



Global Gaming **Women**

Activities Spotlight

Courage. Integrity. Leadership.

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

Courage

Integrity

Leadership

Global Gaming Women 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 wide 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, **GGW** 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.

BOARD OF DIRECTORS

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General Manager
Rideau Carleton Casino (Hard Rock Ottawa)

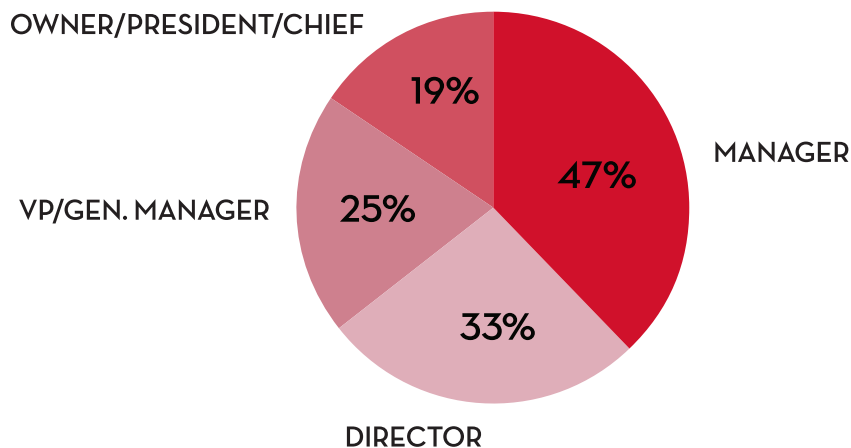
Tiffany Widdows-Sides

Executive Director of Marketing Operations
Station Casinos

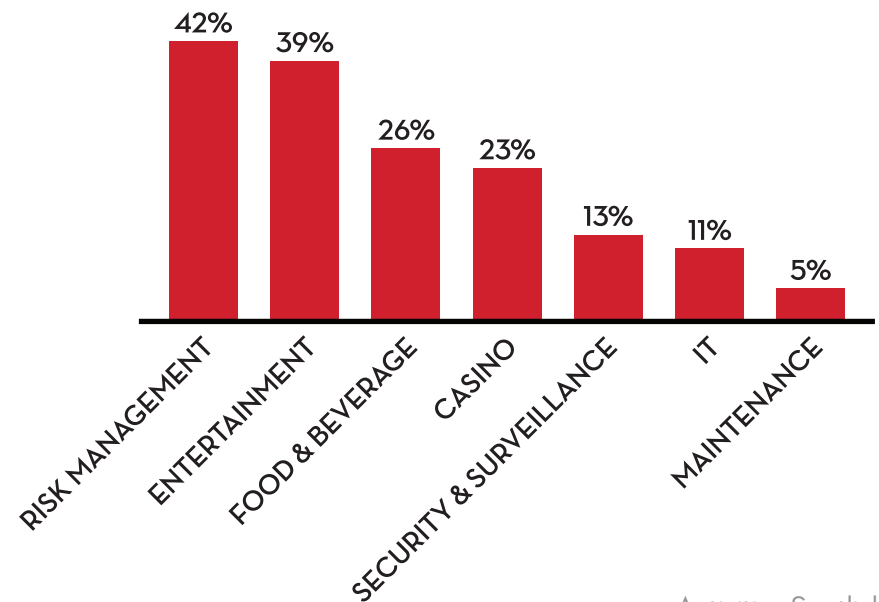
Results of this study support a gender leadership gap in gaming. The higher the position, the fewer women there are. When women do lead, they are more likely to be found in traditionally women-dominated departments, like HR, that are generally not perceived as tracks to the boardroom.”



