Unleashing Our Power for Good
LEADERSHIP AND POWER: two words that engender interest, excitement, and ambivalence. Our community’s relationship to power is a great example of the approach-avoidance conflict. Those with power often hold on to it too tightly so that others cannot share in its privilege. Those without power may long for it, but also distrust it, since power is often used to exclude them.

We hold these two truths in the forefront of our work. In 2017, GSBA pushed the needle farther by exerting what we think of as power for good. We did this through the first ever Western Business Alliance (WBA) LGBTQ Economic Summit, the first LGBTQ Leadership Academy for GSBA scholars, the first LGBTQ trade and cultural mission to Taiwan and Hong Kong, and the first LGBTQ Business Matchmaker.

The WBA LGBTQ Economic Summit was the first time that the LGBTQ chambers in the western part of the United States held a one-day summit exploring the economic strength of LGBTQ-owned businesses and the important role they play in the economic prosperity of a region.

In the same vein, with a new focus on scholar success, GSBA launched a Leadership Academy to bring together 42 GSBA scholars from across the country to experience a three-day leadership immersion program. Students interacted with successful role models, explored their personal values, and created what we hope will be lifelong bonds within their community.

Speaking of lifelong bonds, many were created during our first-ever trade and cultural mission to Taiwan and Hong Kong. Under the leadership of Felicity Wang, President of the Chinese Chamber of Commerce, GSBA business members spent 10 days connecting with business and civic leaders throughout Taiwan and Hong Kong. We exchanged information about our successes and challenges around advancing civil rights as well as the challenges and opportunities that come with being LGBTQ small business owners. As your LGBTQ chamber, we now bring even more global expertise to support your local business.

Our journey around unleashing the power for good was most apparent during GSBA’s first-ever LGBTQ Business Matchmaker event at Starbucks Coffee Company Headquarters. Over a day of workshops, writing capability statements, and making business pitches, GSBA connected LGBTQ certified businesses with corporations committed to doing business with women, minority, veteran and LGBTQ businesses and created new business opportunities for our members.

You can see that the common GSBA thread in 2017 was not just about making connections, but the impact those connections can have to unleash our own power for good.

Together we continue to advance equality, remove barriers, invest in new leadership models, and change the narrative of who gets to hold power. THANK YOU FOR JOINING US IN ENVISIONING A WORLD WHERE POWER IS SHARED AND USED FOR THE GOOD OF ALL.
The Power of Membership

“We are excited to partner with the GSBA to help us build an industrious Seattle community that shares our commitment to promoting equality in business and reflects the diversity of our vibrant city.”
— 2017 New Member, Industrious

“I joined GSBA because of the wonderful opportunities that the organization offers for new LGBT businesses owners like myself. The resources and potential exposure is more than I can ask for to help this young business soar to new heights.”
— 2017 New Member, Bearified

“Not only have I gained fellowship and an ‘advocacy board’ through Outleads and SEW [Seattle Entrepreneurial Women], but my return on GSBA investment was 880% in 2016. Expecting continued strong returns through my recent LGBTBE certification, too.”
— Sally Schultz Co., Commercial Mortgage

“In joining GSBA, I was welcomed into an incredible community of business leaders who care deeply about supporting and mentoring young business owners. Through the Business Empowerment Program, I have gained new skills for running my business, and at monthly Seattle Entrepreneurial Women breakfasts, I’m able to connect and learn from incredible women who share their expertise and insights to help me navigate entrepreneurship. I have learned so much since joining, and look forward to staying involved as my business grows.”
— Q Card Project

37th Annual Business and Humanitarian Awards

THE BUSINESS & HUMANITARIAN AWARDS DINNER IS A NIGHT TO 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. Recipients for the 2017 year were honored at the 37th Annual Business & Humanitarian Awards Dinner on February 15, 2018.

