



# THANK YOU TO OUR 2015 SMALL BUSINESS & CORPORATE SPONSORS

**THE JEWELS OF GSBA**  
make a significant  
investment in GSBA and the  
GSBA Scholarship Fund

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# 2015 IMPACT REPORT





# Expanding Our Impact

## 2016 GSBA STAFF

### **Louise Chernin**

*President & CEO*

### **Amy Burdick**

*Business*

*Development Manager*

### **Carlos Chavez**

*Program*

*& Events Manager*

### **Rachel Chernin**

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*& Communications*

### **Alanna Francis**

*Office & Event Coordinator*

### **Matt Landers**

*Public Policy &*

*Communications Manager*

### **Ilona Lohrey**

*Membership, Outreach*

*& Engagement Manager*

### **Travis Mears**

*Director of Development*

*& Scholarship Programs*

### **Taryn Nielsen**

*Graphic Designer*

### **Mark Rosén**

*VP of Development*

*& Corporate Relations*

Convenor and connector, words often used to describe GSBA. Being known as a business organization that brings ideas and people together has resulted in GSBA being approached by many organizations, elected officials and businesses throughout the Puget Sound region and across the country, asking for our leadership, support and endorsement. Often, the only voice advocating for small businesses, especially with our unique perspective of viewing business through a social justice lens, GSBA is experiencing great growth. Our challenge is to evaluate how to effectively grow our sphere of influence.

The GSBA Board has been discussing growth in terms of geography and whether GSBA should be representing a wider expanse of our region and state. In trying to understand the impact of growth, we were struck by the obvious: we are already a statewide organization, as evidenced by our statewide Scholarship Fund, our LGBT tourism initiative and our policy work advocating for equality in business. As we expand to meet our increased responsibilities and workload, GSBA has increased its staff and rented a second office in our building to accommodate our larger staff.

At this time, representing our state does not translate into expansion of a bricks and mortar presence but we do need to have a conscious commitment to understand the impact our decisions have across the state. Expansion for GSBA is not limited to geographic growth but increasing the depth of work we already do. Our programming, while still focused on the needs of small businesses, now includes designing programs that provide economic development opportunities for our members. The Scholarship Fund is not simply giving out more scholarships, it is deepening our support to ensure that our scholars can complete their degrees. These are exciting times for GSBA, our members, and our community as we grow and expand to meet the challenges faced by business and nonprofit leaders committed to community, equality and inclusion. Working together, we are confident we will meet today's challenges and we are excited for our future.

For equality,



*Louise Chernin*

Louise Chernin,  
President & CEO



*Louise Chernin*

Kevin Gaspari,  
Board Chair

# Creating Jobs, Generating Tax Revenue, and Driving Tourism

During our January luncheon, we heard from a panel of some of Seattle's premier arts leaders. As a top ranked city for arts and culture in the United States, our arts and cultural organizations are a major economic driver of our whole region.

The discussion was moderated by **Kate Becker, Director, Seattle Office of Film & Music.**

**Panelists included:** David Armstrong, *Artistic Director, The 5th Avenue Theatre*; Kevin Boyer, *Director of Marketing & Communications, ACT Theatre*; Linda Hartzell, *Artistic Director, Seattle Children's Theatre*; Ellen Walker, *Executive Director, Pacific Northwest Ballet*

**Event Sponsor**  
**usbank**

**Event Host**  
Crowne Plaza Seattle

**Media Sponsor**  
City Arts Magazine







1



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**1)** 70 Young Professionals with Pride kicked off the New Year at Fountain Wine Bar in the Sheraton Seattle Hotel. **2)** Women on Top hosted non-profit partner Treehouse in the Hilton Seattle's spectacular Soundview Room. **3)** Irons Brothers Construction and Shooby Doo Catering hosted Prime Time North.