Management Roles Held by Women in Gaming



Departments Lacking Female Leadership



Over 8000 members in the GGW Network

OVER 50

Companies Represented

OVER 20 GGW LEADERSHIP EVENTS ANNUALLY

300

EDUCATIONAL SCHOLARSHIPS AWARDED ANNUALLY

GGW at G2E 2019

450

LEAN IN BREAKFAST ATTENDEES &

12000+

Attendees at G2E Educational Track



4000+

Kick Up Your Heels Attendees

45

MENTORS



SHONETTE HARRISON CAREW

Director, Strategic Marketing & Communications at Nemours Children's Health System

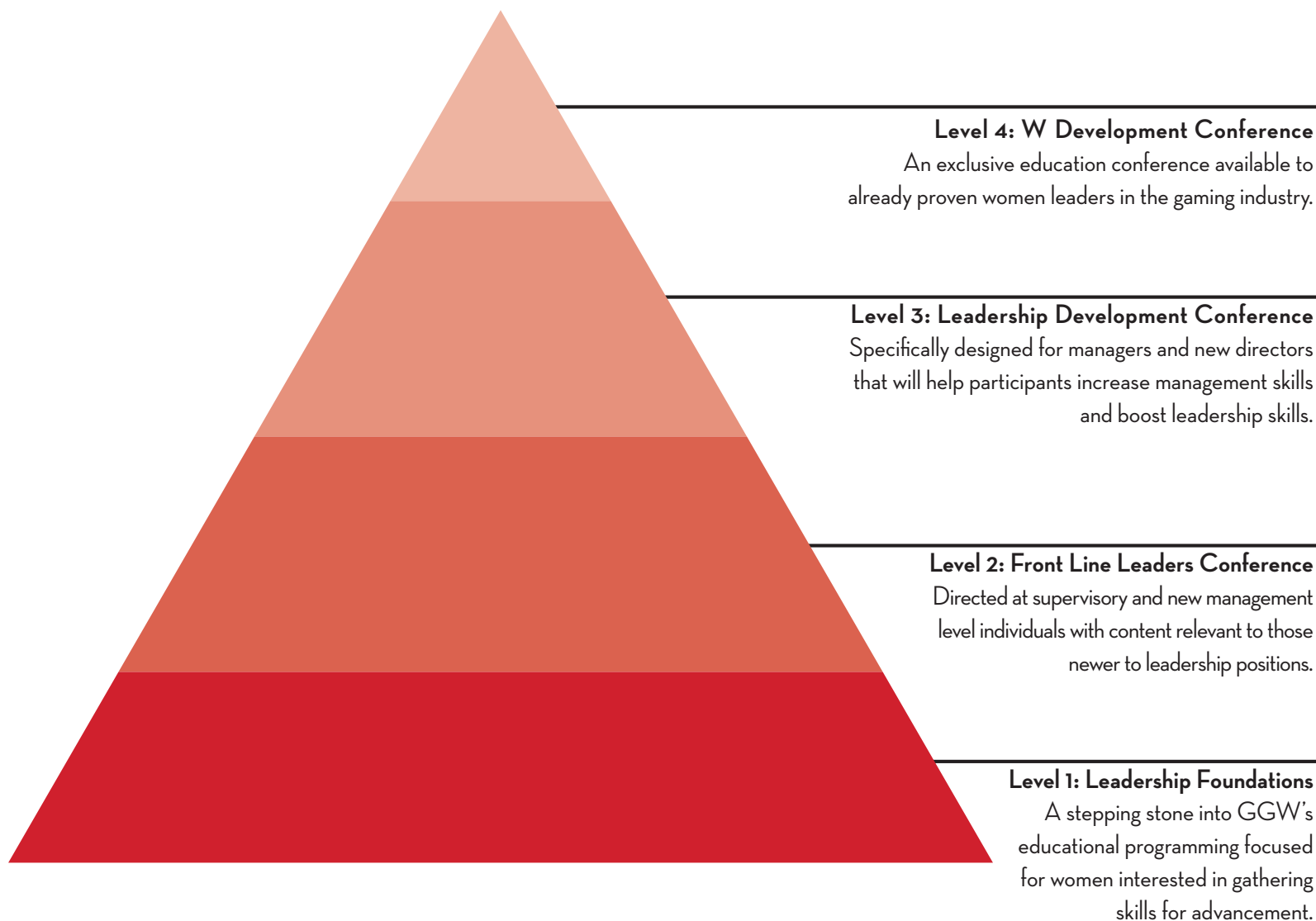
- Board Member and Recipient of the Patricia Becker “Pay it Forward Award”
- Panelist, GGW Conversations of Substance: Gender + Race in Gaming
- Strategic Planning Committee
- W Development Conference Alumni
- Years in Global Gaming Women: 6

