



2016 Impact Report



Mission

To combine business development, leadership and social action to expand economic opportunities for the lesbian, gay, bisexual and transgender community and those who support equality for all.

Vision

A vibrant global economy strengthened through the full participation of diverse local communities.

Values

- Exchange Ideas
- Increase Visibility
- Work Collaboratively
- Celebrate Diversity
- Promote Inclusiveness
- Invest in Future Leaders

Now More Than Ever

Our 35th anniversary year began with excitement for new programs GSBA was launching. Our membership had never been stronger, more robust and growing daily. GSBA and the U.S. Small Business Administration co-sponsored the first Seattle Business Builder event which showcased small LGBT owned businesses. King County Executive Dow Constantine announced that the County would recognize LGBT Certification, making it the first government entity in Washington State to recognize and include LGBT certified businesses in their diverse supply chain. In partnership with GSBA, the Puget Sound Business Journal published the first ever edition showcasing the top 25 LGBT owned businesses which was announced at the Business of Pride event at the Paramount Theatre. It was a spectacular kick-off to Pride month.

Unfortunately, the excitement around the new economic opportunities was marred by a nationwide attack against our trans community. In Seattle, anti-trans organizations introduced several pieces of legislation which would have left our transgender family unprotected and vulnerable to attack. Fortunately, GSBA and a large consortium of nonprofit organizations came together with our legislative caucus and successfully prevented any hate legislation from becoming law. Our opponents then starting an initiative drive but the LGBTQ and allied coalition was ready and crossed the state educating people about who was really at risk and why discrimination against any one group threatened the safety and civil rights of us all. Washingtonians came through and the initiative never made it to the ballot.

We ended 2016 knowing that the post-election results demand we remain more vigilant than ever. The hard fought rights of all marginalized communities are again at risk but I am confident that our strong and cohesive community will prevent any attempt to roll back the advances we have worked for all of our lives. GSBA has hired our first lobbyist and we are ready to represent you and your business. If I ever doubted our power for one minute, it was dispelled at the annual The TASTE of GSBA: Equalux. It was only ten days after the election when more than 900 guests came together as a community to do what we do best: find joy in being together and generously gave back, raising more money than ever to support our scholars.

We are committed to open up new opportunities to support your business success. Now, more than ever, we need each other. Please stay connected and renew your membership in the only business group that promotes equality in business.

For equality,



Louise Chernin
President & CEO



Drew Ness
Board Chair



GSBA Takes a Leading Role in Defending the Civil Rights of the Trans Community

Six bills attacking the transgender community were introduced in the Washington State Legislature in 2016. Through intense efforts by the LGBT community and our allies, only one bill came up for a vote, and was subsequently defeated by a vote of 25-24, with three Republicans joining most Democrats in opposition. GSBA was a founding member of the **Washington S.A.F.E. Alliance** to fend off these anti-trans bills, working with the coalition's lobbyist in Olympia.

After failing at the Legislature, opponents of equality then filed Initiative 1515 which aimed to take away basic nondiscrimination protections for transgender Washingtonians. GSBA organized and led the business coalition within the Washington Won't Discriminate campaign against I-1515's attempt to roll back our 10-year old LGBT civil rights laws. Hundreds of our businesses of all sizes signed on to support Washington's existing and critical protections, loudly proclaiming that equality is good business. In part due to the strong messaging from the business community, I-1515 failed to qualify for the ballot!



1 125 professional women gathered at the Olive 8 for the first **Women on Top** in 2016. During the evening, attendees enjoyed delicious bites prepared by Lavender Jade Catering and learned about the challenges impacting the work of our featured nonprofit partner, Planned Parenthood of the Great Northwest and the Hawaiian Islands.

Thank you to **Justice Mary Yu** for hosting the gathering and to **Women on Top** sponsor **Seattle Storm**.

2 GSBA, Wells Fargo, and the National Gay & Lesbian Chamber of Commerce partnered to provide LGBT Business Enterprise certification workshops for GSBA members.

