

# GGW:

Global Gaming Women



# 2023 ANNUAL REPORT



# table of CONTENTS

- 3:** From The President & Board Chair
- 4:** 2023 Board of Directors
- 5:** About Global Gaming Women
- 6:** Committees and Volunteers
- 7-8:** Membership Highlights
- 9-10:** Scholarships
- 11:** Mentorship
- 12-13:** 2023 Events
- 14:** Annual Sponsors



As we approach the end of 2023, I wanted to express my tremendous gratitude for the support of our sponsors, volunteers and members who have made this past year truly remarkable for GGW. It is important to reflect on the year's accomplishments and milestones that lay a foundation for even greater achievements to come, and to highlight the impact of your charitable dollars in this 2023 Annual Report. As we head into 2024, I am filled with anticipation and excitement for the future of GGW.

In 2023, our membership expanded to over 7,000 members spanning across 30 countries—a collective of industry professionals at all levels who received access to GGW programming and resources that allowed them to grow, both professionally and personally, within our shared gaming industry. Throughout the past year, GGW raised record-setting funds that allowed us to provide 7 live education conferences, host over 11 industry events, offer 11 Virtual Master Classes, fund over \$410,000 in scholarship opportunities, and provide the platform for over 300 women to participate in mentorship circles and other development opportunities. These included key events with record-setting attendance, such as our 13th annual Kick Up Your Heels Event held during G2E, which raised over \$450,000 and included the unveiling of GGW's new brand symbolizing the maturity and expanded reach of our organization. These milestones occurred while our Board, Committee Members and Volunteers also worked in the background to continue refining critical organizational infrastructure, ensuring we are positioned for sustainable success in driving GGW's original mission established in 2011: support, inspire and influence the development of women in the gaming industry.

Throughout the last 12 years, the gaming industry has witnessed GGW evolve, flourish, and ultimately cement a culture of collaboration and a framework of support for the talented, unique women that make up our industry. My term as President closes at the end of 2023, and I am humbled and inspired by the engagement and support I have seen from the men and women I met and have worked with in this role. I couldn't be more excited for the future of GGW and look forward to continuing to support GGW as it executes its strategic initiatives and vision for 2024.

I thank you all for trusting me to lead your organization, and I hope you'll join me in continuing to support GGW and its mission. We know there are countless deserving causes competing for your charitable dollars, and we remain extremely grateful for your support of GGW and the lasting imprint your contributions leave on the women in our industry.

With Gratitude,

A handwritten signature in black ink, appearing to read "Cassie Stratford".

Cassie Stratford

President & Board Chair Global Gaming Women

# GGW: 2023 BOARD OF DIRECTORS



**PRESIDENT & BOARD CHAIR**

**Cassie Stratford**  
Boyd Gaming



**1st VICE PRESIDENT**

**Lauren Bates**



**2nd VICE PRESIDENT**

**Siobhan Lane**  
Light & Wonder



**SECRETARY & GENERAL COUNSEL**

**Jennifer Roberts**  
WynnBET



**TREASURER**

**Maureen Keenan**  
Seminole Hard Rock



**Andrea Ferguson**  
San Manuel Band of  
Mission Indians &  
Yaamavá Resort



**Anika Howard**  
Wondr Nation



**Brandi Ellis**  
Caesars Entertainment



**Carmel Gonzales**  
MGM Resorts Int'l



**Charlene Nielson**  
BCLC



**Deanne McKissick**  
Aristocrat



**Dorothy Costa**  
IGT



**Ellen Whittemore**  
Wynn Resorts



**Erica Kosemund**  
Choctaw Nation's  
Division of Commerce



**Felicia Gassen**  
Sightline Payments



**Grainne Hurst**  
Entain



**Kate White**  
Penn Entertainment



**Lauren O'Brien**  
Aristocrat



**Samantha Huff-Schlueter**  
Aristocrat



**Sheila Bangalore**  
Board of Directors  
Games Global Ltd



**Tiffany Sides**



**Virginia McDowell**  
Board of Directors, Entain

**GGW  
ADMINISTRATION**



**Kelly Hatch**  
Executive Director



**Samantha Haney**  
Operations Coordinator

**GGW FOUNDING  
BOARD MEMBERS**

- Ann Hoff
- Ann Simmons Nicholson
- Christie Eickelman
- Eileen Moore Johnson
- Ginny Shanks
- Holly Gagnon
- Jennifer Weissman
- Katie Lever
- Maureen Keenan
- Patty Becker
- Phyllis Gilland
- Staci Alonso
- Tina Kilmer
- Virginia McDowell

