basis.

Reviews and evaluates the performance of licensees in an assigned geographic area to determine compliance with procedures and their effectiveness in achieving sales objectives.

Performs related duties as required.

Required Knowledge, Skills and Abilities: Thorough knowledge of marketing principles and practices.

Ability to plan, organize and carry out a promotional program in an assigned geographic area.

Thorough knowledge of the state lottery law.

Sufficient physical stamina to work uncertain hours under adverse conditions.

Ability to express ideas clearly and concisely, orally and in writing.

Ability to establish and maintain effective, working relationships with department personnel and the public.

Minimum Experience and Training: Three years of experience in executive sales or marketing and a bachelor's degree in marketing or advertising. Experience may be substituted for educational requirements on a year for year basis up to two years.

Necessary Special Qualifications: Valid Motor Vehicle Operator's license.

PATRICK A. GLEASON  
CHAIRMAN



OFFICE OF SPECIAL COUNSEL

HOUSE OF REPRESENTATIVES  
COMMONWEALTH OF PENNSYLVANIA  
HARRISBURG  
SELECT COMMITTEE ON STATE CONTRACT PRACTICES

August 13, 1974

Mr. Henry H. Caplan  
Executive Director  
Bureau of State Lottery  
508 Finance Building  
Harrisburg, Pennsylvania 17120

Dear Mr. Caplan:

We would be most appreciative if you could provide us with any information available concerning the position held by, salary paid to, and duties of Bureau of State Lottery employee, Maylan Yakovich.

It would be most helpful, in addition to the above, if you could provide us with copies of his application form or any other document Mr. Yakovich filed with your office concerning his employment.

We would appreciate it if this information could be in our hands by Tuesday, August 20, 1974 at 11:00 a.m. Thank you for your kind cooperation.

Cordially,

A handwritten signature in black ink, appearing to read "John Michael Willmann".

John Michael Willmann  
Special Counsel

A handwritten signature in black ink, appearing to read "Stephen F. Freund".

Stephen F. Freund  
Special Counsel

JMW:SFF:lal



August 14, 1974

Honorable Patrick A. Gleason, Chairman  
House of Representatives  
Select Committee on State Contract Practices  
Commonwealth of Pennsylvania  
Harrisburg, Pennsylvania

Dear Representative Gleason:

In accordance with your request of August 9, 1974, attached hereto are job descriptions of the supervisory positions in the Bureau of State Lotteries.

In selecting individuals for placement, we followed State employment policy to fill openings with the best person available for the job requirement.

I was officially appointed Executive Director on October 21, 1971; the first ticket sale date was the early part of March 1972, with the first drawing on March 15th of that year.

In this short period of time, we were able to organize an effective operations (manufacturing), administration, and marketing complex, and from the view of hindsight, the work done by the Lottery staff selected should be deemed highly commendable.

As a matter of procedure, I interviewed and selected the Directors of the aforementioned Divisions, and they were charged with the responsibility of interviewing and selecting their subordinate employees.

The Director of Administration, who is presently Deputy Executive Director of State Lotteries, was selected on the basis of his record as a State career employe dating to 1954. The assistant selected by him is now Director of Administration; also a career employe since 1966. Transfer in accordance with appropriate procedures were effected.

Bureau of State Lotteries

Commonwealth of Pennsylvania  
Department of Revenue  
P.O. Box 1671  
Harrisburg, Pennsylvania 17127

The present Director of Operations (manufacturing and packaging) was selected because of his more than 20 years experience in the commercial printing industry, and had submitted an application for employment through normal personnel channels.

The Director of Marketing was recommended by our technical consultants; his background (education and experience), made him eminently qualified for this position.

There were a number of applicants for these positions, and I recommended appointment of the individual that I considered most qualified for the task to be undertaken.

At a later date, the Director of Public Relations and Special Events was appointed on the same basis as the other Division Chiefs.

In time, as previously indicated, each of the Directors selected their subordinate supervisors and staffs.

Basically, these employes came from three areas. We did receive applications for transfer from State employes in other agencies, direct requests for applications from persons seeking employment with the Lottery, and from the applications already on File in the Governor's Personnel Office and/or Civil Service Commission.

In each case interviews were conducted by the respective Directors, and applicants most qualified were selected.

Standard State employment applications (copy enclosed) were used in all cases not Civil Service; the certified list of eligibles were utilized for those positions under Civil Service.

We do not have a Personnel Department since we are a Bureau within the Department of Revenue. The Departmental Personnel Bureau has processed all job applications approved for employment by the Bureau, in the same manner as for any other Bureau within the Department of Revenue.

PATRICK A. GLEASON  
CHAIRMAN



OFFICE OF SPECIAL COUNSEL

HOUSE OF REPRESENTATIVES  
COMMONWEALTH OF PENNSYLVANIA  
HARRISBURG  
SELECT COMMITTEE ON STATE CONTRACT PRACTICES

August 9, 1974

Mr. Henry H. Caplan  
Executive Director  
Bureau of State Lottery  
508 Finance Building  
Harrisburg, Pennsylvania 17120

Dear Mr. Caplan:

You will be most helpful to this Committee if you could provide us with a written explanation of how individuals are selected for supervisor positions in the Bureau of State Lottery.

Any reference you can make to written office procedures, application forms, and job descriptions would be greatly appreciated.

I would be most appreciative if this information could be in my hands by Friday, August 16, 1974 at 11:00 a.m.

Very truly yours,

Patrick A. Gleason, Chairman  
House of Representatives  
Select Committee on State Contract Practices

PAG:lal