3 Our January Business Breakfast began with networking, followed by guest speakers discussing topic **Knock, Knock. Who's There? Small Business, Can You Help Me?**. The breakfast panel included: **Brian Surratt** (Executive Director, Office of Economic Development), **Nancy Porzio** (District Director, U.S. Small Business Administration), **Hyeok Kim** (Seattle Deputy Mayor), **Joe Fugere** (Owner, Tutta Bella Neapolitan Pizzeria), and **Dani Cone** (Owner, Fuel and Cone & Steiner). *Event Host: Fairmont Olympic Hotel.*

Building Bridges: The 36th Annual Business & Humanitarian Awards Dinner



The Business & Humanitarian Awards honor businesses and business leaders who are successful, exemplify the highest standards of their profession, promote diversity and inclusion in the workplace, demonstrate leadership, and invest time and resources into their community. The 36th Annual Business & Humanitarian Awards Dinner was held on February 16, 2017 and featured Keynote Speaker **Jonathan Capehart, Governor Jay Inslee, Mayor Ed Murray, and emcee Gary Tucker.**

“NEVER HAS THE THEME OF BUILDING BRIDGES BEEN MORE RELEVANT. IF WE ARE TO FLOURISH AS A COMMUNITY, WE MUST VALUE OUR LOCAL AND INDEPENDENT BUSINESSES, SUPPORT OUR NONPROFITS THAT STRETCH TO MEET THE NEEDS OF THOSE WHO MAY NO LONGER GET GOVERNMENT SUPPORT, PROVIDE SAFETY FOR OUR MOST VULNERABLE AND COME TOGETHER TO RECOGNIZE, VALUE AND CELEBRATE THE STRENGTH WE HAVE WHEN WE ALL WORK TOGETHER.”

— LOUISE CHERNIN, GSBA PRESIDENT & CEO

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And the recipients are...



Business of the Year: ZippyDogs, Elise Lindborg and Kelli Henderson, Co-Owners



Community Leader of the Year: David Breland MD, MPH, Seattle Children's



Community Leader of the Year: Aidan Key, Gender Diversity



Business Leader of the Year: Ann Paris, Paris Insurance Services, Owner



New Business of the Year: 701 Coffee, Sara Mae Brereton and Rachel Brereton, Co-Owners



Special Recognition - Voice of Economic Justice: Dow Constantine, King County Executive



Corporate Leader of the Year: John Zmolek, Verity Credit Union, President/CEO



Nonprofit of the Year: YouthCare, Melinda Giovengo, PhD, CEO & President



President's Award: Sara Elward

Young Pros with Pride

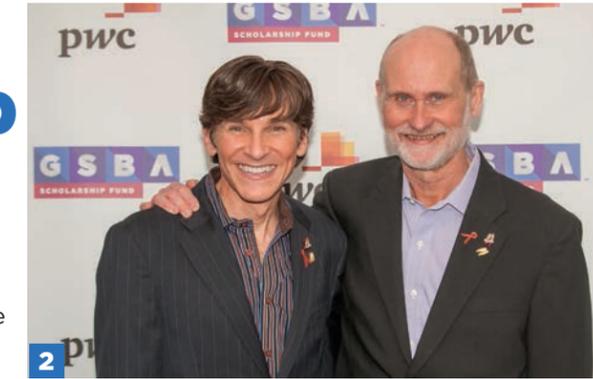


The GSBA's Young Professionals with Pride is dedicated to providing Seattle's LGBT and allied young professionals unique and valuable opportunities to enhance personal and professional development through social, educational, and philanthropic activities. Over 350 young pros attended social and educational programs sponsored by Verity Credit Union in 2016.

Special thanks to event hosts **Columbia Tower Club, Gordon Biersch, WeWork, and Whitepages;** and to media partners **C89.5, Encore Media Group, Pacific Publishing, and Seattle Gay Scene.**

Thank you to our Scholarship Fund Donors!

You are changing the world! Your donation to the GSBA Scholarship Fund is an investment in the future. The belief you place in these future leaders is the fuel that helps them realize their goals and dreams. You are giving these scholars the gift of education and they are giving us a future full of hope and equality. This work could not happen without you. We wish to thank each and every one of you for your generosity and for being part of the amazing community of support.



