

Welcome to the much-anticipated third edition of the Global Gaming Women (GGW) newsletter. As we embark on this new chapter, we find ourselves amidst a transformative era in the gaming industry and GGW - one that promises exciting changes and opportunities for all.

Over the past few years, the casino/gambling landscape has undergone significant evolution. Empowered by technological advancements, the rise of online gaming platforms, sports betting, and the increasing recognition of gender diversity in the workforce, this industry has been shaped by a wave of positive change. With a keen eye on embracing innovation while celebrating diversity, gaming operators and others in the industry are forging ahead, breaking barriers, and championing women's participation in traditionally male-dominated sectors.

As many of you may know, the Global Gaming Expo (G2E) is a highly-anticipated event that gathers the industry's brightest minds and forward-thinkers. And this year, GGW is excited to be a part of G2E with a groundbreaking announcement that promises to take our mission to new heights. While we're saving the details for the big reveal at G2E, let's just say that this initiative will foster an environment of collaboration, empowerment, and support, ensuring that women in gaming continue to thrive and shatter glass ceilings. The stage is set, and the excitement is palpable!

**a new  
GGW  
coming  
soon...**

As we reflect on the strides made in the gaming industry, we are also mindful of the work that lies ahead. The pursuit of gender equality and diversity is an ongoing journey, and GGW remains committed to driving progress and being a catalyst for change.

Thank you for being a part of the GGW community, and we can't wait to see you at G2E for the exciting update that promises to be a game-changer!

**FOLLOW US ON SOCIAL MEDIA**



**QUESTIONS/COMMENTS ON THE NEWSLETTER?  
EMAIL US! BROOKE FIUMARA & NICOLE METRAL**

## Upcoming Virtual Master Classes

Join us for our next two one-hour curated Virtual Master Classes, programmed exclusively for GGW Members. Sign up today, spaces are limited!



Global Gaming **Women**

# VIRTUAL MASTER CLASS

AUGUST 22, 2023 - 4:00 pm - 5:00 pm PST

CRYSTAL  
*Keath*



CRYSTAL KEATH  
FOUNDER, KLARITY COACHING

### BREATHE AND RESET

Take a pause on life and hit the reset button. With all the excitement, craziness and busyness of life, sometimes what we really need is some room to breathe.

Come learn why the breath is the most powerful and effective tool to bring more vitality, clarity, inspiration and flow into your day, followed by a HypnoBreathwork session to bring you fully into the experience.

*To get the most out of this experience:*

*\*Be present in a place where you can focus on you for the time we are together*

*\*Come at least 1 hour after having eaten*

*\*Show up with an open mind and no expectations!*

*\*Feel free to bring a journal or paper so you can capture what came up for you in the session*

THIS MONTH'S VMC IS BROUGHT TO YOU BY:

**Σntain**

Space is Limited • Register Today

[www.globalgamingwomen.org](http://www.globalgamingwomen.org)

**REGISTER HERE**





Global Gaming Women

# VIRTUAL MASTER CLASS

SEPTEMBER 19, 2023 - 4:00 pm - 5:00 pm PST

SUSAN

Sotnick



SUSAN SOTNICK

ICF CERTIFIED PROFESSIONAL DEVELOPMENT COACH

## BE THE LADY BOSS

Develop Executive Presence from the Inside Out

We all know her. She is in control. People see her and instantly respect her. She is cool, collected, resilient and juggles family and work demands with humor and grace. To put it simply, she is a LADY BOSS! What the Lady Boss has that distinguishes her from others is what some like to call "executive presence." Executive presence is often called the "it" factor, but the exact definition is tough to pin down.

In this webinar, we will explore what executive presence is and how we can develop it from within. We will determine how our thoughts about ourselves and others greatly impact the way we show up and therefore, the results that we create. We will learn how, through practice, we can naturally align our thoughts and behaviors to show up authentically as truly empowered female leaders.

THIS MONTH'S VMC IS BROUGHT TO YOU BY: **BOYD®**

Space is Limited • Register Today

[www.globalgamingwomen.org](http://www.globalgamingwomen.org)

[REGISTER HERE](#)

*Save the Date!*

Ticket Sales  
Open September 1!

GLOBAL GAMING WOMEN'S 13TH ANNUAL

# KICK UP YOUR HEELS

FUNDRAISER

WEDNESDAY OCTOBER 11, 2023

5:00 - 7:00 PM

WYNN LAS VEGAS - XS NIGHTCLUB

Become a Sponsor  
for this event!  
Contact us [HERE](#).



Global Gaming **Women**



*Save THE Date*

# GGW SIP & SOCIAL

Thursday, October 12 | 8a-10a | at the Venetian



**DON'T MISS OUR NEXT EDUCATIONAL OPPORTUNITY!**



**October 24 & 25 | Oklahoma**

**Who Should Apply:**

This opportunity is tailored for women who are not currently holding a management position in the gaming hospitality, or related fields, but want to improve their knowledge, skills and abilities.

