



MISSION

To combine business development, leadership and social action to expand economic opportunities for the lesbian, gay, bisexual, transgender, and queer 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

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 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.

Unleashing Our Power for Good



LOUISE CHERNIN PRESIDENT & CEO



DREW NESS BOARD CHAIR

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 "advisory 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.

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. Peter Shalit MD and Associates

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 Thaver

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

"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

Business Matchmaker

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 business with corporate and government supplier diversity experts.







Western Business Alliance (WBA) LGBTQ Economic Summit

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 business.

> "We need to explore the power that is unleashed when we work together. We are now made up of not only lesbian, gay, bisexual, and transgender business owners but allied businesses, too. Businesses want 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

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.



6

Taiwan Cultural Trade Mission

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).

2017 PSBJ BUSINESS OF PRIDE AWARDS - OUTSTANDING VOICES

Alan Brown, Co-Founder and CEO. DNA Seattle

Alisha Valavanis. President and General Manager, Seattle Storm

David Breland, MD MPH, Clinical Director, Children's Hospital

David Devine. Senior Vice President. Columbia Bank

Dena Levine, Owner, DML Insurance Services, Inc.

Doug Exworthy, Financing, Managing, Partner, CEO, TRF Pacific LLC

Fran Dunaway, Co-Founder and CEO, TomboyX

Gladys Gillis. CEO. Starline Luxury Coaches

Jane Nishita. Community Affairs. CenturyLink

Jim Rose. President and General Manager, King 5

John Schoettler. VP of Global Real Estate and Facilities. Amazon Real Estate

Karen Olson, Chief Marketing Officer, Space Needle + Chihuly Garden and Glass

Martha Davis, Owner, City Lights Sign Company

Paul Hayes, R.N., Executive Director, Harborview Medical Center/UW Medicine

Stephen Black. Vice President of Marketing, BECU

Susan Hauser, Corporate Vice President, Business and Corporate Responsibility, Microsoft

Lifetime Achievement Honoree: Ana Mari Cauce, President, University of Washington

TOP 25 LGBTQ-OWNED BUSINESSES OF 2016 (BY REVENUE)

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

The Power of Pride



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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 March 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 Snohomo Pride Sounders Pride Match Space Needle Pride Flag Raising Storm Pride Game Tacoma Pride The Business of Pride Celebration Trans Pride Vancouver. BC Pride Volunteer Park Pride



GSBA CEO appointed to Mayor
 Jenny Durkin's Transition Committee

INSURANCE

- 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 hundreds of ideas and build lasting global networks around the United Nations' Sustainable Development Goals (SDGs)

8

COMMUNITY

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.







 Connections made in Taiwan, Hong Kong/PRC, 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

issues.



NOTABLE 2017 LEGISLATIVE PRIORITIES INCLUDED:

- Defend Washington State's anti-discrimination laws and oppose Initiative 1552
 Ban conversion therapy at the state and federal levels

- Oppose all broad religious exemptions laws
 Pass the federal Equality Act to ensure nationwide anti-discrimination protections
- End discrimination against transgender people in all arenas, especially healthcare

Right from the start.

• Increase funding and support of LGBTQ seniors and homeless youth

• Federal student aid for DREAMers

2017 Face to Face Candidate Forum

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



SUPPORTING SPONSORS



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

• Support gun control efforts, including assault weapon bans and limits to magazine sizes

- 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
- LGBTQ curriculum inclusion efforts and anti-bullying laws

First GSBA Leadership Academy

Capi

Start now at Capital One Welcome to Banking Reimagined."

2017 Scholars Dinner

MAY 19, 2017, 521 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.



TITLE SPONSOR



PROVOST SPONSORS



CARTER ON THE ROAD TO rbonneutral SUBARU



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.



2017 VOICE OF SCHOLARSHIP



2017 OFFICIAL WINE PARTNER amazon PRECEPT WINE MEDIA SPONSORS Puget Sound Business Journal Seattle Gay News

> EVENT SPONSOR ARIA | STYLE

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.