1 Michael Melancon and Glenn Johnson, *Bright Horizon Scholarship Fund*

2 Robert Rhodehamel and Dana Snyder, *Future Ribbons Scholarship*

3 Linda Barzilai, *David Barzilai Memorial Scholarship*

4 Tina Podlodowski, *Chester Podlodowski Scholarship*

5 Shay Thaelke, Richelle Monahan, and Kent Thaelke; *Rich Thaelke Memorial Scholarship*

6 Meade Thayer, Emerald Jewel Donor; Leslie Giblett, *Giblett Family Scholarship*; Carrie Carson, *L. Robb Scholarship*; Jennifer Moran, Emerald Jewel Donor

Creating a Trans-Inclusive Workplace

Creating a Trans-Inclusive Workplace featured an expert panel who provided information and strategies on how companies can create inclusive workplaces for their employees. Speakers included **Seth Kirby** (Oasis Youth Center), **J. Denise Diskin** (Teller & Associates), **Clark Ly** (Microsoft), **Gil Rich** (Starbucks), and **Elayne Wylie** (Gender Justice League). *Special thanks to event sponsors Dignity Memorial, Pan Pacific Seattle Hotel, and Sound Fertility.*



GSBA welcomed 318 new members and thanked 239 volunteers during our annual **New Member & Volunteer Appreciation Cruise**. Shipboard tunes for over 300 guests were provided by DJ Leslie of Seattle Parties and Tuxedos & Tennis Shoes served up a bountiful and tasty fare.

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ADVOCACY

Representing Your Small Business Voice

GSBA participated in the Mayor's Commercial Affordability Advisory Committee to find small business solutions to the Puget Sound region's affordability crisis. Elevating your voice, GSBA worked closely with the City of Seattle on several LGBT issues such as addressing rising bias crimes and implementing a ban on conversion therapy.



OUTRight Action International and Seattle Women's Pride were the **Women on Top** featured nonprofits at Frolik Kitchen + Cocktails' rooftop gathering space. *Thank you Seattle Storm, Women on Top sponsor, and media partners Encore Media Group and Pacific Publishing.*



Photo courtesy of Puget Sound Business Journal

A Lifetime of Achievement

For the first time ever, the Puget Sound Business Journal published “The Business of Pride,” a special report featuring stories that explore LGBTQ trends, issues and workplace diversity, and shining a spotlight on people, companies, policies, and progress in the Puget Sound business community.

GSBA and Puget Sound Business Journal hosted the Business of Pride Celebration to honor the report’s “Outstanding Voices” — LGBTQ business leaders, allies, and advocates making a difference in advancing equality in the corporate world.

During the evening, Louise Chernin, GSBA President & CEO, was presented with the inaugural Lifetime Achievement award.

GSBA Scholars Dinner: Investing in Tomorrow’s Leaders



The GSBA Scholarship Fund awards educational scholarships to undergraduate LGBTQ and allied students who exhibit leadership potential, demonstrate strong academic abilities, and who are actively involved in school and community organizations. Our scholars represent a diverse group of students who have dreams of making our community and the world a better place; each of them possesses the skills, talents and dedication to make those dreams a reality.

Investors in the Fund understand that today’s students are tomorrow’s leaders and are committed to supporting our community’s future leaders by providing financial resources and hope to outstanding LGBTQ and allied students. The GSBA Scholarship Fund has awarded over two million dollars since 1991.