“Together We Rise: If there ever was a time we need each other, it is now. In this surreal world we live in right now, a lot of ugliness has been brought to the surface, but so has a lot of passion, reaching out and speaking out for what’s right. And, if there ever was a model for an organization that was built on making connections, bringing business, nonprofits, and community together, it is all of you—our GSBA community.”
— LOUISE CHERNIN, GSBA PRESIDENT & CEO

2017 BUSINESS & HUMANITARIAN AWARD RECIPIENTS

1 BUSINESS OF THE YEAR
Precision Garage Door Service, Kevin Spratt and Kurt Sarchet, Owners

2 NEW BUSINESS OF THE YEAR
Diverse City LLC, Cheryl Ingram, Owner

3 BUSINESS LEADER OF THE YEAR
Peter Shalit MD and Associates, Peter Shalit MD

4 CORPORATE LEADER OF THE YEAR
René Neidhart, General Manager, Renaissance Seattle Hotel

5 GREEN/SUSTAINABLE BUSINESS OF THE YEAR
Fremont Brewing, Sara Nelson and Matt Lincecum, Owners

6 COMMUNITY LEADER OF THE YEAR
Aleksa Manila, Founder, Pride ASIA

7 NONPROFIT OF THE YEAR
Planned Parenthood of the Great Northwest and the Hawaiian Islands, Christine Charbonneau, CEO

8 PRESIDENT’S AWARD
Meade Thayer

9 SPECIAL RECOGNITION, VOICE FOR SOCIAL JUSTICE
Bob Ferguson, Washington State Attorney General

KEYNOTE: Jennifer Brown, entrepreneur, diversity and inclusion expert, and author of Inclusion: Diversity, the New Workplace & the Will to Change
Bringing Businesses Together

**companies**

**Business Matchmaker**

**GSBA**

**Starbucks Coffee**

**Business Matchmaker** was the first of its kind in the Pacific Northwest. On April 3, 2017 GSBA and Starbucks Coffee Company partnered to connect LGBTQ certified small businesses with corporate and government supplier diversity experts.

**Western Business Alliance (WBA)**

“The First Ever Western Business Alliance (WBA) LGBTQ Economic Summit was held here in Seattle on March 16, 2017. Participants from 12 cities, five states, and one Canadian province came together to discuss the combined economic power of LGBTQ-owned businesses.

**Business Matchmaker**

“...we need to explore the power that is unleashed when we work together. We are not made up of not only lesbian, gay, bisexual, and transgender business owners but also business owners, too. Everyone needs to align themselves with a values-driven business chamber and GSBA is that chamber. We are about business but we are also about community.”

— LOUISE CHERNIN, GSBA PRESIDENT & CEO

**Western Business Alliance (WBA)**

**LGBTQ Economic Summit**

**GSBA, WITH SEVERAL BUSINESS AND COMMUNITY LEADERS** made our FIRST EVER LGBTQ cultural and trade mission to Taiwan and Hong Kong. October 26 - November 4, 2017. The focus of the 10 day mission was on LGBTQ civil rights, economic development, and tourism. While traveling, GSBA was able to create cross-cultural business-to-business connections, share experiences in our domestic LGBTQ civil rights successes and struggles, and were also able to promote the Puget Sound area as an LGBTQ travel destination.

GSBA met with Taipei-based advocacy groups, business leaders, and policy makers, and joined 123,000 people for Taiwan’s largest-ever Pride march in Taichung. Tacoma’s sister city, a collection of LGBTQ nonprofits shared their inspiring work. The city government of Seattle’s sister city Kaohsiung shared their progressive history and tourism efforts.

**Second Annual Business of Pride Celebration**

**JUNE 1, 2017, PUGET SOUND BUSINESS JOURNAL, IN PARTNERSHIP WITH GSBA** held the **SECOND ANNUAL BUSINESS OF PRIDE CELEBRATION**. The evening began with a cocktail reception and light hors d’oeuvres, transitioned into a celebration of important LGBTQ community business leaders and activists, and finished with the countdown of the top 25 LGBTQ-Owned Businesses of 2016 (by revenue).

