



Global Gaming **Women**

2022

**ANNUAL
REPORT**

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ABOUT GLOBAL GAMING WOMEN



Global Gaming **Women**

Mission:

GGW supports, inspires and influences the development of women in the Gaming industry.

GGW brings together women from all segments of gaming in an effort to enrich their professional and personal lives.

GGW was established by the American Gaming Association to create a broad network that allows peers to connect with their colleagues. The goal is for female gaming professionals to learn from one another, create lasting connections and nurture emerging women leaders.

In 2016, Global Gaming Women launched as an independent charitable organization to deliver high impact programs and events on a global scale that support, inspire, and influence the development of women in the gaming and lottery industry.

Core Values:

Courage. Integrity. Leadership.

GGW offers a variety of resources to help women in the gaming industry around the world develop professionally. These tools assist women in reaching their full professional potential by providing them the insight, education and connections needed to succeed in this fast-paced industry.

**Career &
Leadership
Opportunities**

**Educational
Programs**

**Mentorship
Opportunities**

**Networking
Events**

BOARD OF DIRECTORS



GGW President & Board Chair
Cassie Stratford
Boyd Gaming



GGW 1st Vice President
Lauren Bates
Konami Gaming



GGW 2nd Vice President
Siobhan Lane
Light & Wonder



GGW Treasurer
Maureen Keenan
Seminole Hard Rock



GGW Secretary & General Counsel
Jennifer Roberts
WynnBET



Christie Eickelman
GLI



Dorothy Costa
IGT



Holly Gagnon
HGC Consulting



Felicia Gassen
Sightline Payments



Chris Hill
Aristocrat



Ann Hoff
MGM Resorts



Anika Howard
Wondr Nation



Grainne Hurst
Entain



Erica Kosemund
Choctaw Nation



Katie Lever



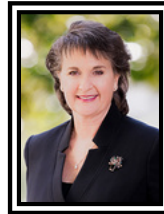
Helen Macmillan
Rideaux Carleton
Casino



Virginia McDowell



Tiffany Sides
Station Casinos



Ann Simmons Nicholson
Simmons Group



Stana Subaric
IGT



Kate White
Penn Entertainment



Ellen Whittemore
Wynn Resorts

GGW STAFF



GGW Executive Director
Kelly Hatch

GGW FOUNDING MEMBERS

Staci Alonso
Patty Becker
Christie Eickelman
Ann Hoff
Holly Gagnon
Phyllis Gilland
Maureen Keenan

Tina Kilmer
Katie Lever
Virginia McDowell
Eileen Moore Johnson
Ginny Shanks
Ann Simmons Nicholson



Global Gaming **Women**

I begin this message with a heart-felt thank you to our sponsors and supporters. The reach of our organization today has only been possible because of the dedication of our founding board members, the countless individuals that have supported our programming, and, critically, because of the generous financial support of our sponsors.

Since its beginning, Global Gaming Women has focused on supporting and encouraging women's professional advancement in the gaming industry. As our industry grows, expands, and evolves, we are determined to continue to advance GGW's essential mission of assisting women in reaching their full professional potential by providing them the insight, education, and connections needed to succeed in our fast-paced industry. This commitment has resulted in countless women that are now better qualified and more empowered to pursue their professional goals- all for the greater benefit of our industry.

I am happy to share that we ended the 2022 fiscal year with a substantial increase in active membership across five continents, expanded in person and online programming, and record attendance at our marquee events held during G2E. We are extremely proud of the accomplishments of the many women GGW has reached throughout the last year and wanted to share this Annual Report to highlight the impact your charitable dollars have made.

As we look forward to executing our strategic initiatives in 2023, we remain dedicated to our core mission while ensuring GGW is relevant, tenable, and well-positioned for long-term success in developing a diverse slate of the next generation of gaming leaders. We know you have countless deserving causes that compete for your charitable dollars, and are extremely grateful for your support of GGW and the lasting imprint your support will continue to leave on our industry.