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2016 GSBA Scholars



Amelia Abiem
University of Washington



Forrest Allison-Brown
King's College London



Mick Arieta
New York University



Heni Barnes
University of Alaska Fairbanks



Veronica Beltran Leyva
Washington State University



Nikki Bennington
Macalester College



Alessandro Lou
Seattle Central College



Zander McRae
Boise State University



Deanna Mendenhall
Fort Lewis College



Scout Osborne
Oregon State University



Rafael Padilla
University of Washington



Landyn Pan
Chapman University



Anne Bryson Doyle
University of Washington



Johnny Buck
Northwest Indian College



Krysa Campagna
Bastyr University



Michael Carrillo
University of Washington, Tacoma



Phil Christian
The Evergreen State College



Danisha Christian
Seattle Central College



Althea Poteet
University of Washington



Victor Puoci
Oregon State University



Zane Rapinan
The Evergreen State College



Zeena Rivera
Seattle University



Elizabeth Rockett
The George Washington University



Juan Serrano
Whatcom Community college



Eren Dao
Bellevue College



Maksym Dedushko
University of Washington



Marlon Do Couto
North Seattle College



Mohammed Elias
University of Washington



Jake Funkhouser
Central Washington University



Rigoberto Garcia
Seattle University



Angela Tang
Whitman college



Nyka Tucker
University of Washington



Braham Vilanueva
Gonzaga University



Julia Weaver
University of Washington



Laura Yanez Alvarez
University of Washington, Tacoma



Ruben Zecena
Washington State University



Alejandro Graterol
Arizona State University



Dustina Haase-Lanier
Washington State University, Vancouver



Eric King
University of Washington



Nick LaBerge
Claremont McKenna College



Carnella Linder
Seattle Central Community College



Adan Longoria, Jr
Walla Walla Community College

Not pictured: **Eli Bala**, Washington State University; **Olivia Barrell**, DigiPen Institute of Technology; **Katherine Cavanaugh**, University of Washington; **Miriam Chappelka**, University of Pennsylvania; **Melissa Ebben**, University of Washington; **Aiysha Garcia**, Central Washington university; **Aysha Kloub**, Pacific Lutheran University; **Chantelle Korver**, Bastyr University; **Hannah Middlestead**, Rensselaer Polytechnic Institute; **Ernesto Morfin Montes de Oca**, Duke University; **Ash Peers**, Western Washington University; **Mara Rae**, University of Washington Tacoma; **Alejandra Silva Hernandez**, University of Washington; **Parisa Yekalamlari**, New York University



Strategies, Struggles, and Successes

GSBA members **Tom Norwalk**, CEO, Visit Seattle; **Kyle Levine**, Alaska Airlines; **Mason Smith**, Airbnb; and **Kelly Clark**, Holland America Line, shared their strategies and successes in marketing to the LGBT community during the annual **Pride Luncheon**.

Special guest **Isel Calzadilla Acosta**, a leader in Cuba's movement against homophobia, works with CENESEX, Cuba's National Center for Sex Education, to build a nationwide LGBT network. CENESEX is funded by the government and headed by Mariela Castro (daughter of Raúl Castro). During her discussion, she addressed human rights, travel opportunities, and safety for LGBT visitors to Cuba.

Prior to the luncheon, guests visited a mini-expo featuring over 20 hospitality and tourism members.

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1 ADVOCACY

Standing Up For Your Right to Make Decisions About Your Own Body

Supporting everyone's rights to make decisions about their own bodies has always been central to LGBT civil rights, and attacks on women's health are being waged for the same reasons and by the same people who oppose LGBT rights. Supporting a woman's right to choose has been an explicit platform in GSBA's legislative agenda for years, and your response to the call to action was inspiring! Like with marriage equality, GSBA led the business community in an amicus brief of business leaders to the U.S. Supreme Court in the Whole Woman's Health v. Hellerstedt over a law meant to outlaw abortion in that state. The Supreme Court struck down the law, agreeing with many of the points made in our amicus brief in their decision.



2 GSBA, Travel Gay Seattle, and the GSBA Scholars represented the chamber and its members at over 12 parades and events in the PNW and Canada during Pride Month.

2 GSBA kicked off Pride Weekend with an extraordinary conversation with a delegation of LGBT civil rights activists from South Africa, Ghana, Guyana, India, Nepal, Taiwan, Haiti, Mexico, Slovakia, Poland, Italy, Mozambique, Cabo Verde, Rwanda, Uganda, Nigeria, the Democratic Republic of the Congo, Turkey, Palestine, South Korea, and Kazakhstan.

During the visit, GSBA shared our community's struggles, your success stories, and heard about the challenges our LGBT family faces around the globe. We were humbled by the tremendous work they are doing in their communities and honored to spend time with them throughout Pride weekend.

BUSINESS

The US Small Business Administration, GSBA, and the National Gay & Lesbian Chamber of Commerce presented **LGBT Business Builder**, an historic national initiative to highlight the benefits of LGBT Business Enterprise Certification, increase the number of firms that are certified, and connect local businesses to SBA programs and services.