**2016 (By Revenue)**

1. Tutta Bella Neapolitan Pizzeria
2. Starline Luxury Coaches
3. Precision Door Service
4. Herban Feast
5. Naccarato Restaurant Group
6. Marination
7. City Catering Co.
8. Force 10 Hoops LLC
9. Bulk FR8 LLC
10. Cupcake Royale
11. Nyhus Communications
12. Metropolist
13. Urban Animal
14. Soaring Heart Natural Bed Co.
15. TomboyX
16. Board & Vellum
17. Choke Industries LLC dba Choke Shirt Co. & Choke Print Shop
18. Cone & Steiner General
19. DNA Seattle
20. Poppy
21. True North Land Surveying Inc.
22. A la Mode Pies
23. Capitol Hill Wealth Management
24. Your Man Friday & Friday People Services, Inc.
25. Broadcast Coffee Roasters

**Lifetime Achievement Honorees**

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The Power of Pride

In 2017, GSBA Attended...

Athlete Ally Pride Event
Black Pride
Burien Pride
Capitol Hill Broadway Festival
Cupcake Royale Pride Cupcake Event
Google Pride Event
GSBA Pride Business Luncheon
Latinx Pride
Mariners Pride Game
Portland Pride
Pride Asia
Pride Month for Equality
Pride of Color
Pride Shabbat
Pridefest Seattle Center
Seattle City Hall Pride Flag Raising
Seattle Men’s Chorus Pride Concert
Seattle Pride Parade
Shinshu Pride
Sounders Pride Match
Space Needle Pride Flag Raising
Storm Pride Game
Tacoma Pride
The Business of Pride Celebration
Trans Pride
Vancouer, BC Pride
Volunteer Park Pride

GSBA June Pride Business Luncheon Stop That Plane! Challenging the Travel Ban

JUNE 14, 2017 GSBA HELD THE ANNUAL PRIDE BUSINESS LUNCHEON, with 289 guests. Opening the luncheon was a Travel and Tourism expo, featuring GSBA travel and tourism partners, and hospitality members.

Guest speakers included: Washington State Attorney General Bob Ferguson, Port Commissioner Courtney Gregoire, Visit Seattle, and Director General Vincent Yao of the Taipei Economic and Cultural Office in Seattle.

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Tacoma Pride
The Business of Pride Celebration
Trans Pride
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Volunteer Park Pride

• GSBA CEO appointed to Mayor Jenny Durkan’s Transition Committee
• Continuing its commitment to diversity, equity, and inclusion GSBA contracted with DE&I Consultant, Diverse City
• GSBA Scholarship Fund received $2,500 from Cupcake Royale PRIDE Gay Cupcake sales
• GSBA CEO appointed to Seattle Police Chief Selection Committee
• GSBA participated in Microsoft’s UNLEASH, a global innovation lab that brings together people from all over the world to transform 1,000 personal insights into 1,000 personal insights into hundreds of ideas and build lasting global networks around the United Nations’ Sustainable Development Goals (SDGs)
• Connections made in Taiwan, Hong Kong/Taiwan, Bulgaria, Canada, Colombia, Uganda, and Australia
• Mayor Durkan creates first Seattle Small Business Advisory Council
• Partnered with Seattle Latino Chamber of Commerce
• Partnered with the Greater Seattle Chinese Chamber of Commerce
• Partnered with the Ethnic Chambers of Commerce Coalition (ECCC)
• Ambassador of the Year award presented to Randy Card
2017 Civic Engagement at Amazon

384 Attendees, 51 Candidates
LARGEST AND MOST SUCCESSFUL Civic Engagement Reception Yet.

119 Attendees at the Erickson Theater
EIGHT CANDIDATES FROM SOME OF THE MOST SIGNIFICANT RACES in Seattle came together October 10, 2017 to discuss their positions on LGBTQ and small business issues.

