

Terry Rich

CEO, Author and Fraud Expert

Please contact a GDA agent for information.

Topics

- CEO
- Cyber Security
- Entrepreneur
- Ethics / Values
- Innovation / Creativity
- Journalism / Literary / Author

About Terry Rich

Terry Rich is a successful CEO, international speaker, author and recent CEO of the Iowa Lottery, a \$350 million enterprise.

Under his leadership, the Iowa Lottery cracked the nation's largest lottery fraud and for those efforts, he received the prestigious international Gambling Compliance Outstanding Achievement Award. This case demonstrated the importance of an organization's checks and balances and how to identify when something doesn't feel right.

Prior to the lottery, he was CEO of the Blank Park Zoo (that's right... a "Zoo Dude"). While at the zoo, he introduced innovative events, such as Zoo Brew, and programs that turned the deficit-plagued organization profitable.

Earlier, he was President and CEO of Rich Heritage Inc., a national marketing and television production company which produced shows for HBO, ESPN and Comcast, among others; and Vice President of Marketing for Heritage Communications Inc.

Terry's book, "Dare to Dream, Dare to Act" lays the ground work for his inspirational keynotes which are filled with real stories of creativity, innovation, risk and success. Terry Rich is a proven leader and businessman who shares the keys behind developing innovative solutions while maintaining your integrity.

As an entrepreneur, Terry developed Rich Heritage Inc., along with four other companies including radio station KBBM, US Digital Video, and Newsletter Ease,

He has appeared as a business and idea expert on ABC, NBC, CBS, CNN, CNBC, Sirius XM and Fox News; movie host on Starz!; and as a panel guest on the "Tonight Show."

Terry has won numerous entrepreneurial and leadership awards in television production and marketing, has a Bachelor of Science in Speech from Iowa State University, is Governor Emeritus at ISU, a member of the legacy Cable TV "Pioneers" and Director Emeritus of the Blank Park Zoo. He also served on the board of Powerball and is Past President of the North American Lottery Association.

Select Keynotes

- **\$80 Billion Gamble - How a lottery ticket, a hot dog and Bigfoot foiled the largest lottery fraud in US history.**

Your day's going great... and then you get the unexpected call that a fraud may have occurred under your watch. Your decision and direction could affect jobs, your business and personal friendships. As most companies focus on external hacking and fraud, Terry Rich will discuss an internal vendor fraud case to explore how established checks and balances, and a little luck, helped crack the largest lottery fraud in US history.

The audience will leave with:

- A sense of pride for overseeing compliance and internal fraud
- Little-known details about a well-known US lottery case.
- Understanding of why it's important to "Do the Right Thing".

This program is perfect for:



- ✦ IT security, compliance, finance and CPA educational conferences.
- ✦ Your large conference keynote.
- ✦ A “wake up” keynote needed when other sessions are boring
- ✦ Small or big businesses who could use a wake up call about internal fraud.

- **“That was awesome!”**

It’s the survey response every event organizer desires and it’s the one guaranteed by the CEO who has had fame and fortune through creating an environment where every participant gets to be awesome. It’s time your group experiences the secrets to “Creating an Innovative Environment”.

With his journey from “Farm Boy to CEO”, Terry Rich connects with his audience as he discusses the formula for successful innovation. He seamlessly weaves his stories of business and fame and provides practical applications for success any audience will appreciate.

Terry will describe the critical path to “Creating the Innovative Environment” which includes:

- ✦ Daring to Dream
- ✦ Daring to Act

Fame, fortune, failure, success. Be inspired, Be entertained. Believe. But be ready to experience awesome. Terry Rich.... heck even his name says success.

Select Book Titles

- **2019:** The \$80 Billion Gamble: The Inside Story of How A Suspicious Ticket, Hot Dogs, and Bigfoot Foiled the Biggest Lottery Fraud In U.S. History
- **2010:** Dare to Dream, Dare to Act: Unlock Your Ideas to Greater Success

Select Articles

- [Lawyers drop request for author's lottery scandal book notes](#)

Beeman co-wrote a recent book, "The \$80 billion Gamble," with former Iowa Lottery CEO Terry Rich. It tells the inside story of how now-imprisoned lottery security contractor Eddie Tipton altered number-drawing programs on computers to win jackpots for himself, friends and family in Colorado, Wisconsin, Kansas and Oklahoma.