## The GSBA Business & Humanitarian Awards

The GSBA Business & Humanitarian Awards honor top businesses and business leaders each year, recognizing business performance and contributions to the community. GSBA honored eight individuals and businesses at the 35th Annual Business & Humanitarian Awards Dinner on February 23, 2016.

Keynote speaker **Gina Grahame, VP of GaymerX** and advocate for the transgender community spoke about “The Power of Authenticity, the Process of Overcoming Adversity, and the Transgender Experience.”

“Being recognized for business success is not new, but being honored for understanding that success in the 21st century must also include a commitment to equality, philanthropy, and sustainable business practices. For 35 years, GSBA has stood out among business organizations, often as the lone voice for its commitment to advancing equality in business. Over 80% of GSBA members are small businesses, but the important role they play in keeping our local economy strong is huge. They are employers committed to equality, volunteers, and philanthropists, often using the limited resources they have to give back to their community. The impact of GSBA’s work has never been more evident as a growing number of businesses strive to create inclusive work places in order to attract diverse talent and a changing customer base.”

—Louise Chernin, GSBA President & CEO

photo left courtesy of Gina Grahame



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## SUPPORTING SPONSORS

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Team Photogenic  
Sal Floral Design



## And the recipients are...

**1)** *New Business of the Year*, Bulk FR8 (Wayne Levinson, President) **2)** *Business of the Year*, Tuxedos & Tennis Shoes (David Haggerty and David Meckstroth, Co-Owners) **3)** *Business Leader of the Year*, Mona Smith (Mona Smith PLLC, Attorney at Law) **4)** *Non Profit of the Year*, Ventures (Beto Yarcé, Executive Director) **5)** *Community Leaders of the Year*, Tamara Murphy and Linda Di Lello Morton (Terra Plata) **6)** *President's Award*, Kent Thoele **7)** *Corporate Leader of the Year*, Kevin Baldwin (Pacific Northwest Market Managing Partner, PwC) **8)** *Special Recognition—Voice for Social Justice*, Ana Mari Cauce (President, University of Washington)





# Bringing Economic Equality into the Movement

The March business luncheon provided the opportunity for members to meet and hear from **Justin Nelson, President and Co-Founder of the National Gay and Lesbian Chamber of Commerce (NGLCC)** and **Neil McDevitt, GSBA Ruby Jewel Sponsor, NGLCC Advisory Board Member**, on the state of the LGBT business movement, nationally and globally. Justin was joined by a panel of business leaders who gave their perspective on how supplier diversity played a role in bringing the corporate world into the movement for LGBT equality.

## Sponsors







**1)** Seattle Art Museum provided a feast for the eyes and the palate at the March Prime Time. **2)** Whitepages hosted a record number of Young Professionals with Pride in March.







## New Members and Volunteer Appreciation Cruise

We welcomed new members and thanked volunteers during our annual **Argosy Cruise**. Shipboard tunes for 300 guests were provided by **DJ Leslie of Seattle Parties** and **Two Tarts Café & Catering** outdid themselves. Special thanks to our Community Health Partner **Gay City Health Project** for supporting this amazing evening!

### Sponsors

DJ LESLIE  
*Seattle Parties*  
DJs and Live Entertainment







1) 130 professional women and the Columbia Tower Club welcomed the American Cancer Society to the April Women on Top. 2) GSBA's Matt Landers testified at the Washington State Healthcare Authority along with Coalition for Inclusive Healthcare to lift insurance exclusions based on gender identity.



# Celebrating 25 Years of Changing Lives

## **2015 marked the 25th anniversary of the GSBA Scholarship Fund!**

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.

Donors to the Fund understand that today's students are tomorrow's leaders. They are committed to supporting our community's future leaders by providing financial resources and hope to outstanding young people. Over the past 25 years, the GSBA Scholarship Fund has awarded 2 million dollars to over 500 students.





