

2014
**ANNUAL
REPORT**



GSBA'S MISSION

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

2014 GSBA BOARD OF DIRECTORS & STAFF

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Louise Chernin

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Paul Villa, The Lobby Bar

2015 GSBA STAFF

Louise Chernin, President & CEO
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Jason Dittmer, Director of Marketing and Communications
Mandy Domer, Office & Programs Manager
Matt Landers, Public Policy and Communications Manager
Victoria Odell, Business Development Manager
Ari Rosen, Membership Services Manager
Mark Rosén, Director of Programs & Fund Development
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Mitch Evans, Starbucks
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Paul Hollie, Safeco
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Dani Cone, Fuel, High 5 Pie, Cone & Steiner
Diane Coyne, Picket Fence Real Estate
Martha Davis, City Lights Sign Co.
Joe Fugere, Tutta Bella Neapolitan Pizzeria
Susan Fuller, Susan Fuller PLLC
Jenny Harding, New Chapter Weddings
Lendy Hensley, City Catering
Bobbie Lyons, Genworth Financial
Christiana Maia, Triology Chiropractic
John Rubino, Green Rubino
Sally Schultz, Sally Schultz Co. Commercial Mortgage
Karyn Schwartz, Sugarpill
Greg Serum, Your Man Friday
Mona Smith, Attorney at Law
Paul Villa, Lobby Bar

GSBA'S VALUES

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

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2014: A YEAR OF HIGHLIGHTS



As political influence grows, so does responsibility for “doing right”. What does it mean to “do right” by our members, the LGBT community or the community at large? What does it mean to be looked up to as a leader in the community? By the very nature of being both a business and civil rights organization, we have to balance addressing workplace policies which may be challenging for small businesses but are important if we are to achieve our highest goal of equality for all.

GSBA is very blessed in that we continue to grow in numbers and stature, and with that comes an increase in responsibility. As a successful business organization, we are invited to sit around many tables and work with other chambers and elected officials and, in this role; we are compelled to speak out about diversity in the workforce, creating an inclusive workplace culture and supporting small business. As the only business chamber with an LGBT Travel Initiative, we have taken on the responsibility of representing our region at travel expos all over the country, taking pride in our role in bringing in new tourism

revenue to our city and state. As an LGBT organization, we remain steadfast in our commitment to civil rights and equality and continually raise awareness about the importance of our own community supporting our LGBT and allied businesses. And, as a Chamber that supports a significant scholarship fund, we must advocate for funding for higher education and a system that embraces LGBTQ students.

GSBA wears a lot of hats and works in many arenas, which is both greatly rewarding and challenging. We are often asked how we can take leadership in so many areas and the answer, given the complexity of our work, is rather simple. GSBA has an engaged membership of over 1100 business and nonprofit members, an incredibly hard working Board of 30 business leaders and a dynamic and skilled staff. Perhaps, our most powerful tool is that the sum of our parts is one powerful team with our eyes on a shared prize of economic prosperity and equality for all.

For equality,

Louise Chernin
President & CEO

Martha Davis
Board Chair

A YEAR OF HIGHLIGHTS

- GSBA completes a brand analysis led by GSBA member, Green Rubino
- GSBA unveils new logos for GSBA and the GSBA Scholarship Fund
- GSBA expands to a second office in its building at 400 E Pine
- GSBA creates two new high-level advisory groups: Small Business Council, Tourism Advisory Board
- GSBA hosts the Western Business Alliance (WBA) Leadership Summit (a coalition of 15 LGBT west coast business chambers)
- GSBA is presenting partner for One Love Wedding Show
- GSBA President & CEO appointed to the Board of the Seattle Metropolitan Chamber of Commerce, the SAM Education & Community Outreach Committee, and the Chancellor's Advisory Board of the Seattle Colleges
- GSBA Co-Sponsors reception for the International Gay & Lesbian Human Rights Commission (INGHRC)
- GSBA meets with LGBT delegations from Russia and China
- GSBA Sponsors region's only LGBT Candidate Reception and Candidate Forum
- GSBA takes a leadership role in providing city input on impact of \$15 minimum wage on small business.
- GSBA, in partnership with BECU, presents a surprise \$5k award to the 2013 New Business of the Year and in partnership with 1st Security, a \$5k award to the 2013 Nonprofit of the Year.
- GSBA Sponsors a Diversity Career Fair held at City University
- GSBA awards \$330,000 to 45 LGBTQ and allied students



2014: A YEAR OF PUBLIC POLICY MILESTONES

In Olympia, GSBA publically supported the Washington State DREAM Act, banning conversion therapy, the Reproductive Parity Act and worked to prevent anti-equality legislators from repealing or weakening our state’s civil rights laws. As part of the Coalition for Inclusive Healthcare, GSBA worked with community and corporate partners **to end discrimination against transgender people** in the healthcare system.