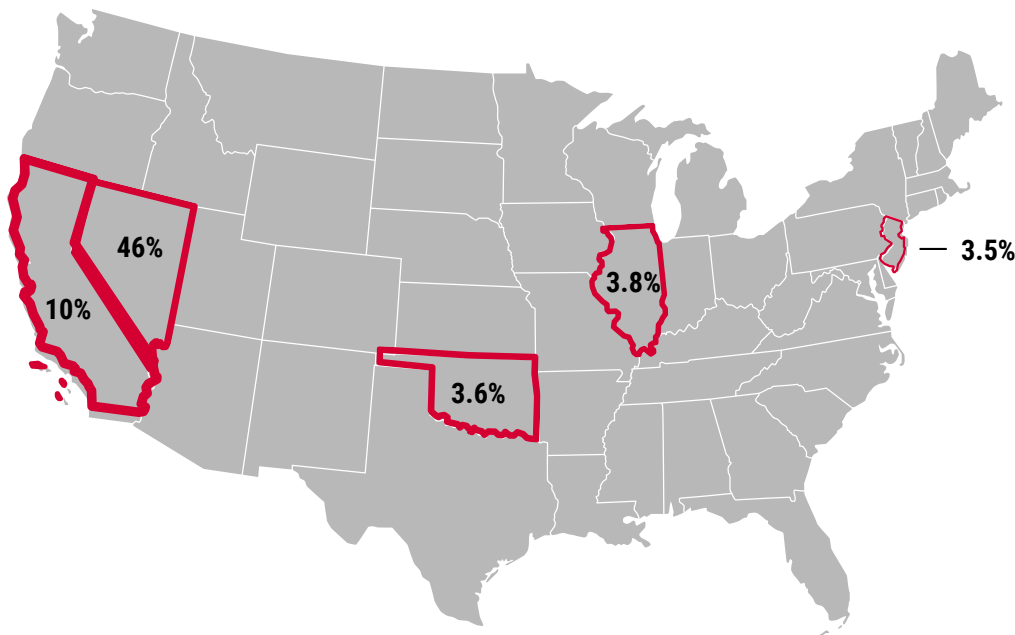
With Gratitude,

Cassie Stratford
President & Board Chair
Global Gaming Women

MEMBERSHIP

6,850
ACTIVE MEMBERS


ACTIVE MEMBERS
IN
ALL
*US STATES
*CONTINENTAL US



TOP **5** STATES
REPRESENTED

1. NEVADA
2. CALIFORNIA
3. ILLINOIS
4. OKLAHOMA
5. NEW JERSEY

SOCIAL REACH


4,371
FOLLOWERS


1,040
FOLLOWERS


743
FOLLOWERS

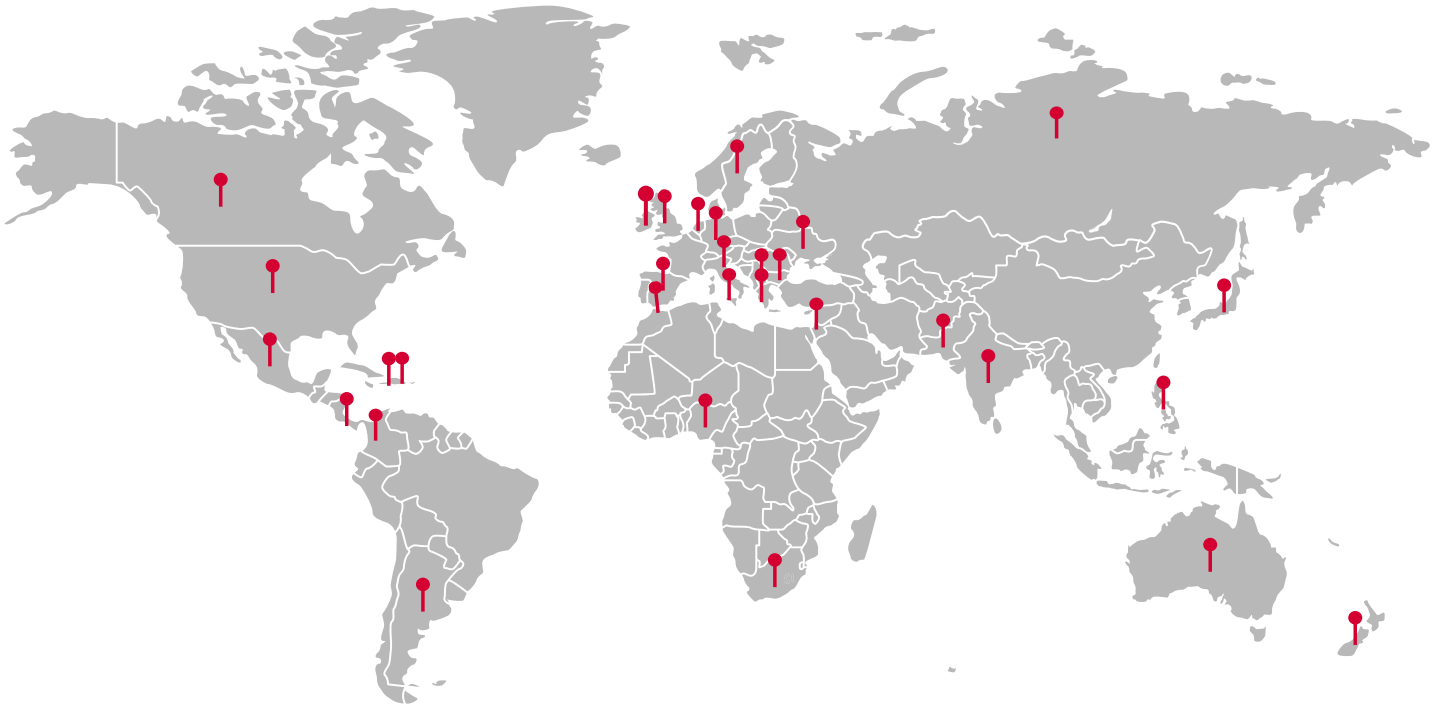

280
FOLLOWERS

YOY Follower Increase

- LinkedIn 35%
- Instagram 34%
- Twitter 5%

MEMBERSHIP

WE'VE GONE GLOBAL



TOP 5 COUNTRIES REPRESENTED:

1. UNITED STATES
2. UNITED KINGDOM
3. CANADA
4. AUSTRALIA
5. ITALY

TOP 5 ORGANIZATIONS REPRESENTED IN OUR MEMBERSHIP

1. **Aristocrat**
2. **IGT**
3. **Light & Wonder**
4. **Caesars Entertainment**
5. **San Manuel**

COMMITTEES & VOLUNTEERS

2022

9

GGW
COMMITTEES

1. DIVERSITY, EQUITY & INCLUSION
2. EVENTS
3. EDUCATION
4. FINANCE
5. KICK UP YOUR HEELS
6. MARKETING
7. MEMBERSHIP
8. MENTORSHIP
9. NOMINATING & GOVERNANCE

*HOURS SPENT WORKING ON GGW INITIATIVES

BOARD MEMBERS - 20 HOURS

COMMITTEE MEMBERS - 10 HOURS



22

BOARD
MEMBERS

60