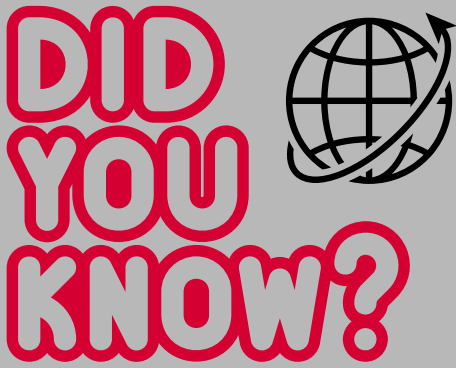
**Course Description:**

The first level of the learning pyramid at GGW is the Leadership Foundations course. This powerful program consists of two (2) full days of sessions specifically designed for women not currently in management in the gaming industry and interested in gathering foundational skills for advancement.

From Front Desk Clerks to IT Techs to Facilities Engineers to Housekeepers or other women working in the gaming or hospitality, this program is designed for you. No experience in management is required. As a stepping stone into GGW's educational programming, Leadership Foundations focuses on essential areas to build a solid foundation for leadership such as:

- Building credibility and creating your brand
- Introduction to emotional intelligence – managing your emotions under pressure
- Boosting confidence in speaking up
- Professional imaging and more

**[CLICK HERE TO APPLY](#)**



## GGW Has An International Committee!

**This quarter has been an exciting and busy one for the International GGW Committee!**

**We have established a European sub-committee, an Australia and New Zealand sub-committee, and a Canadian one – with dedicated and passionate groups of women spreading the word about GGW and how women all over the world can get involved.**

**To bring this to life, we have hosted GGW networking events and panel discussions in Malta, Gibraltar, and Australia.**



**We have been able to connect with over 200 women through these events, both in person and virtual, across Europe, Australia, and New Zealand, and we are delighted to say that our international GGW members now stretch to 690 total members.**

**What's next?**

**We will be enjoying a Mimosa networking event at the SBC conference in Barcelona in September and hoping to see many of you at G2E in Vegas in October.**



**If you would like to join the fastest growing GGW Committee, then please reach out to Grainne and/or Christie for more information.**



## Quarterly Virtual Town Hall

The first ever GGW town hall took place on August 2, 2023.

Bring your questions and join us live for our next virtual town hall, date to be announced, we can't wait to see you there!

Some questions and answers from the first town hall are listed below.

### *Town Hall Q&A from August 2, 2023:*

**Q: Can you provide information where the members are in USA?**

A: You can check out the top states in our annual report [here](#). Overall we have a large presence in Las Vegas (46%). In 2024 we have a large focus on the regional activation of GGW members in metro areas across the US.

**Q: Curious to hear how your companies/employers support these GGW networking and education initiatives?**

A: Most of our industry partners are highly supportive of our mission and some even go as far as sponsoring financial support as a dedicated commitment to contribute to our programming. For those companies that do not, we offer all of our programming for FREE to our members to ensure inclusivity through unbiased scholarship application processes. If you feel you are not getting the support you need from your organization and would like any suggestions or insight from us, please don't hesitate to reach out. [info@globalgamingwomen.org](mailto:info@globalgamingwomen.org).

**Q: You may touch on this later on but how does mentorship matching work?**

A: GGW currently hosts LeanIn Circles annually. Six to eight women are matched based on their current career trajectory, location, previous experience and overall areas of interest. Applications are open for these groups in September and there is a 1-year commitment. GGW is also looking at a new 1:1 mentorship program that will launch in 2024. We are still looking at options for the beta launch of this program, so stay tuned.

**Q: Where do I get information on joining lean in and mentorships?**

A: GGW communicates on multiple platforms. Our email communications are generally the best way to get information directly to you. Definitely recommend logging into the member portal and updating all your contact information to assure you are getting all the latest information. You'll see a prompt as soon as you login.



# Member Feature

## Michelle Hsu

**Regional Vice President of Marketing Strategy,  
Las Vegas - Caesars Entertainment**

**Years in Gaming:** 11.5      **Years in Role:** 2 Months

**GGW Leadership Conference Attended:**

**W Leadership West 2023**



***Describe your current role and tell us a little bit about how you got there***

I am responsible for developing the marketing strategy for all Caesars Rewards Resorts in Las Vegas, ensuring the company's reinvestment targets are met. Coordinate with all other marketing verticals to integrate specific strategies and recommendations on property and develop positioning in the city. Oversee relationships with partners like the Raiders, VGK, T-Mobile Arena, Sphere, etc.

I spent the majority of my career in property and corporate VIP Marketing roles. As I progressed in my career I had the desire to want to learn every aspect of Marketing. I continued to build upon my Marketing experience with each of my prior roles. Without them, I would not have been able to seize the opportunity to land my current role.

***You recently attended the GGW leadership conference, what new knowledge and skills did you gain at the Conference?***

Taking control of negative self talk! Turning those thoughts into a positive is something I continue to work on everyday.

***You were recently promoted, congrats! Tell us how the W conference helped you achieve your goals?***

Timing is everything and the W conference helped me understand how to better communicate to my manager through our different DISC Management profiles which was one piece that helped lead me to my recent promotion.