On the ballot, GSBA supported Transportation Prop 1 to fund a Seattle-specific transportation benefit district, and Initiative 594 to enact universal background checks on firearm sales.

In Seattle, GSBA led the neighborhood chambers and small business groups in discussions around the Seattle **minimum wage ordinance**, providing a much-needed voice at the table. GSBA was one of the only groups to successfully meet with every Seattle City Councilmember, and we brought along member small businesses to tell their stories. GSBA representatives served on the Pay Equity Task Force, the rule making committees for the Seattle minimum wage and wage left laws, and the Labor Standards Advisory Group creating the new Office of Labor Standards. GSBA staff was invited by Mayor Ed Murray to participate in community gatherings around violence against the LGBT community throughout Seattle.



GSBA frequently **hosted elected officials** to talk about the priorities of our members and current public policy initiatives. Guests included U.S. Congressman Adam Smith; Seattle City Councilmembers Sally Bagshaw, Sally Clark and Tom Rasmussen; State Senator Marko Liias; and State Representative Brady Walkinshaw.

TRAVEL GAY SEATTLE. WHERE OUT IS IN.

GSBA's Initiative to attract inbound LGBT tourists to the greater Seattle Region

GSBA celebrates Seattle's vibrant gay scene and encourages LGBT travelers to visit our region and support our member businesses. While in Seattle, they can check out the Seattle LGBT Visitors Center, hosted by 1st Security Bank on Capitol Hill, to pick up literature and find recommendations for a diverse range of things to see and do in our wonderful city.



- Rebranding of Travel Gay Seattle, GSBA's Tourism initiative to attract inbound LGBT visitors to the greater Seattle region
- Opened the Seattle LGBT Visitors Center, only the second of its kind in the United States
- GSBA staff presented a session on the importance of partnerships in the tourism industry at the Community Marketing, Inc. Annual LGBT Tourism Conference in Ft. Lauderdale, FL
- GSBA staff led a workshop on the LGBT market and its financial impact on the hospitality industry in Washington State at the Best Western WA State Co-op meeting in Silverdale, WA



"In 2012, as we were researching the feasibility of opening a new bank branch on Capitol Hill, we had a number of conversations with Louise Chernin, CEO of GSBA. Louise and her team were tremendously helpful in our decision process. During one of our discussions, Louise mentioned that she would someday love for GSBA to host a LGBT Visitors Center on Capitol Hill. Louise said the problem was finding prime space and being able to afford the rent and staffing costs. As our bank team reflected upon the 30+ years of amazing work by GSBA to support the LGBT community, we knew we had to help. What better way to give back to our new community than to support the GSBA, one of the most amazing non-profits we have ever encountered. Long story short, our Board of Directors and management unanimously agreed to provide GSBA, at no cost, our prime Broadway facing lobby space for their LGBT Travel Center. Our branch staff also assists any visitors that have questions when visiting the Travel Center. One of our Core Values is to 'Actively support our communities.' Supporting the Travel Center helps us live up to this important Core Value."

Joe Adams | Chief Executive Officer
1st Security Bank of Washington



2014 PROGRAMS

Our monthly programs keep you informed, engaged, and connected to each other.



Business Luncheons: Business leaders throughout the Seattle region gather for networking and professional development featuring industry experts and special guest speakers. 2014 topics included Brand Identity, Tourism, the Affordable Care Act, the economic impact of the Port of Seattle and a panel on small business issues featuring all past recipients of GSBA's Business of the Year Award.

2014 luncheon speakers:

- Gary Atkins, Associate Professor of Communications at Seattle University and author of *Gay Seattle: Stories of Exile and Belonging*
- Matt Skallerud, President, Pink Banana Media; "#LGBTbiz – Implementing Advanced LGBT Social Media Marketing Strategies"
- Merryn Johns, Editor-in-Chief, Curve Magazine and Ed Salvato, Editor-in-Chief, Man About World
- Jeremy Stone, Vice President, Engineering, Clean Power Research LLC
- Chief Kathleen O'Toole, Seattle Police Department

Thank you 2014 Luncheon Sponsors:

Studio 9, Bank of America, Inn at Laurel Point, Holland America Line, Quail Park, Northeastern University, Verity Credit Union

OUTLeads: OUTLead Groups provide a forum to increase business through leads and tips. In 2014, we had 75 participants in 6 groups for a total of 144 meetings.