NOTABLE 2017 LEGISLATIVE PRIORITIES INCLUDED:

• Ensure a seat around the table for the LGBTQ community on economic issues
• LGBTQ curriculum inclusion efforts and anti-bullying laws
• Defend Washington State’s anti-discrimination laws and oppose Initiative 1552
• Oppose all broad religious exemptions laws
• Ban conversion therapy at the state and federal levels
• End discrimination against transgender people in all arenas, especially healthcare
• Increase funding and support of LGBTQ seniors and homeless youth
• Support gun control efforts, including assault weapon bans and limits to magazine sizes
• Federal student aid for DREAMers
• Strengthen the voice of small businesses in the policymaking process at all levels, particularly around paid family leave and labor standards
• Ensure a seat around the table for the LGBTQ community on economic issues

GSBA hired a lobbyist to focus on LGBTQ and small business issues in Olympia.
First GSBA Leadership Academy

GSBA Scholarship Fund launched the first GSBA Leadership Academy. The program productively connects scholars, fosters new levels of peer support, and helps the formation of lifelong relationships while encouraging scholars to discover and collaboratively address shared interests in social and political issues. The Academy assists scholars in acquiring the necessary skills, knowledge, and attributes to persist year-to-year through completion of their postsecondary education and provides leadership training and support that is immediately applicable to scholar needs.

GSBA Leadership Academy outcomes include academic excellence, community engagement, and practical life skills and competencies.

Investing in Our Future Leaders

2017 Scholars Dinner
MAY 19, 2017, 121 COMMUNITY MEMBERS CAME TO CELEBRATE AND HONOR 45 GSBA SCHOLARS. The evening was full of heartfelt stories from scholars and exciting announcements, such as the $3 millionth dollar in scholarships being awarded since 1991, and the launch of the GSBA Leadership Academy.

2017 Scholars Dinner outcomes include academic excellence, community engagement, and practical life skills and competencies.

Ruby Slipper Club Reception
OCTOBER 5, 2017 AT THE COLUMBIA TOWER CLUB IN DOWNTOWN SEATTLE, 128 DONORS came to welcome and celebrate our newest donors to the Ruby Slipper Club. Ruby Slipper donors have invested $1,000 or more in the GSBA Scholarship Fund over the course of 12 months.

Ruby Slipper Club Reception outcomes include academic excellence, community engagement, and practical life skills and competencies.
EQUALUX: TASTE OF GSBA is often referred to as the LGBTQ event of the year in Puget Sound region. November 18, 2017 nearly 1000 guests gathered at The Westin Seattle to celebrate a night of equality, luxury, and the GSBA Scholarship Fund. Participants sampled great wine and food, and were treated to act after act of superb entertainment. 1995 Scholar Chris Kuhel shared the impact the GSBA Scholarship Fund had on his life — so much so that he has returned to GSBA as a volunteer and donor. Thanks to the generous contributions of the event attendees, the 2017 EQUALUX: TASTE OF GSBA raised a record breaking $950,000! Each contribution was an investment in the future of the GSBA Scholarship Fund, supporting LGBTQ and allied students, and investing in the leaders of both today and tomorrow.

2017 EQUALUX: TASTE OF GSBA raised a record breaking $950,000!
Abby Leigh
University of Denver, Law

Adan Longoria
Walla Walla Community College, Nursing

Alejandro Soto
Seattle Central College, Sustainable Business

Alessandro Lou
Seattle Central College, Physics/Computer Science

Althea Poteet
University of Washington, Computer Science & Informatics

Abby Bryson Doyle
University of Washington, Interdisciplinary Visual Arts

Adriaa Wexor
University of Washington, Human Centered Design & Engineering

Aashna Datta
Carleton University, Psychology

Annarose Welti
Western Washington University, History & English

Anne Herndon
Fort Lewis College, Anthropology

Arden Wexor
University of Washington, Human Centered Design & Engineering

Bentley Corliss
Pacific Lutheran University, Spanish Studies, Education (K-8), French