COMMITTEE
MEMBERS

\$1,200,000

VALUE OF
VOLUNTEER HOURS

*HOURS BASED ON AVERAGE, PER MONTH

Click [here](#) to become a volunteer



SCHOLARSHIPS

EDUCATIONAL
4
CONFERENCES

2 W DEVELOPMENT CONFERENCES

➤ **1** LAS VEGAS **1** ATLANTIC CITY

2 LEADERSHIP DEVELOPMENT CONFERENCES

➤ **1** LAS VEGAS **1** PHILADELPHIA

ORGANIZATIONS REPRESENTED: **40**

LOCATIONS REPRESENTED:

➤ **23** DOMESTIC **1** INTERNATIONAL

INDUSTRY ROLES REPRESENTED:

➤ **8** VP/C-LEVEL **52** DIRECTOR **27** MANAGER

2 SUPERVISOR **5** OTHER

SCHOLARSHIPS
94
AWARDED

EDUCATIONAL
\$235,000
SCHOLARSHIP VALUE

This is **35%** of GGW funds donated back to the community!

SCHOLARSHIPS
12
AWARDED



IN PARTNERSHIP WITH G2E, WE PROVIDED FULL ACCESS G2E PASS SCHOLARSHIPS



SCHOLARSHIP
\$17,390
VALUE



VIRTUAL MASTER CLASS

A CURATED VIRTUAL SERIES PROGRAMMED ESPECIALLY FOR GGW MEMBERS

11
DIFFERENT
VIRTUAL MASTER
CLASSES

OVERALL TOTAL
OF
565
VIRTUAL
ATTENDEES

INTERNATIONAL
REACH TO
VIEWERS IN
12
COUNTRIES

new zealand
barbados
austrailia
mexico
singapore
canada
singapore
argentina
india
ireland
england
japan
united states