Prime Time: An after-hours mixer designed to foster networking with other professionals in a social setting. Prime Time Mixers are held in Seattle, on the Eastside and north of Seattle. 2014 locations included Renaissance Seattle Hotel, Argosy Cruises, the Sanctuary at Admiral, the Village Theatre in Everett and the Seattle LGBT Visitors Center.

Thank you 2014 Prime Time sponsors: 1st Security Bank, Argosy Cruises, CenturyLink, Victory Fund

Women on Top: An opportunity for professional women to connect and strengthen professional relationships in a fun and relaxing atmosphere. Each gathering featured a nonprofit organization that works to support women and/or girls. Organizations included: the Center for Children & Youth Justice, Inspire Youth Project, Gay City Health Project and the World Affairs Council. 2014 "top" locations included: the Columbia Tower Club, Whitepages.com, Smith Tower and the Space Needle.

Thank you to our 2014 Women on Top Sponsor: Moss Adams.

2014 BUSINESS & HUMANITARIAN AWARDS

WALKING THE TALK FOR EQUALITY

The Awards recognize and celebrate success, leadership and philanthropy at the Annual GSBA Business and Humanitarian Awards Dinner.

GSBA HONORED THESE BUSINESS AND COMMUNITY LEADERS:



BUSINESS LEADER OF THE YEAR
Linda Derschang
 The Derschang Group



BUSINESS OF THE YEAR
Holland America Line
 Rick Meadows, President of
 Seabourn & Cunard Line-North America



CORPORATE LEADER OF THE YEAR
The Space Needle
 Karen Olson



NON PROFIT OF THE YEAR
Ingersoll Gender Center
 Marsha Botzer



NEW BUSINESS OF THE YEAR
Urban Animal
 Cherri Trusheim, DVM



COMMUNITY LEADER OF THE YEAR
Rev. David Strong
 AIDS Housing Association of Tacoma



PRESIDENT'S AWARD
 Kirsten Weiss



SPECIAL RECOGNITION:
VOICE FOR EQUALITY
Jen Self, PhD, MSW
 Q Center, University of Washington



KEYNOTE SPEAKER:
 Justice Mary I. Yu



SPECIAL REMARKS:
 Governor Jay Inslee

Presenting Partner



Dinner Sponsors



Young Professionals with Pride: YPP provides Seattle's LGBT and allied young professionals under 40 valuable opportunities to enhance personal and professional development through social, educational and philanthropic activities. 2014 venues included: Lobby Bar, 500 East (formerly World of Beer), Mezcaleria de Oaxaca, Gay City, Rhein Haus, and the Hard Rock Café.



Career Fair: The Young Professionals with Pride Career Fair brought over one hundred job seekers to meet 27 employers at CityUniversity of Seattle. Thank you to our sponsors: CityUniversity of Seattle, Centerpoint and Cambia.

Candidate Reception: Meet candidates one on one at this unique and popular after hours Mixer held before the Primary election. 34 candidates attended in 2014.

Candidate Forum: The only LGBTQ and allied forum in the region, offering an opportunity to find out where candidates stand on issues important to the LGBT and business communities. 2014 featured races:

- LGBT candidate panel: Chris Kilduff, Joan McBride, Sen. Jamie Pedersen, Rep. Brady Walkinshaw
- 37th District Senate Candidates: Pramilia Jayapal & Louis Watanabe
- 43rd District House Candidates: Speaker Frank Chopp & Jess Spear



Thank you to our Sponsor: Victory Fund

GSBA TASTE of SVEDKA Cocktail Contest: Your chance to judge the mixology skills of GSBA member bars and restaurants. Guests help select the featured cocktail at the annual TASTE of GSBA. 2014's winner was Tutta Bella with the Quattro Stagioni based on the musical Jersey Boys.

Participating bars and restaurants:

AQUA by el Gaucho, Barrio, El Gaucho, Ethan Stowell Restaurants, Hook & Plow, the Lobby Bar, Pan Pacific Hotel, Poquitos, Ray's Boathouse, Tutta Bella, Urbane, Witness

Thank you to our Sponsors: SVEDKA Vodka, the Foundry by Herban Feast, Simply Built

Pride Month: GSBA is a proud sponsor of Seattle Pride and PrideFest.