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SUPPORTING SPONSORS

Fun Frames  
Photobooth  
Girlie Press  
Team Photogenic



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1) Shay Thaelke congratulating Ruben Zecena, 2015 Rich Thaelke Scholar. 2) Second-year scholar Landyn Pan and supporters. 3) Kelly Hill, third-year and two-time Future Ribbons Scholar. 4) Vivian Valencia and Tina Podlowski congratulating third-year Scholar Jake Funkhouser.



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# 2015 GSBA SCHOLARS



**Forrest  
Allison-Brown**  
Seattle, WA  
King's College London



**Mick Arieta**  
New York City, NY  
The Evergreen  
State College



**Veronica Beltran**  
Vancouver, WA  
Clark College



**Anne Bryson Doyle**  
Seattle, WA  
University of  
Washington Seattle



**Krys Campagna**  
San Jose, CA  
Bastyr University



**Audrey Chavarria  
Calderon**  
Mexico City, Mexico  
University of  
Washington Tacoma



**Mitchell Chen**  
Sammamish, WA  
University of  
Washington Seattle



**Danisha Christian**  
Seattle, WA  
Seattle Central  
College



**Phillip Christian**  
Moses Lake, WA  
University of  
Washington



**Deanna East**  
Lacey, WA  
The Evergreen  
State College



**Melissa Ebben**  
Carlton,  
University of  
Washington Seattle



**Jake Funkhouser**  
South Bend, WA  
Central Washington  
University



**Aiysha Garcia**  
Raymond, WA  
Central Washington  
University



**Rigoberto Garcia**  
Valle de Banderas,  
Mexico  
Seattle University



**Dustina Haase-Lanier**  
Vancouver, WA  
Washington State  
University Vancouver



**Kelly Hill**  
Seattle, WA  
Antioch University



**Katy Imbrone**  
St. Paul, MN  
The Evergreen  
State College



**Lane Kaiser**  
Bremerton, WA  
Portland State  
University



**Eric King**  
Seattle, WA  
University of Washington Seattle



**Lindsey Kirkham**  
Bonney Lake, WA  
University of Washington Seattle



**Nick LaBerge**  
Tacoma, WA  
Claremont McKenna College



**Deanna Mendenhall**  
Silverton, OR  
North Seattle College



**Hannah Middlestead**  
Port Angeles, WA  
Rochester Institute of Technology



**Ernesto Morfin Montes de Oca**  
Federal Way, WA  
Duke University



**Rafael Alejandro Padilla**  
Seattle, WA  
University of Washington Seattle



**Landyn Pan**  
Bothell, WA  
Chapman University



**Jazmine Perez**  
Quincy, WA  
University of Washington Seattle



**Althea Poteet**  
Bellevue, WA  
Bellevue College



**Zeena Rivera**  
Des Moines, WA  
Seattle University



**Zane Rapiñan**  
Shoreline, WA  
Seattle Central College



**Colby Rezayat**  
Bainbridge Island, WA  
University of Washington Seattle



**Sherry Sternhagen**  
Seattle, WA  
University of Washington Seattle



**Julia Weaver**  
Bremerton, WA  
University of Washington Seattle



**Laura Yanez**  
Federal Way, WA  
Highline College



**Ruben Zecena**  
San Salvador, El Salvador  
Washington State University

SCHOLARS NOT PICTURED: **Heni Barnes** (Coupeville, WA), University of Alaska Fairbanks; **Nikki Bennington** (Shelton, WA), Macalester College; **Alik Brundrett** (Boulder, CO), Art Institute of Seattle; **Mike Carrillo** (Tacoma, WA), University of Washington Tacoma; **Chantelle Korver** (Rancho Cucamonga, CA), Bastyr University; **Ash Peers** (Gold Bar, WA), Western Washington University; **Juan Serrano** (Yakima, WA), Whatcom Community College; **Angela Tang** (Seattle, WA), Whitman College; **Harley Tonelli** (Seattle, WA), Berklee College of Music; **Mick Wiegenstein** (Hansville, WA), Portland State University; **Parisa Yekalamlari** (Gig Harbor, WA), New York University