Brahmin Vilsansuu
Gonzaga University, History & English

Brayan Alas
Western Washington University, Biology

Canen Yeager
Seattle University, Digital Culture

Caelan Boettcher
University of Oklahoma, Biochemistry

Carrie Haldeman
Benson Polytechnic Institute, Biotechnology & Biophysics dual Mathematics

Carissa Niederjohn
University of Washington, Social Work

Cesar De Leon
University of Washington, Commencement & Special Events

Chris Therrien
Western Washington University, Accounting

Denzil Thompson
University of Washington, Physics

Deanna Mendenhall
Fort Lewis College, Anthropology

Dustina Mason-Lauer
Portland State University, Social Work

Elinor White
Washington State University, Public Health

Eren Diri
Bellevue College, Nursing

Erich Morfin Montes de Oca
Duke University, Biology & Japanese

Esther Norton
University of Washington, Public Health

Evangelos Tsakiris
Seattle Central College, Psychology

Evelin Anaya
University of Washington, Pre-Med

Evelina Vila-Ballester Laya
Washington State University, Ecology, Evolutionary Science & Communications

Evan Runn
Oregon State University, Molecular & Cellular Biology

Evan Schmitz
Boise State University, Education

Evan Kuehn
University of Washington, School of Environmental & Forest Science

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Stephanie Dallas
Kara Costa
Michael Copeland
Mathew Bockus
Liam Blades
Chris Befumo
Kathy Binder
Linda & Elias Barzilai
Emerald Jewel Donors
Ray Fernandez & Meade
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18 2017 GSBA Impact Report

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2017 Scholarship Fund Donors

2017 GSBA IMPACT REPORT

Aidan Key
Shannon Kelly
Kelly Keller
Judith Kaftan
William Justyk
& Rolando Valdepenas
Michael Jurich
Wendy Jones

2017 Scholarship Fund Donors

21

& Tamara Tachdjian

Brian Ludford
Aaron Lindstrom
Pearl Leung
Pochian Lee
Samantha Leck
Dyana Langley-Robinson

Dawn Lu
Charles Lusby
Rob Macauley
Steve Macfarlane
Nicki Marcot & Deb Cayz
Kevin Mahfiz
Judith Kaufan
Leo Velez

Mary Jane & Michael Katims
Kelly Kelly
Shannon Kelley

Aiden Kay &
Joyce Boswell

Eric King & Cory McGraw
Frances Kleinberg
Paul Kien
Lori Dugdale

Lori Smith
Bill Liam Blades
Vernon Bennett
Rainbow Legacy Club

Sebastian Rondinelli

David K. & Mary Beth Sandra & Jay Simon
Kevin Koehl
Paul Koehl
& Cory McGraw

Eric Morrison
Eric Morley
Jessica & Trevor Morgan
Todd Moreau
Jeffrey Minneti
Pete Mertel
Mena-La cuesta
Joel & Antonio
Roger Meers
Sarah Meadows
Steve Mclean
Terry Mahan
Sarah Meadows
Rogue Mears
Joel & Antonio
Marla Guerra
Peter Metal
Kirk & Dave James
Kathy Timson
Kathryn Poelman
Michael Podlin
Daniel Porsa

Donating from 1/1/2017 - 12/31/2017.
We apologize if we missed your name as a donor, or scholar.
Please let us know at communications@thegsba.org.

We thank you for your support of the 2017 Scholarship Fund.
and we will update this in the online version.

Please see the online version.
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New Member and Volunteer Appreciation Cruise

Each year, GSBA welcomes new members and extends a warm thank you to all of our tireless volunteers on a New Member and Volunteer Appreciation Cruise. In 2017 GSBA brought together 256 members and volunteers for a three hour fun-filled cruise of the Puget Sound.

Power Connect

After-hours mixers for LGBTQ and allied business and community leaders to make meaningful business and social connections. In 2017 GSBA held five Power Connect networking functions with a combined 884 registered attendees.