“ I enjoyed everything! It was nice to hear from women in leadership roles! I liked the interactive portion and survey questions. I really enjoyed this opportunity, thank you for putting it together and for making it FREE! ”

MENTORSHIP



Global Gaming Women



23

Domestic Circles

1

International Circle

206

Circle Members

**18 new circles added in 2023*

Top 5 circle topics that resonated the most with the circle members in 2022

**survey results from Nov. 2022*

1. Work Life Balance / Stress Management
2. Personal Growth
3. Networking / Socializing
4. Leadership Development
5. Mentorship

“My Lean In Circle has been very inspirational and supportive with advice and personal shares. I have learned so much from them through their experiences and their advice for me on my situation. It's felt like a safe place to be myself and to talk through problems and also celebrate wins.”

What the circle members are saying

“It's given me a chance to get to know other women in the casino industry and has helped connect me to resources that are beneficial to my own personal and career growth.”

“It has been incredibly powerful and inspiring to share experiences with and learn from some amazing women from our industry. The level of trust and honesty in our circle has been utterly astounding and has made for some very moving and thought-provoking sessions.”



SIP & Social NETWORKING EVENTS

Virtual Event

2 sessions

ATTENDEE JOB LEVELS

- VP/C-Suite 24%
- Director 22%
- Manager 28%
- Other 6%
- Entry/Associate Level 20%

211

Attendees

8

Countries Represented

Annual In Person Event at G2E

Powerhouse entrepreneur, creative visionary, and beauty pioneer, Anastasia Soare, joined us for an open conversation about courage, resilience, and strength.

540

Attendees

48

Industry Leaders
Volunteered to be a
Table Host

Click [here](#) to learn more about Lean In Circles



KICK UP YOUR HEELS

Global Gaming Women's annual fundraising event, Kick Up Your Heels, helps to provide funds for thousands of women in the gaming industry to attend programs, join mentoring circles, and benefit from ongoing professional development.



792

tickets sold

Record Breaking Ticket Sales

PATRICIA BECKER PAY IT FORWARD AWARD

Every year the Patricia Becker Pay it Forward Awards are presented at Kick Up Your Heels. The award honors women who have given back to a degree that they stand out: they have committed to the development and advancement of women, GGW, and their community.

2022

PAY

IT

FORWARD

HONOREES

ANIKA HOWARD

President & CEO, Wondr Nation

HELEN MACMILLAN

General Manager, Rideaux Carlton Raceway Casinos

KRISTEN FULMER

Director of Marketing, Marketing Results

LAUREN O'BRIEN

Regional Sales Manager, Aristocrat

LORRIE BAMFORD

General Counsel, ECL Entertainment



KICK UP YOUR HEELS SPONSORS

WYNN
AMERICAN GAMING ASSOCIATION
AGEM
ARISTOCRAT
BROWNSTEIN HYATT FARBER SCHRECK
COCA-COLA
DOTTY'S
GLI
GREENBERG TRAUIG
KIRKLAND & ELLIS
PALMS
PATTY BECKER & STEVE DUCHARME
PENN ENTERTAINMENT
WHITTEMORE PATTERSON FAMILY
BOYD GAMING
CAESARS ENTERTAINMENT
CHOCTAW CASINO & RESORTS
ERNST & YOUNG

EVERI
FOX ROTHSCHILD
GEO COMPLY
GOLDEN ENTERTAINMENT
JCM GLOBAL
KONAMI
MCDOWELL FAMILY FOUNDATION
SNELL & WILMER
STATE BAR OF NV - GAMING LAW SECTION
TAFT
THE VENETIAN RESORT
YVETTE & ELLIS LANDAU
1ST RACING & GAMING
FONTAINBLEAU LAS VEGAS
GAMING CAPITAL GROUP
GPS
IGAMING CAPITAL
IGNITE CREATIVE SERVICES

MCDONALD CARANO
NEVADA RESORT ASSOCIATION
RMC
WONDR NATION
BALLARD SPAHR
CHRISTIE EICKELMAN
COOPER LEVENSON
GAMING ANALYTICS
GARY PLATT MANUFACTURING
ICE MILLER
JACKSON LEWIS
JCJ ARCHITECTURE
KATIE LEVER
MONARCH CASINO RESORT & SPA
NRT
OPTX
STRIVE GAMING
WOMBLE BOND DICKINSON

ANNUAL SPONSORS