# Innovation and Partnership

Are LGBT specific cruises, resorts and tours still sought after vacations for the LGBT community? With changing laws and an evolving world, are members of the LGBT community shifting their vacation choices to mainstream cruises and resort areas? How has the marketing of and messaging around these types of vacations changed to reach new audiences? To answer those questions, GSBA invited **Judy Dlugacz, human rights pioneer and entrepreneur**, to speak at our annual Travel and Tourism Luncheon.

In 1973, and with nine partners, Judy took a leap of faith and founded Olivia Records, which grew to become one of the industry's leading independent small labels. Judy produced 40 albums and sold more than one million records by artists such as Cris Williamson, Meg Christian, Teresa Trull, and Linda Tillery. Judy's vision and evolution continued when, in 1990, she combined two of her passions—music and travel—by hosting a “concert on a cruise.” She invited women to enjoy the performances of Olivia Records artists and scheduled activities on a completely chartered ship. The response was so overwhelming that she founded a company offering vacations exclusively created for women, Olivia Travel, which has today become the premier travel company for the lesbian community, with a 98% satisfaction rating from its guests.

## Co-presenter



## Event Sponsors

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Alaska Airlines  
MVP Airport Parking



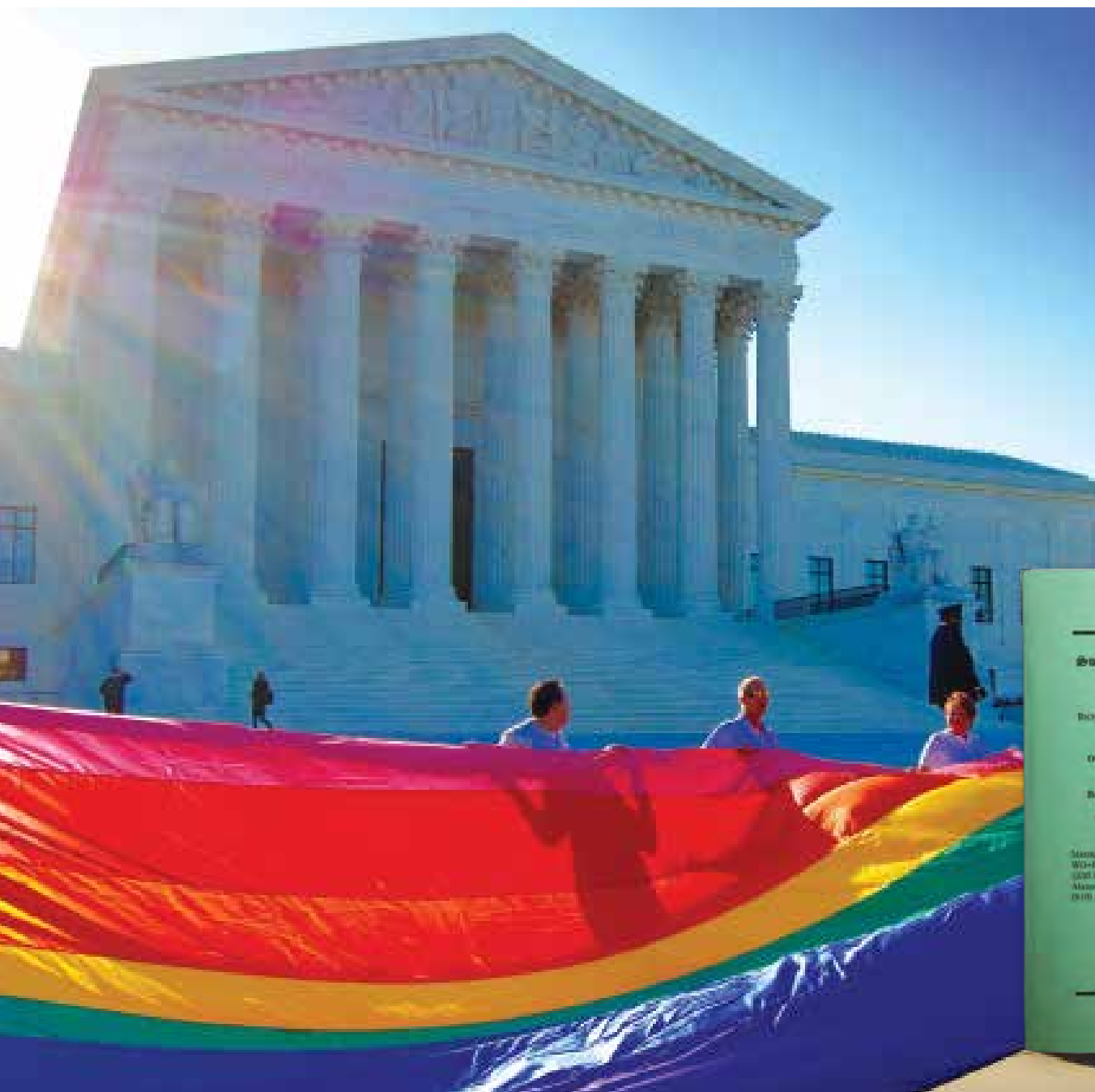


## PRIDE 2015



GSBA, Travel Gay Seattle, and the GSBA Scholarship Fund attended over 12 events in Seattle, Kitsap, Portland, Tacoma and Vancouver BC during Pride month. Special thanks to DJ Leslie of Seattle Parties, GSBA Scholars, and the GSBA Briefcase Brigade!