- GSBA and Travel Gay Seattle represented at Pride on the Hill
- Over 100 volunteers marched with GSBA in the parade
- Booth at PrideFest
- GSBA participated in Vancouver Pride, Tacoma Pride, Portland Pride, and Kitsap Pride



2014 FINANCIALS

INCOME STATEMENT

2014 Revenue	\$1,224,386
2014 Expenses	\$1,127,744
Net Gain	\$ 96,642

SOURCES OF REVENUE

Programs & Events	27%
Guide Advertising	21%
Membership Dues	32.96%
Sponsorship	16%
Tourism Initiative	2.94%

EXPENSES

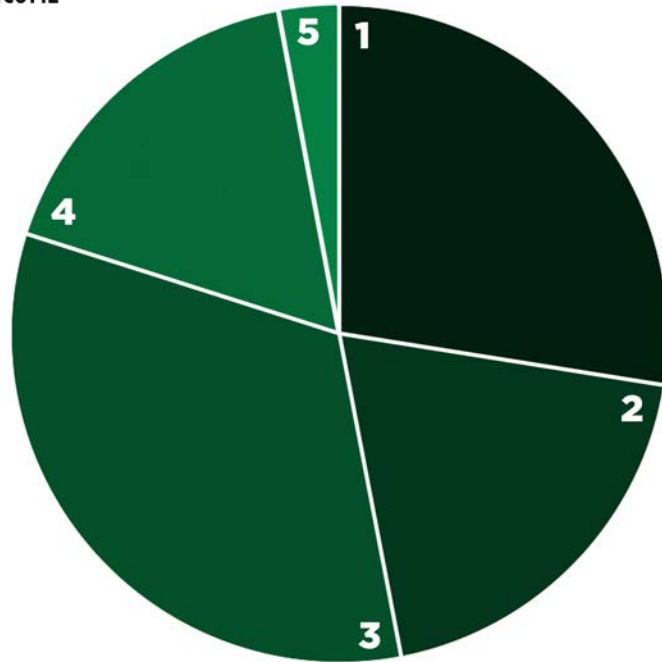
(as a percentage of total expenses)

Programs and Events	48.38%
Guide & Directory	19.03%
Membership Cultivation	7.21%
Sponsorship Outreach	12.44%
Tourism Initiative	.44%
Operating/Admin Expenses	12.05%

TOTAL ASSETS

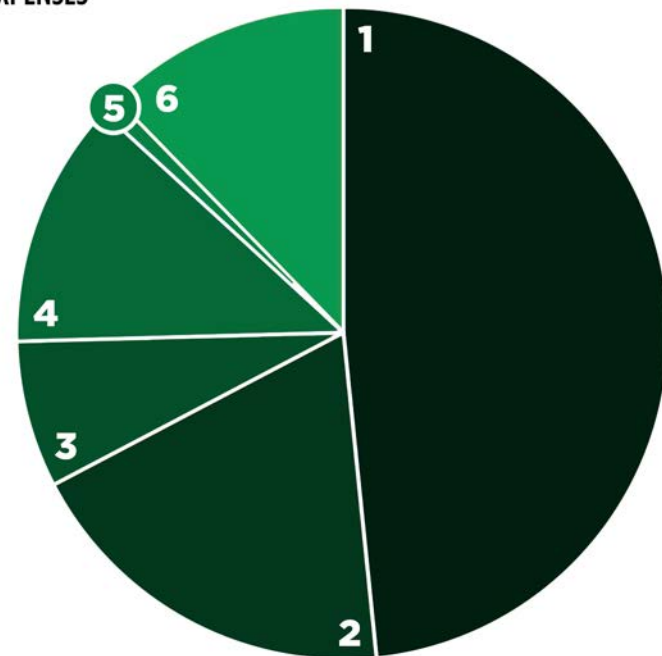
12/31/2013:	\$517,398
21/31/2014:	\$618,634

INCOME



- 1 Programs and Events
- 2 Guide Ads
- 3 Membership Dues
- 4 Sponsorship
- 5 Tourism Initiative

EXPENSES



- 1 Programs and Events
- 2 Guide Publication
- 3 Membership Cultivation
- 4 Sponsorship Outreach
- 5 Tourism Initiative
- 6 Operating Expenses

Events that Celebrate, Inspire, and Energize Our Community

Scholarship Awards Dinner:

Meet the Scholars, hear their stories and celebrate the next generation of LGBTQ leaders. On this incredibly inspiring night, \$330,000 was awarded to 42 Scholars and an additional \$102,000 was raised to support the Fund.