Women on Top (WOT)

Quarterly social gatherings for professional female and gender diverse people at spectacular venues high above the Seattle skyline. In 2017 GSBA held four WOT networking events with a combined 498 registered attendees.

Young Professionals with Pride (YPP)

After-hours gatherings for LGBTQ and allied young professionals under 40 to connect with valuable opportunities to enhance personal and professional development through social, educational, and philanthropic activities. In 2017 GSBA held five YPP events with a combined 524 registered attendees.

There were over 52 scheduled programs and events for members to connect, engage, and grow.
Income Statement

<table>
<thead>
<tr>
<th>Total Cash Assets</th>
<th>12/31/2016</th>
<th>12/31/2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>$887,053</td>
<td>$1,023,987</td>
<td></td>
</tr>
</tbody>
</table>

Net Revenue: $41,047

2017 Expenses

- Programming: 69.32%
- General Admin: 10.17%
- Cultivation & Stewardship: 12.57%
- Sponsorship: 5.19%
- Guide: 2.74%

2017 Revenue

- Programs & Events: 49.27%
- Membership Dues: 25.76%
- Sponsorship: 14.46%
- Guide: 10.18%
- Miscellaneous: .33%

Invested in Our Scholars: $400,000

2017 GSBA Impact Report

BY THE NUMBERS

- 1,320 Members
- 434 New Members
- 385 Attendees at 24 Business Development Workshops
- $10,000 Port of Seattle Tourism Marketing Support Program Grant
- 28 New FTE Positions
- 22 New LGBTBE Certifications

$66,000 Two year funding from Seattle Office of Labor Standards Business Outreach & Education Fund in partnership with the EBUSC Chambers of Commerce

2017 GSBA IMPACT REPORT

2017

BY THE NUMBERS

- 45 Scholars
- 37% female scholars
- 44% male scholars
- 16% transfer scholars
- 78% identify as a person of color

51% first in family to attend college

$3.4 Million Invested in Scholars Since 1994

$7,700 Annual Average GPA

$9,325 Donation from Microsoft employee participation in scholarship interviews

3.5 Average GPA

AVERAGE SCHOLARSHIP

24 Average Age

2017 Scholarships Awarded

- $862,764

2017 Revenue

- $1,176,699

2017 Expenses

- Student Development: 40.97%
- Financial & Scholarships: 16.43%
- Programs & Events: 14.46%
- Fundraising & Donor Cultivation: 11.57%
- General Admin: 6.92%
- In-kind Expenses: .94%

2017 Revenue

- Indirect: 50.33%
- Footnotes: 21.48%

2017 Income Statement

<table>
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<th>Total Cash Assets</th>
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<tbody>
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<td>$2,043,891</td>
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</table>

Net Revenue: $204,001

Invested in Our Scholars: $400,000

2017 GSBA IMPACT REPORT

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## Thank You to Our 2017 Small Business and Corporate Sponsors

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

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>DIAMOND ACADEMIC</th>
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</thead>
<tbody>
<tr>
<td>Microsoft</td>
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<td>CARTER Carbon Neutral</td>
<td>COMCAST NBCUniversal</td>
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<td>SUBARU</td>
<td>pwc</td>
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### Platinum Partner

Gold Partners

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<tr>
<th>Bank of America</th>
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<th>Liberty Mutual Insurance</th>
<th>SafeCo Insurance</th>
<th>STARLINE Creative Solutions</th>
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Silver Sponsors

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<td>Chase</td>
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Bronze Sponsors

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<td>Verity</td>
<td>VASCOR</td>
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Travel & Tourism Premier Partners

| Visit Seattle                | Alaska AIRLINES space needle |

Travel & Tourism Sponsors

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iPhone App Sponsor

| usbank                       |

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GSBA
400 East Pine Street, Suite 322 / Seattle, WA 98122
206-363-9188 / theGSBA.org