# Obergefell v. Hodges

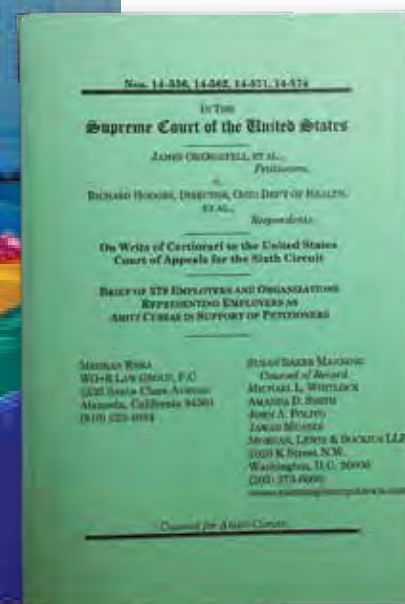
In March 2015, GSBA led the national business community in an amicus brief in the **Obergefell v. Hodges case**.

The US Supreme Court examined the nature of fundamental rights guaranteed to all by the Constitution and the evolving understanding of discrimination and inequality.

In June 2015, the Court held in a 5-4 decision that the fundamental right to marry is guaranteed to same-sex couples

by both the Due Process Clause and the Equal Protection Clause of the Fourteenth Amendment to the United States Constitution. Consequently, all remaining bans on the performance and recognition of same-sex marriages were struck down.

Prior to the case, thirty-eight states and territories already issued marriage licenses to same-sex couples.





1 Women on Top's July non-profit partner, Girls Can Do, encourages young women around the world to have big dreams and pursue them. Special thanks to program sponsor Seattle Storm and event sponsors Ray's Boathouse, Pike Place Brewing, and Young's Market Company. 2 Members had the chance to meet and talk to over 50 candidates who ran for various city, county, state and judicial positions at our Candidate Reception hosted by RD House Real Estate & Property Management Inc., and the Victory Fund & Institute.





# The TASTE of SVEDKA Cocktail Contest



A **fabulous cast of local mixologists** created show-stopping craft cocktails. During the evening, guests voted for Ernest Loves Agnes' "Mother Darling" cocktail to star at the 2015 TASTE of GSBA. City Catering won for Best Décor and Witness for Best Bartender.