Shonette Carew became the Strategic Director of Marketing for Nemours Children's Health System 4 months ago mid-COVID because she knows the agony of being a parent worried about your child. Prior to this role, she developed her leadership and business acumen as a trailblazer in hospitality for over 20 years. Shonette has held VP Marketing/ Casino Marketing roles for a variety of casinos such as Hollywood Casino Perryville, Valley Forge Casino Resort and Harrah's Casino Philadelphia to name a few. Prior to Marketing, she ran operational divisions including Hotel Operations, Event Management, Food and Beverage, Retail and Rewards Centers and Customer Service. Whether working to deliver high quality services in children's healthcare, hotels and hospitality, financial services or gaming entertainment, Shonette has had the privilege to help create and reinvent the service delivery process for a number of industries.

“Shonette supports adding diverse perspectives and opinions to any conversation and values the depth that brings. It makes us all richer.”

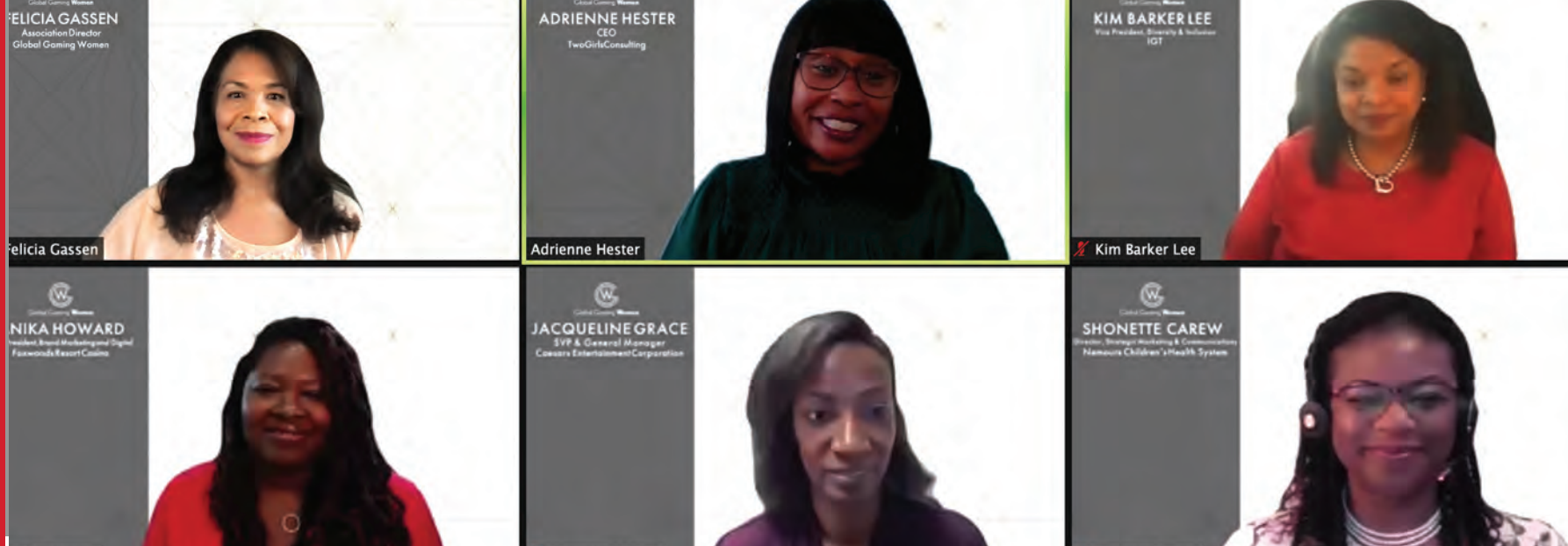
EDUCATION

DEVELOP BUSINESS SKILLS
AND PERSONAL GROWTH



“Learning and experiencing the special nuances of the gaming industry through the eyes and contributions of successful women in gaming has been instrumental in my growth, leadership and success in my position and the gaming industry.”

Lorrie Bamford, Chief Compliance Officer and General Counsel, Gaming Capital Group – W Development Alumni, 2018



GGW WEBINARS

Beginning in April of 2020, GGW made a hard pivot to serve our membership online. Launching three distinctly exceptional webinar series, GGW has increased membership engagement to an all-time high.

Virtual Master Class Series

Presented by the GGW Mentorship Committee the Virtual Master Class Series was designed to help members stay connected, up skills, and feel supported. Over 18 classes have been produced and presented to date.

Trailblazers: Power of Questions

Led by host Katie Lever, GGW presents a 40-minute webinar that invites a compelling woman trailblazer to provide her unique perspective to ten questions. Eight of the questions are always the same and two are selected by viewers' vote.

Some Trailblazers to Date:

Cath Burns, EVP Customer experience Aristocrat Technologies
 Mary Beth Higgins, CEO, Affinity Gaming
 Elaine Hodgson, President/ CEO Incredible Technologies
 Siobahn Lane, Chief Commercial Officer, Gaming Division, Scientific Games

GGW Presents: Conversations of Substance: Gender + Race in Gaming