Following the event held at Seattle Central Library, attendees had the chance to connect with leaders from the US SBA, NGLCC, national LGBT business leaders, local LGBT business owners, and corporate procurement officers over wine and hors d'oeuvres at the beautiful Visions Room on the 28th floor of the Renaissance Hotel. *Thank you to Reception Sponsor 1st Security Bank.*

King County Creates History in Recognizing LGBT Certification

Opportunity and access are key ingredients for ensuring the success of small businesses. GSBA thanked Executive Dow Constantine for his leadership in making King County the **first government agency in the Northwest to recognize LGBT certification**. By recognizing and tracking certified LGBT-owned businesses that apply for contracts, King County continues its longstanding commitment to equality, diversity and opportunity for all. Executive Constantine's action was a direct result of his participation in GSBA's LGBT Business Builder event in June.



1

1 During our non-partisan, pre-primary **Candidate Reception**, members had the opportunity to meet over 70 candidates running for city, county, state, and judicial positions. GSBA is proud to offer the largest civic engagement events aimed specifically at the needs of the LGBT community in the Seattle region. Thank you to Program Sponsor **Victory Fund**, Event Host **Precept Wine**, and Media Sponsors **Encore Media Group**, **Pacific Publishing**, and **Seattle Gay News**.



2

2 Over 20 GSBA members attended the NGLCC 2016 International Business & Leadership Conference in Palm Springs, CA. GSBA staff members made presentations on topics such as Board Development; The Secrets of Securing Strong Corporate Partnerships; and The Power of LGBT Tourism to Boost Chambers, Businesses and Equality. During the conference, **GSBA was awarded a \$10,000 Wells Fargo grant** to support its LGBTBE certification and education program, as well as the **2016 Impact Award** recognizing the success of our Travel Gay Seattle initiative.



3

3 In recognition of their generous support, the GSBA Scholarship Fund and Holland America Line invited Ruby and Emerald donors to an elegant luncheon aboard the ms Amsterdam. The afternoon featured entertainment, a 4-course luncheon, and the opportunity to hear from our scholars.

LGBT Candidate Forum



G SBA presented the only forum organized by and for the LGBT community in our region. Moderated by **Deborah Brandt**, the forum featured 7th Congressional District candidate **Brady Walkinshaw**, Secretary of State candidate **Tina Podlodowski**, 43rd Legislative District candidates **Nicole Macri** and **Dan Shih**, and Superintendent of Public Instruction candidates **Erin Jones** and **Chris Reykdal**. The Forum focused on issues specific to the LGBT community relating to civil rights, economic development, and education.

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ADVOCACY

Bringing Politicians to You

Being a connector is one of GSBA's most important roles. We brought your concerns to Washington's Congressional delegation (including Senators **Patty Murray** and **Maria Cantwell** and Representatives **Suzan DelBene**, **Denny Heck**, **Derek Kilmer**, **Rick Larsen**, **Jim McDermott**, **Dave Reichert**, and **Adam Smith**) many city and county councilmembers across our region. In addition, we hosted the **US Deputy Secretary of Labor** in our office, and dozens of candidates and elected officials at our two annual election-related events. Elected officials see our community as an effective and important constituency, and GSBA is never disappointed at how you turn out to voice your positions.



GSBA presented the first-ever **The Business of Pot** with panelists: Meg Owen, Senior Digital Marketing Manager at Leafly; Alison Holcomb, Director of the ACLU Campaign for Smart Justice; Sam Méndez, Executive Director of the Cannabis Law & Policy Project; Oscar Velasco-Schmitz, co-owner of Dockside Cannabis; Jody Hall, owner of The Goodship. *Thanks Presenting Sponsor **Leafly** and Event Host **Melrose Market Studios**.*



Some of our favorite mixologists battled it out for Best Bartender, Best Décor, and the coveted Best Cocktail. During the evening, guests voted Tutta Bella's l'Incanto della Luce to be served at TASTE of GSBA: Equalux, Lobby Bar at Pan Pacific won Best Décor, and Gregg Holcomb of Witness won Best Bartender for the third year running.

We announced the winners of the Amtrak Honeymoon Train contest, and DJ Leslie of Seattle Parties and aerialists kept us dancing and amazed.

Participating bars and restaurant: Big Marios, Frolik Kitchen + Cocktails, The Lobby Bar at Pan Pacific, Lost Lake Cafe & Lounge, Pennyroyal Bar, Red Cedar & Sage, SkyCity Restaurant, Sur 16 Restaurant, Terra Plata, Tutta Bella, Witness.