**Participating Bars and Restaurants** | BOKA, City Catering, Columbia Tower Club, Ernest loves Agnes, Gordon Biersch, Grim's, Lobby Bar at Pan Pacific, Poquitos, SkyCity at the Space Needle, Sur 16, Tutta Bella, Witness





1) Gay City shared its beautiful Calamus Auditorium with our Young Professionals with Pride in September. 2) GSBA presented the only LGBT-focused candidate forum in our region. The event was hosted by the W Hotel, moderated by Deborah Brandt, and featured Seattle City Council candidates Lisa Herbold, Shannon Braddock, Kshama Sawant, Pamela Banks, Michael Maddux, Rob Johnson, Jon Grant, and Tim Burgess.



#### EVENT SPONSOR

**SVEDKA**  
IMPORTED VODKA

#### EVENT HOST

THE FOUNDRY

  
herban feast

**GSBA**  
SCHOLARSHIP FUND

#### SUPPORTING SPONSORS

Blue Danube  
Productions

Fun Frames  
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Seattle Met

Seattle Parties/  
DJ Leslie

Team Photogenic

Treatbox



## The TASTE of GSBA

The TASTE of GSBA once again broke all records in 2015. **Over 800 guests raised more than \$775,000 for the GSBA Scholarship Fund!**

The 2015 TASTE of GSBA: Cabaret featured a fabulous cast of auction items, small plates from GSBA caterers and restaurants, a **SVEDKA Vodka signature cocktail**, the Wine District, a four-course dinner, and show-stopping Broadway musical entertainment by **Robbie Turner**.

### FEATURED CHEFS

Tamara Murphy (Terra Plata), Jerry Traunfeld (Poppy, Lion Head), Maria Hines (Tilth, Golden Beetle, Agrodolce), Leslie Mackie (Macrina Bakery)

### CATERERS/ RESTAURANTS

Barrio, Sur 16 Restaurant, Hi-Life, Two Tartes, Hook & Plow, Tuxedos and Tennis Shoes, Café Yumm!, Ernest Loves Agnes, Gordon Biersch

### WINERIES

Waterbrook, Browne Family, Canoe Ridge, Elsom Cellars, Va Piano Vineyards, Structure Cellars, Bartholomew Winery, Nota Bene Cellars, Five Star Cellars, Fidelitas Winery, Laurelhurst Cellars, Goose Ridge Estate Winery





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#### PRESENTING SPONSOR



#### MARQUEE SPONSORS



UW Medicine

#### PREMIER SPONSORS



#### SILENT AUCTION SPONSOR

Kasala

#### SUPPORTING SPONSORS

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Reliable Movers, Team Photogenic,  
the Village Theatre



In 2015, GSBA hosted **over 200**  
events and programs. Thank you to  
all of our hosts and sponsors!



# The 2016 Economic Forecast



Guests at the annual Holiday Luncheon and Annual Meeting heard from our region's key elected officials and business leaders as they discussed economic issues facing the Puget Sound region in 2016. The distinguished panel included **Gladys Gillis** (Principal, Starline Luxury Coaches), **Seattle Mayor Ed Murray**, **Bellevue Mayor**

**Claudia Balducci**, and **Kevin Baldwin** (Pacific Northwest Managing Partner, PwC). The event also gave GSBA the opportunity to thank the Membership and Annual Sponsors, to recognize outgoing Board members, introduce incoming Board members, and to announce the 2015 Business & Humanitarian Awards recipients.