This webinar series will be both an ongoing dialogue and discussion that offers all GGW members strategies, real-world experiences and frameworks for addressing challenging conversations surrounding race, gender and equity. Panelists will discuss a broad range of topics and allow for both chat and a question and answer session. Integral to courageous conversations is an openness to learn.



CASSIE STRATFORD

Vice President of Legal Affairs and Assistant General Counsel, Boyd Gaming Corporation

- Board Member and Recipient of the Patricia Becker “Pay it Forward Award”
- Vice President and Education Committee Chair
- W Development Conference Alumni, 2015
- Years in Global Gaming Women: 4

Cassie currently serves as Vice President of Legal Affairs and Assistant General Counsel for Boyd Gaming Corporation, a publicly traded hotel and casino operator with properties throughout the United States. In addition to her involvement with Global Gaming Women, Cassie continues to be involved in Georgetown and UNLV Law alumni programs, serves as a regular volunteer for the Ask-a-Lawyer program through the Legal Aid Center of Southern Nevada and is involved in various other community organizations.

“Two of my overarching professional priorities are continually developing my professional skillset and always operating with **INTEGRITY**. Global Gaming Women genuinely supports these goals by bringing together professional women who respect, support and learn from one another.”

EVENTS

BRINGING WOMEN FROM ALL
CORNERS OF THE INDUSTRY



“GGW reaches women across the country, in the UK and Canada through hosted panels, lunches and educational seminars. GGW strives to expand its reach every year.”

– Tina Kilmer, Senior Director, Gaming Laboratories International, LLC. W Development Alumni, 2015 and Events Co-Chair



GGW Around the World:

East Coast Gaming Conference

ICE London

NIGA

Southern Gaming Summit

NAGRA

Canadian Gaming Summit

OIGA

G2E

- Educational Track
- Kick up Your Heels
- Lean in Breakfast



TIFFANY WIDDOWS SIDES

Executive Director of Marketing, Station Casinos

- Board Member and Recipient of the Patricia Becker “Pay it Forward Award”
- Marketing Committee Chair
- W Development Conference Alumni, 2016
- Years in Global Gaming Women: 4

Tiffany currently serves as the Executive Director of Marketing Operations for Station Casinos, a publicly traded hotel and casino gaming company with a large Las Vegas footprint within the valley. Tiffany enjoys volunteering with various organizations throughout Southern Nevada including U.S.VETS, HELP of Southern Nevada, The Smith Center for the Performing Arts and Amanda Hope Rainbow Angels.