***How did attending this conference help to create valuable professional connections and networking opportunities?***

The conference helped us all connect and relate to each other on a deeper level with no judgements. To be vulnerable in those moments with other women executives naturally created a bond and greater respect among all of us. Even women within Caesars who I've worked with for years....it helped us connect on a deeper level and I now have an even larger support group.

**“ To be vulnerable in those moments with other women executives naturally created a bond and greater respect among all of us. ”**

***Do you have any advice for other women in the Gaming industry?***

Show up and be passionate about the impact you have in your role, department and company. Act as if you are the owner of your company and consistently work hard even when you think no one is watching. Continue to foster all of your work relationships and volunteer for opportunities to work with others outside of your circle. The positive impact you have on your work relationships will last a lifetime and you never know when they will prove valuable later in your career.

# BOARD MEMBER UPDATES

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*Meet Our Two New Board Members!*



**Charlene Nielson**

Director Enterprise Games  
BCLC



**Andrea Ferguson**

VP Brand Marketing & Entertainment  
San Manuel Band of Mission Indians &  
Yaamava' Resort & Casino

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*Congrats!*


Ellen Whittemore  
has been inducted into  
the AGA Hall of Fame:  
Class of 2023!



EVP & General Counsel  
Wynn Resorts

# LEAN IN

In Volume 2 of the Newsletter we highlighted some of our Lean In Circle moderators and we have a few more we want to highlight!



**Global Gaming Women**  
**LEAN IN**

**MODERATOR**  
*Spotlight*



**TANYA DEVEREAUX**  
Sr. Project Manager, Global Proposals  
Scientific Games

LEAN IN CIRCLE MEMBER: **3** years



**Global Gaming Women**  
**LEAN IN**

**MODERATOR**  
*Spotlight*



**MONICA CHIDICON**  
Senior Manager - PMO New Markets  
BetMGM

LEAN IN CIRCLE MEMBER: **1** year



**Global Gaming Women**  
**LEAN IN**

**MODERATOR**  
*Spotlight*



**CECILY LEEMAN**  
Technology Service Center - IT Service Management  
MGM Resorts International

LEAN IN CIRCLE MEMBER: **1** year



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## 2023 W Alumni Conference Recap

GGW held the W Alumni Conference in Las Vegas in June, featuring 19 women who have participated in the W Development Conference in the past. The 2-day alumni event focuses on how members can “pay it forward” and invest in GGW opportunities for existing and future members.



“ The GGW Alumni conference reenergized me and inspired me to think differently. Being surrounded by the most powerful and insightful talent in the industry inspires me to be better and be an advocate for others in the space. I feel more confident and ready to continue to make an impact in this industry.

Testimonial from  
Cassie Brickman  
CEO of Betting Hero

”



## Recent GGW Networking Events



Thank you to  
KPMG for  
sponsoring!



## NETWORKING BREAKFAST

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# KONAMI

## 2023 Las Vegas Leadership Foundations Recap

Congratulations to all the outstanding gaming professionals of this year's Leadership Foundations Conference held in Las Vegas in July. 34 women participated in two full day sessions designed for gathering foundation skills for advancement.



“ This conference allowed me the opportunity to meet a lot of amazing women from all across the gaming industry and to network and share commonalities that have been an amazing experience. Definitely apply. You won't regret it.

Testimonial from  
Alana Williams  
Service Delivery at  
Aristocrat





## Editors' Corner: Meet the Editors of Our Newsletter



**Brooke Fiumara**

**co-Founder & co-Chief  
Executive Officer at Optx**

***Years in Gaming:*** 16 Years.

***Years in GGW:*** 4 Years.

***Involvement in GGW:*** Co-Chair, Marketing Committee.

***Why did you join GGW?*** Joining Global Gaming Women is driven by my passion to foster the advancement of women in the gaming industry. It's a fulfilling endeavor for me as I continue to witness the growth of our community and see firsthand how GGW's initiatives can help women realize their value in this demanding industry. The future for women in the gaming industry is bright and I am honored to be a small part of the progress we as a community are making.



**Nicole Bartz Metral**

**Former Associate Attorney at  
Blank Rome LLP and soon to be  
Corporate Counsel at  
DraftKings**

***Years in Gaming:*** 11 years as a lawyer and 3 years in gaming.

***Years in GGW:*** 1 year.

***Involvement in GGW:*** Member of the Marketing and Education Committees and Lean-In Circle participant.

***Why did you join GGW?*** My first GGW event was last year at Kick Up Your Heels at G2E and I was blown away. So many women supporting and encouraging each other and it felt like such a close knit group, and I wanted to get more involved. My colleague and I happened to meet a Board member in line at the event who told us more about the organization, the educational and career advancement opportunities GGW provides, and how we could get more involved. I dove head first to get involved and it has been a wonderful year!

None of this would be possible without the support of our amazing Sustaining Sponsors who have committed their long-term support to GGW, enabling us to deliver on our mission.

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