## Sponsors





## 2015 EXECUTIVE OFFICERS

**Martha Davis**, Chair  
*City Lights Sign Company*

**Kevin Gaspari**, Vice Chair  
*Windermere*

**Louise Chernin**, GSBA President & CEO

**Elaine DuCharme**, Secretary  
*Elaine DuCharme, Attorney at Law*

**Lillian McDonell**, Treasurer  
*Watson & McDonell, PLLC*

**Stephanie Dallas**  
*Scholarship Fund Chair*

**Jay Petterson**, Public Affairs Chair  
*Blue Wave Political Partners*

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**Ryan Digges**, *Whitepages*

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**Jenny Harding**, *New Chapter Weddings*

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**Paul Villa**

**Barb Wilson**, *Vulcan Inc.*

*\*For identification purposes only*

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**Gladys Gillis**, *Starline Luxury Coaches*

**Ada Healy**, *Vulcan Inc.*

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**Kevin Spratt**, *Precision Garage Door Service*

**John Zmolek**, *Verity Credit Union*

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**Lendy Hensley**, *City Catering*

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**Gail Stringer**, *Hawaii General Store*

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**Rob Scott**, *Tourism Matters Media*

**Carrienne Smith**, *Seattle Sheraton*

**Scott Snofsky**, *Homewood Suites by Hilton*

**Susan Windle**, *Warwick Hotels*

**GSBA 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.

**GSBA VISION:** A vibrant global economy strengthened through the full participation of diverse local communities.

**GSBA VALUES:** Exchange Ideas, Increase Visibility, Work Collaboratively, Celebrate Diversity, Promote Inclusiveness, Invest in Future Leaders



GSBA's first scholarship was awarded in



Length of longest  
MEMBERSHIP: **36** YEARS

**twenty-five**  
the average age of a GSBA scholar

**30**  
BOARD  
MEMBERS



## 2015 BY THE NUMBERS

GSBA staff attended

**12**

Pride events from Portland to Vancouver

**623**

scholarships have been awarded to date



**\$2,721,985**

has been funded for GSBA scholars to date

**95%**

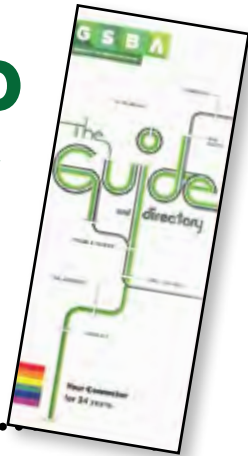
of our scholars identify as LGBTQ

**\$7,500**  
average scholarship



**700,000**

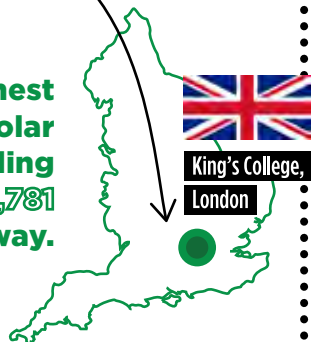
GSBA Guide & Directories have been published to date



over  
**300**  
volunteer hours  
have been given to support GSBA

**71%** attend a school in Washington

The farthest GSBA scholar is attending school 4,781 miles away.