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Ethnic Chambers Invite GSBA to Join Coalition



GSBA and the Ethnic Chamber of Commerce Coalition (ECCC) were jointly awarded a \$285,000 grant by the Seattle Office of Labor Standards to do business outreach and education around the city's labor laws. This coalition includes the Seattle Chinese Chamber, Seattle Vietnamese Chamber, Filipino Chamber, Korean American Chamber of Washington, King County Hispanic Chamber, Taiwanese Chamber, India Trade Relations Committee, Business Impact Northwest, OneAmerica, Cascadia Consulting, and the Eritrean Community in Seattle organization. GSBA was honored to be formally asked to join ECCC to further their work in raising the voices of small, minority, and immigrant businesses in the region.

ADVOCACY

Success at the Ballot Box

Every ballot measure endorsed by GSBA in 2016 passed. This included expanding the **Seattle Housing Levy**, funding a comprehensive regional mass transit system (**Sound Transit 3**), creating **Emergency Risk Protection Orders** (I-1491), and raising the statewide minimum wage and implementing **paid sick and safe leave** (I-1433). Your voices as progressive, solutions-oriented small business owners continue to resonate across the state.

The TASTE of GSBA: Equalux raises over \$850,000!



The TASTE of GSBA: Equalux was about a community coming together for its own. We were thrilled to see over 800 guests enjoying each other's company, wonderful food, incredible wines, outstanding entertainment; and giving so generously to the GSBA Scholarship Fund. \$856,000 was raised to provide education, hope, and a better future for LGBTQ and allied students.

Celebrity Chefs | Tamara Murphy, Jerry Traunfeld

The Wine District | Bartholomew Winery, Elsom Cellars, Fidelitas Winery, Five Star Cellars, Goose Ridge Estate Winery, Gorman Winery, Laurelhurst Cellars, Nota Bene Cellars, Structure Cellars, Va Piano Vineyards

Exquisite Delights | Barrio Mexican Kitchen + Bar, The Hi-Life, Lost Lake Cafe & Lounge, Red Cedar & Sage, Seastar Restaurant and Raw Bar, Taylor Shellfish Farms, Tuxedos and Tennis Shoes Catering, Two Tartes Catering

Entertainment | The Love Markets, astounding acrobatics and aerial work by Terry Crane and Erica Rubenstein, and thrilling performances by light dancers Leslie Rosen and Kim Brown. Special thanks to Martha Enson (EnJoy Productions), Llysa Holland (theatre simple), and Victor Janusz.



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Challenging Seattle

If there was one person we needed to hear from following the 2016 election, it was former Governor **Christine Gregoire**. We were fortunate that she joined us at the Annual Meeting and Holiday Luncheon and shared her perspective of the impact the election would have on our region.

As a vital voice in the economic landscape, former Governor Gregoire leads Challenge Seattle, a private sector initiative created to take on challenges that must be addressed to ensure our region continues to grow, transform, and thrive, while maintaining our quality of life.

The Annual Meeting was also our time to thank you, our membership, and our Board of Directors — and to announce the 2016 Business & Humanitarian Awards recipients.

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- Travis Mears**, *Director of Development & Scholarship Programs*
- Meridian Meyer**, *Sr. Membership Services Manager*
- Mark Rosén**, *VP of Development & External Relations*

GSBA's first scholarship was founded in

1991

\$7,500
average GSBA scholarship

623
SCHOLARSHIPS AWARDED TO DATE

GSBA represented its membership at over

12

Pride events in the PNW and Canada

715,000
GSBA Guide & Directories have been distributed to date



Through your generosity, **55 scholarships** were awarded this year!

In 2016
55
EXTRAORDINARY SCHOLARS
45 undergraduate scholars
14 new scholars
10 graduate scholars