# GGW: ABOUT GLOBAL GAMING WOMEN

## Mission:

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

In an industry where women have been underrepresented, Global Gaming Women is leveling the playing field.

Our vision is a future of inclusiveness and diversity that benefits every individual in the industry. We are executives and up and coming game changers, collaborators and diverse individuals. No matter who you are, we join together and uplift one another through knowledge and connections that will empower us all to succeed.

Because we all deserve a fair game.

## 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

For more information about GGW click [here](#)

# GGW: COMMITTEES & VOLUNTEERS

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# 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

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### HOURS SPENT WORKING ON GGW INITIATIVES

BOARD MEMBERS - 20 hours/month

COMMITTEE MEMBERS - 10 hours/month



# 22

BOARD MEMBERS

# 75

COMMITTEE MEMBERS

# \$1,400,000

VALUE OF VOLUNTEER HOURS

# AAW: MEMBERSHIP

7,780  
MEMBERS

TITLE  
statistics

C-Level: ~150

Vice President: ~500

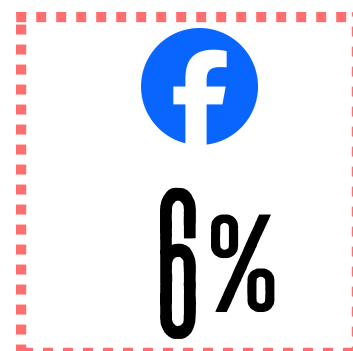
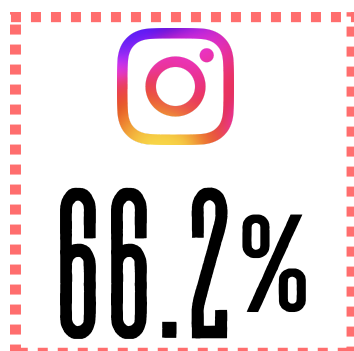
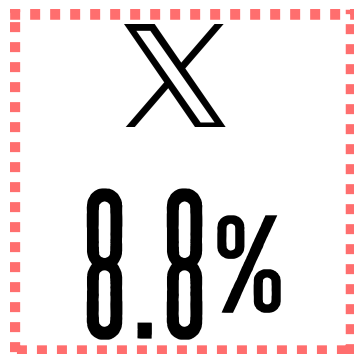
Director: ~1200

Manager: ~1650



ACTIVE MEMBERS IN  
**ALL 50**  
US CONTINENTAL STATES

## \*SOCIAL GROWTH:



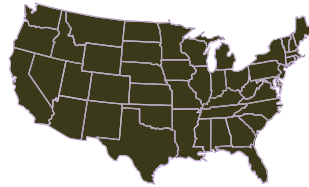
\*YOY

# GAW: 2023 MEMBERSHIP HIGHLIGHTS

## Membership Growth:

US 62% • INTERANTIONAL 30% • \*UNKNOWN 7%

\*location data not provided



### TOP 5 US STATES

- 1 Nevada
- 2 California
- 3 New Jersey
- 4 Oklahoma
- 5 Florida

### TOP 5 INTERNATIONAL COUNTRIES

- 1 Australia /New Zealand
- 2 United Kingdom
- 3 Canada
- 4 India
- 5 Malta

### BREAKOUT COMPANIES OF 2023

- |  |                |
|--|----------------|
| 1 Aristocrat/Anaxi                           | 6 Games Global |
| 2 Caesars Entertainment                      | 7 Sky City     |
| 3 San Manuel Band of Mission Indians/Yaamavá | 8 MGM          |
| 4 Penn Entertainment                         | 9 IGT          |
| 5 Light & Wonder                             | 10 Everi       |



# GGW: SCHOLARSHIPS

IN PERSON  
EDUCATIONAL  
**7**  
CONFERENCES



EDUCATIONAL  
**\$410,000**  
SCHOLARSHIP VALUE

**35%**

Of GGW funds donated back to the community through education!