Presenting Partner: PwC

Sponsors: Microsoft, Carter Subaru, Goodwill, Union Bank



TASTE of GSBA:

So much more than a dinner, the TASTE is our signature annual celebration featuring restaurants and caterers, celebrity chefs, top-notch entertainment and an auction of travel, fine cuisine, outstanding wine and unique experiences. The entire night's proceeds benefit the GSBA Scholarship Fund and allows GSBA to further invest in the next generation of LGBTQ and allied leaders. The 2014 TASTE raised a record \$727,000 to support the GSBA Scholarship Fund.

Presenting Partner: 1st Security Bank

Marquee Sponsors: Alaska Airlines, JPMorgan Chase, Muckleshoot Indian Tribe, Outerwall, Precision Garage Door, SVEDKA Vodka, Vulcan

TASTE Premier Sponsors: Sound Community Bank, Thorny Rose Wines

Supporting Sponsors: Aria Style, Blue Danube Productions, Choice Linens, Fun Frames Photo Booth, Girlie Press, Reliable Movers, Team Photogenic

Celebrity Chefs: Tamara Murphy, Terra Plata; Rumi Ohnui, Cassis; Jerry Traunfeld, Poppy

Caterers: Amato Catering, Barrio, Cameron Catering, Fig Tree Ctaering, Manhattan, Ray's Boathouse, Taylro Shellfish, Two Tartes Catering, Urbane

Wineries: Bartholomew, Elsom Cellars, Fidelitas, Goose Ridge Vineyards, Laurelhurst Cellars, Nota Bene Cellars, Port Gardener Winery, Va Piano

Ruby Slipper Club Reception sponsors: Columbia Tower Club, Moss Adams Wealth Management, DML Insurance and Verity Credit Union.





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Travel & Tourism Partners

Bronze Sponsors

2013-14 GSBA Guide & Directory Sponsor

Business Development Sponsor

App Sponsors

Communications Sponsor

GSBA Sponsored and participated in these Arts, Business & Community Events

- Capitol Hill Pride
- CityClub Living Voters Guide
- Lambda Legal Garden Party
- Neighborhood Chamber Alliance
- One Love Wedding Show
- Out & Equal Regional Summit
- Out & Equal National Conference
- Portland Pride
- Seattle AIDS Walk
- Seattle International Film Festival
- Seattle Lesbian & Gay Film Festival
- Seattle PrideFest
- Seattle Pride Parade
- Tacoma Pride
- Trans* Pride
- Western Business Alliance Summit
- World AIDS Day Breakfast

Other Community Partners

- A Wider Bridge
- American Cancer Society
- American Civil Liberties Union
- Camp Ten Trees
- Capitol Hill Chamber of Commerce
- CityClub

- Downtown Seattle Association
- Entre Hermanos
- Equal Rights Washington
- Fighting for the Majority
- Fremont Chamber
- Gay City
- Gender Justice League
- Human Rights Campaign
- Ingersoll Gender Center
- International Gay & Lesbian Human Rights Commission
- Jewish Federation of Greater Seattle
- King County Coalition to End Homelessness
- Lambda Legal
- Legal Voice
- LifeLong AIDS Alliance
- Mary's Place
- NARAL
- National Center for Lesbian Rights
- National Gay & Lesbian Chamber of Commerce
- National Gay & Lesbian Task Force
- North Seattle Chamber of Commerce
- Northwest Immigrant Rights Project
- Northwest Network of BTLG Survivors of Abuse
- OneAmerica
- Out for Sustainability

- Out in Front
- Pride Foundation
- Proud, Out, and Wonderful!
- PSKS
- QLaw
- Seattle Area Support Groups
- Seattle Central College
- Seattle Counseling Service
- Seattle Girls School
- Seattle Goodwill
- Seattle LGBT Commission
- Seattle Men's Chorus
- Seattle Metropolitan Chamber of Commerce
- Seattle Women's Chorus
- South Seattle College
- Three Dollar Bill Cinema
- Victory Fund
- Visit Seattle
- Washington Alliance for Gun Responsibility
- West Seattle Chamber of Commerce
- Women's Funding Alliance
- World Affairs Council
- Youth Suicide Prevention Program
- YouthCare