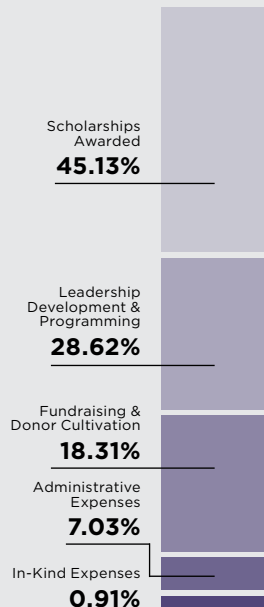
## GSBA SCHOLARSHIP FUND INCOME STATEMENT

TOTAL ASSETS  
12/31/2014 12/31/2015  
**\$2,529,406 \$2,323,839**

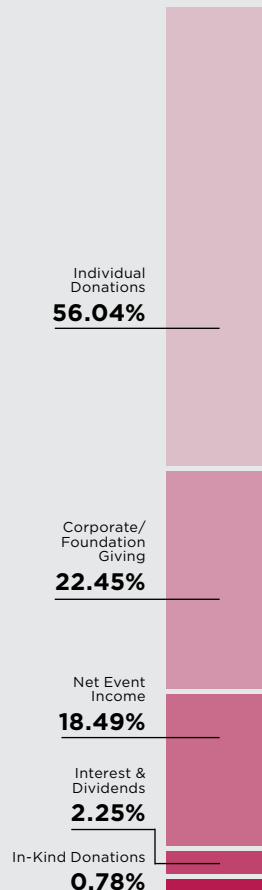
Net Revenue: **\$97,505**  
Scholarships Awarded: **\$350,000**

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

2015 Expenses:  
**\$716,965**



2015 Revenue:  
**\$1,164,470**



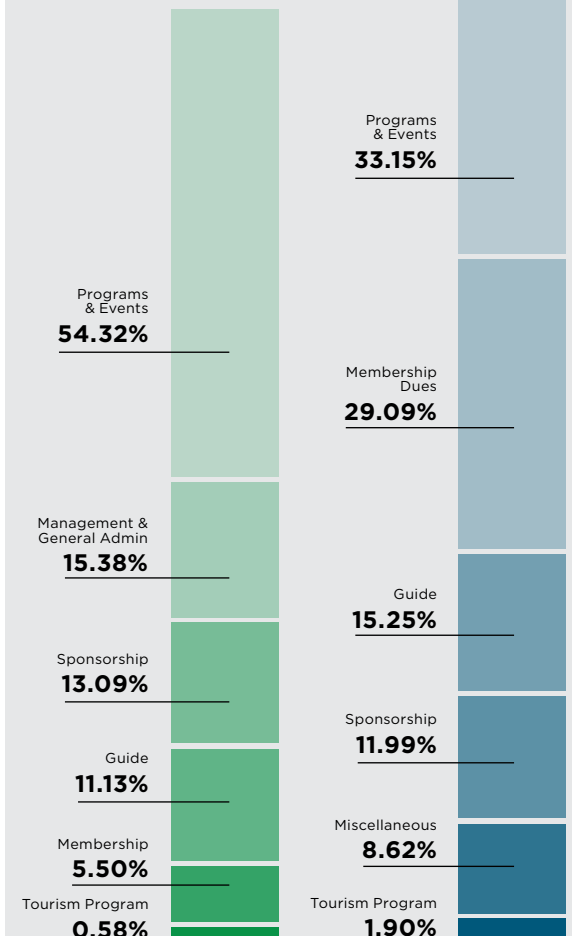
## GSBA INCOME STATEMENT

TOTAL ASSETS  
12/31/2014 12/31/2015  
**\$618,634 \$836,716**

Net Revenue: **\$181,325**

2015 Revenue:  
**\$1,382,625**

2015 Expenses:  
**\$1,201,300**



**We are thankful for every donor in our community who supported the GSBA Scholarship Fund in 2015. With gratitude and appreciation for all you do, we are honored to present a list of donors who contributed during the period of 1/1/2015–12/31/2015.**

## \$20,000+

Kevin Gaspari **B**  
 & Kent Thoele  
 Leslie Giblett  
 Glenn Johnson  
 & Mike Melancon  
 Sandy & Glenn Peterson

## \$10,000–\$19,999

CK Coles  
 & Heather Coles  
 Charles Higbee  
 & Donald Benedict  
 Bob Rhodehamel  
 & Dana Snyder  
 Meade Thayer  
 & Ray Fernandez

## \$1,000–\$9,999

Jean & Joe Adams  
 Kirsten Anderson  
 Sam Askew  
 Vikas Bahirwani  
 Kevin **C** & Tracy Baldwin  
 Ted Bash  
 Kathleen Batchelder  
 Lolly (Aloise) Bates  
 & Mark Early  
 Chris Befumo **B C**  
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 Gerald Bernhoft  
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