“Attending Leadership Foundations was so impactful for me. It took me out of my comfort zone in all the best ways. Ann, the trainer, was so inspiring, both personally and professionally. The women in my group – none of whom I had ever met before – felt like longtime friends by the end of Day 2. I learned things that I will truly carry with me for the rest of my career (about myself, about business, about relationships, and beyond). I can’t wait to continue on to the next class.”

-Jenna Wheeler, Odds on Compliance”



“Participating in The W was a great reminder that there are so many intelligent women in our industry dealing with similar challenges. Having the ability to learn from their experience, share ideas and build relationships is invaluable. The connections you create stretch far beyond the classroom walls. You leave knowing you have an entire network of strong women who you can lean on when you need it.”

-Jess Chambers, Penn Entertainment”



For more information on Educational Offerings click [here](#)

# GGW: SCHOLARSHIPS

## 2023 STATS



SCHOLARSHIPS

# 164

AWARDED

ORGANIZATIONS REPRESENTED: **43**

ATTENDEES REPRESENTED FROM: **24** Different US States & **2** International Countries



INDUSTRY ROLES REPRESENTED:

C-SUITE	6	MANAGER	45
SVP, CORP/REG VP	8	SUPV/LEAD	14
VP/SR DIR	18	INDIVIDUAL CONTRIBUTOR	23
DIR/SR MGR	44	OTHER	1

GGW:



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

G2E

**10** SCHOLARSHIPS AWARDED

SCHOLARSHIP VALUE: **\$16,490**

# GGW: MENTORSHIP



2017 **11** domestic circles

2018 **13** domestic circles

2019 **08** domestic circles

2020 **09** domestic circles

2021 **18** domestic circles **01** international circle

2022 **12** domestic circles **02** international circles

2023 **16** domestic circles **02** international circles

## SEE WHAT THE CIRCLE MEMBERS ARE SAYING:

“ As a new mom getting back into work, the circle was a wonderful way to incorporate regular meetings with strong female leaders and help me feel more supported in my own career! ”

“ Lean In Circles have been a great way for me to network with other women in Gaming. It would be great to have even more opportunities to meet up with other members of GGW. In this year's Circle, I know the discussions have been valuable to me and the other members of my group. We have been a support for one another. ”

“ I loved being part of my circle last year and the women I met were wonderful! Here is one personal takeaway that was very helpful for me - I was interested in applying for the Leadership Foundations course. I contacted my Lean In Circle moderator to talk to her about it. She connected me with someone she knew who had taken the class to help me understand what the course was about and it really helped get me excited for it! ”

## VIRTUAL NETWORKING

SIP & Social

~ **200** registered event attendees

### VIRTUAL SIP & SOCIAL: ME IN '23

Industry experts Colleen Birch, Renee West and Jackie Beato joined us to share how they learned to navigate great change within their own lives and emerged better, stronger leaders for themselves, and the communities and organizations they influence.



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

# GGW: 2023 EVENTS



**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.

During this year's event we welcomed The New GGW with a celebration of GGW's new brand.

Record Breaking Ticket Sales!

**803**  
tickets sold



## 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.

### 2023 HONOREES:

- Brooke Fiumara, OPTX
- Grainne Hurst, Entain
- Erica Okerberg, Greenberg Traurig
- Siobhan Lane, Light & Wonder
- Sue Schneider, SBC
- Tashina Lazcano, Konami

