

Bruce La Fleur Biography

Bruce A. La Fleur, executive vice president of TLF Publications, Inc. and co-publisher of *La Fleur's Magazine*, is a native Washingtonian. He attended University of Maryland where he graduated Magna Cum Laude with a Bachelor of Science in Business Administration. He is currently completing his Masters in Business Administration at Hood college in Frederick, Maryland.

Bruce spent 10 years in the production department of *The Washington Post* newspaper and two years as a real estate asset manager for Baltimore Gas & Electric. The printing production experience gained at *The Washington Post* and the management skills learned at Baltimore Gas & Electric dovetailed perfectly with the skills needed to help an infant business.

Bruce joined TLF Publications in 1992 to assist his wife Terri in running the business. Since then, the company has dramatically increased its list of publications. In 1992, TLF Publications introduced the 1st edition of La Fleur's European Lottery Abstract. In 1993, Bruce created a new line of database products based on the research prepared for the World Lottery Almanac, World Gambling Abstract and European Lottery Abstract. Bruce has co-authored nearly 70 publications on the world lottery market.

In September 1993, Bruce & Terri introduced the monthly news publication, *La Fleur's Magazine* which for nearly two decades has explored the legal, public policy and marketing aspects of lotteries around the world. The pair serves as co-publishers and together write and design the magazine. As co-publisher Bruce has visited six continents interviewing the leaders that continue to shape the industry today.

In 1996, TLF Publications hosted their first lottery conference called the 1st Annual La Fleur's "Lottery World Symposium" at the Crystal Gateway Marriott outside Washington, D.C. The next year Bruce was instrumental in creating the "La Fleur's Lottery Conclave" series of conference. In 2005, Bruce organized the company's first international "The Congress for the Americas" in Aruba. Over the years the three conferences have hosted thousands of guest and speakers to the company's widely regarded conferences. The conferences have visited such noted cities as; New York, Washington, San Francisco, Orlando, New Orleans Baltimore and Hilton Head

He is an IFR rated private pilot. Bruce is an accomplish PADI certified Rescue Diver. He is a long distance runner, completed his first marathon (Marine Corps) in 2008. He has studied classical guitar and voice. He is an avid skier, but sadly cannot hit a golf ball to save his life. The La Fleurs are the parents of two children: Byron and Claire. Both kids are active participants in their parents' business. Their duties including labeling, stamping and causing havoc in the office.