78%
of our students identify as a person of color

1,148 GSBA MEMBERS

239
VOLUNTEERS

OVER **45**
PROGRAMS AND EVENTS
FOR MEMBERS TO CONNECT, ENGAGE, AND GROW



2016 BY THE NUMBERS



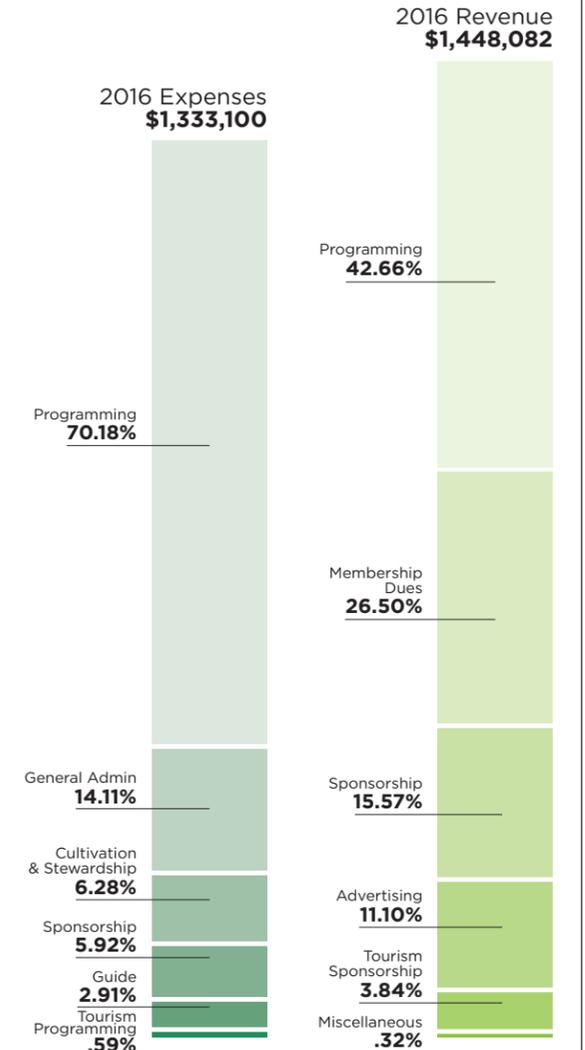
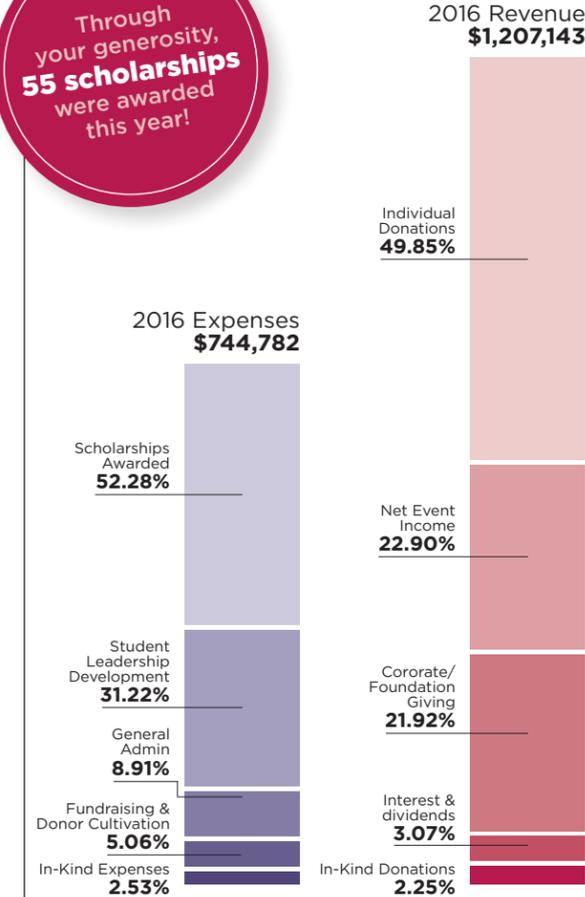
Income Statement

TOTAL ASSETS
12/31/2015 12/31/2016
\$2,323,839 **\$2,702,702**
Net Revenue: **\$378,863**
Scholarships Awarded: **\$410,000**



Income Statement

TOTAL ASSETS
12/31/2015 12/31/2016
\$836,716 **\$887,053**
Net Revenue: **\$50,337**





THANK YOU TO OUR 2016 SMALL BUSINESS AND CORPORATE SPONSORS

JEWELS OF GSBA
The Jewels of GSBA make a significant investment in GSBA and the GSBA Scholarship Fund

DIAMOND

EMERALD

RUBY

SAPPHIRE

PLATINUM PARTNER

GOLD PARTNERS

SILVER SPONSORS

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