“Joining Global Gaming Women has given me the **COURAGE** to speak up and speak out and always know that I have an amazing group of women who have my back both personally and professionally.”



LEAN IN CIRCLES

Lean In Circles grew out of Facebook Chief Operating Officer Sheryl Sandberg's 2010 TEDTalk and is a nonprofit organization dedicated to providing women with inspiration and the support to reach their goals.

Mentors and sponsors are critical in building a career, but there are issues better discussed with peers at similar life stages or with shared goals. Research has shown that women gain confidence, learn and accomplish more in small groups.

Global Gaming Women created **LEAN IN CIRCLES**, designed to provide a peer support network for women in the gaming industry. Currently, there are approximately 150 women in the 30 GGW Lean In Circles.

56% of the women who participated in a Lean In Circle sponsored by Caesars Entertainment were promoted or took on more responsibility at work within year one.”

– Eileen Moore, EVP and Chief Human Resources Officer, Scientific Games

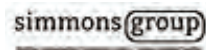
ANNUAL SUSTAINING SPONSORS



ANNUAL GOLD SPONSORS



ANNUAL SILVER SPONSORS

























Patricia Becker and
Steve DuCharme

McDowell Family
Foundation

SPONSOR BENEFITS

GGW is available to consult with you about a customized package that may provide one or more of the below potential recognitions depending on the level of your investment, subject to the discretion of GGW:

	Sustaining \$50,000	Platinum \$35,000	Gold \$25,000	Silver \$10,000
GGW Board Of Directors Seat*				
Recognition of your organization (name and logo) on GGW's website, specified social media messages, and/or at GGW programs (digital and print signage)				
Branding of events, program segments, named speakerships or collateral at GGW's in-person or online development conferences				
Potential presentation of a representative of your company as panelist or speaker at an online/in-person conference				
Exclusive educational conference at company's property Leadership Foundations**				
Two guaranteed educational conference spots per year (Subject to candidate qualification)				
Committee Seat (Events, Education, Marketing, Mentoring/Lean In and Finance)				
Logo Inclusion on GGW Website Scroll and Sponsorship Page				
Social Media Exposure Across GGW Social Media Channels				

GGW offers tailored sponsorship opportunities for GGW educational events and programs outside of its core programming.

*Two-year appointment to Board

**As available at time of request

BECOME A SPONSOR

- Enrich and strengthen your company culture by highlighting the importance of inclusivity
- Provide leadership resources for both men and women
- Reduce staff turnover, improve long term relations and attract talented individuals

"When highly emotional and socially intelligent women fill higher positions, not only may gaming companies perform better, other women in the organization may benefit, as well. Research is beginning to show that when more women fill higher leadership roles, gender discrimination in the workplace and the gender wage gap may be reduced for women further down the organizational ranks.

Thus, breaking the glass ceiling and occupational segregation in gaming contributes to broader gender equality goals in today's revitalized women's movement."

Source: Acker (2009) as cited in Repetti & Hoffman (2018)

HOW TO CONNECT

info@globalgamingwomen.org



“While women account for over half the hospitality workforce, there is a gap in leadership positions.”

Source: Repetti, T., & Hoffman, S. L. (2018). Glass Ceilings & Leaky Pipelines: Gender Disparity in the Casino Industry. *UNLV Gaming Research & Review Journal*, 22(1). Retrieved from <https://digitalscholarship.unlv.edu/grj/vol22/iss1/3>