### KICK UP YOUR HEELS SPONSORS

WYNN  
COCA-COLA  
ARISTOCRAT  
KIRKLAND & ELLIS  
ACCEL ENTERTAINMENT/CENTURY TECHNOLOGIES  
BROWNSTEIN HYATT FARBER SCHRECK  
CHOCTAW CASINO & RESORTS  
DOTTY'S  
GAMES GLOBAL  
GAMING LABORATORIES INTERNATIONAL  
GREENBERG TRAURIG  
PATTY BECKER & STEVE DUCHARME  
PENN ENTERTAINMENT  
THE VENETIAN RESORT  
WHITTEMORE PATTERSON FAMILY  
AGEM  
BCLC  
BOYD  
ENTAIN  
IGT  
LIGHT & WONDER  
KONAMI  
MGM RESORTS INTERNATIONAL

SEMINOLE GAMING  
YAAMAVÁ  
AMERICAN GAMING ASSOCIATION  
CAESARS ENTERTAINMENT  
ERNST & YOUNG  
EVERI  
FOX ROTHSCHILD  
J & J VENTURES GAMING  
JCM GLOBAL  
MCDOWELL FAMILY FOUNDATION  
SNELL & WILMER  
TAFT  
YVETTE & ELLIS LANDAU  
BLUBERI GAMING  
PARX CASINO  
CASTLE HILL GAMING  
CNF SIGNS NATIVE AMERICAN SERVICES  
COVINGTON LAW  
ECL ENTERTAINMENT  
FONTAINBLEAU LAS VEGAS  
FRAIZER & DEETER  
GAMING CAPITAL GROUP  
GPS

IGAMING CAPITAL  
MCDONALD CARANO  
MCGILL & PARTNERS  
MONARCH CASINO BLACKHAWK  
RMC  
RESORTS WORLD NEW YORK CITY  
STRIVE GAMING  
WONDER NATION  
BALLARD SPAHR  
COOPER LEVENSON  
DHR GLOBAL  
GARY PLATT MANUFACTURING  
JCJ ARCHITECTURE  
KATIE LEVER  
KPMG  
OPTX  
SAROCA SERVICES INC.  
STRIVE GAMING  
NV STATE BAR - GAMING LAW  
TRUSTLY  
UNDERDOG FANTASY  
WOMBLE BOND DICKINSON

# GGW: 2023 EVENTS

## ANNUAL SIP & SOCIAL BREAKFAST

President of the Las Vegas Raiders, Sandra Douglass Morgan joined Meghan Sleik and Lauren O'Brien for an inspirational morning chat.

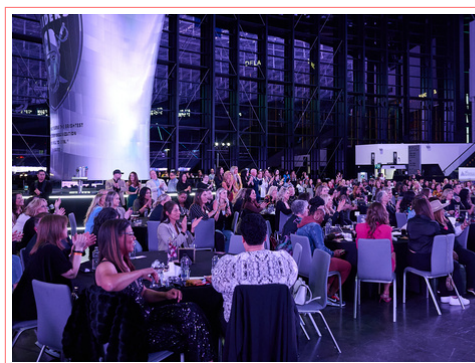


**528**  
tickets sold



## WOMEN OF INSPIRATION

In celebration of Women's History Month, the Women of Inspiration event is held every March in Las Vegas. This event is led in partnership with the WISE (Women in Sports & Events) Las Vegas chapter and recognizes remarkable women who are at the intersection of gaming and sports. The inaugural Women of Inspiration event occurred at Allegiant Stadium on March 9, 2023.



### 2023 Women of Inspiration Honorees

Inspirational Woman in Gaming: Colleen Birch, Fontainebleau Las Vegas  
Inspirational Woman in Sports & Gaming: Melanie Gross, Golden Hearts Games  
Inspirational Woman in Sports: Qiava Martinez, Las Vegas Raiders  
Inspirational Woman to Watch: Erin Lydon, Poker Power  
Inspirational Woman of 2022: Nikki Fargas, Las Vegas Aces

# GGW: 2023 ANNUAL SPONSORS



Association of Gaming Equipment Manufacturers



MGM RESORTS INTERNATIONAL®



SEMINOLE GAMING



YAAMAVA'  
RESORT & CASINO  
AT SAN MANUEL



AMERICAN GAMING ASSOCIATION®



CAESARS ENTERTAINMENT®



McDOWELL FAMILY Foundation