RECEPTION SPONSORS





Morgan Stanley

Barrage Cellars / Sal Floral Design / Nate Gowdy Photography

The Power of Giving

EQUALUX

Noun \\e-kwə-ləks\

- 1. The GSBA Scholarship Fund Gala
- 2. The largest LGBTQ fundraiser in the Northwest

Example: EQUALUX is the must attend event of the year!

EQUALUX: TASTE OF GSBA IS OFTEN REFERRED TO AS *THE* LGBTQ EVENT OF THE YEAR IN PUGET SOUND REGION.

November 18, 2017 nearly 1,000 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!

PHILANTHROPY

2017 Scholars



Abby Leigh University of Denver, Law



Adan Longoria Walla Walla Community College, Nursing



Aleiandro Graterol Arizona State University, Sustainable Business



Alessandro Lou Seattle Central College, *Physics/Computer Science*



Althea Poteet University of Washington, Computer Science & Informatics



Juan Serrano Whatcom Community College, Business



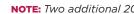
Marlon Do Couto Seattle University. International Business



Oscar Arreguin Mendez University of Washington, Public Health



Veronica/V/Oscar Beltran Levva Washington State University, Bachelors in Social Sciences & Communications





Anne Bryson Doyle University of Washington, Interdisciplinary Visual Arts



Deanna Mendenhall Fort Lewis College. Anthropology



Forrest Allison-Brown King's College London, European Politics



Arden Weaver University of Washington. Human Centered Design & Engineering



Dustina Haase-Lanier Portland State University. Social Work



Hannah Middlestead Rensselaer Polythechnic Institute, Biochemistry & Biophysics dual Mathematics

Parisa Yekalamlari. New York University. Politics and Food Studies.



B Taylor University of Washington, Psychology



Elmer Coria-Islas Pacific Lutheran University, Hispanic Studies, Education (K-8). French



NOT PICTURED: Eli B., Washington State University, Microbiology; Olivia Barrell, DigiPen Institute of Technology, Computer Science in Real Time Interactive Simulation;

Heni Barnes University of Alaska Fairbanks, Geological Engineering



Brahiam Vilanueva Gonzaga University,



Eren Dao Bellevue College, Nursing





Johnny Buck











Isvss Honnen Western Governors University, Accounting



Northwest Indian College, Native Environmental Science



Danisha Jefferson-Abye Seattle Central College.



Ernesto Morfin Montes de Oca Duke University,





PHILANTHROPY



Katherine Cavanaugh University of Washington, Mathematics



Keegan Samaniego Reed College, Political Science



Kristi Maldonado Washington State University, Data Analytics



Krys Campagna Bastyr University, Nutrition & Culinary Arts



Miki Cabell Brandman University, Education



Mohamed Elias University of Washington, Political Science & Jewish Studies



Nick LaBerge Claremont McKenna College. Physics



Nikki Bennington Macalester College. Biology & Chemistry



Spencer D'Avis Washington State University, Digital Culture



Zeena Rivera Seattle University, Psychology & Humanities for Leadership



Phillip Christian The Evergreen State College, Social Work



Victor Puoci Oregon State University, Biochemistry & Molecular Biology



University of Washington, Pre-Med



Zander McRae Boise State University, Education



Scout Osborne Oregon State University, Bioengineering & Biomedical Engineering



Zane Rapiñan The Evergreen State College, Physics & Math

2017 GSBA Scholarship Fund Donors

The GSBA Scholarship Fund is reaching more scholars. and doing more good than ever before because of **vour support**. Thank you for investing in the leaders of tomorrow, so they can grow today.

President's Circle Donors \$50,000 and above

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- B Past or Current Board Member
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2017 Scholarship Fund Donors

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PHILANTHROPY

He	eld	C

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Michael Melancon

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2017 Scholarship

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Glassybaby White

Light Fund

Global Giving Foundation Goldmine Jewelers Holland America Line Interchange Media Jackson Square Aviation LLC JP Morgan Chase Kaiser Permanente KeyBank Foundation King County Lewis Greenwood Foundation Microsoft Mona Smith Attorney at Law Morgan Stanley Network for Good Nordstrom Inc Precept Wine PwC-PricewaterhouseCoopers Russell Investments SAAS Safeco-Liberty Mutual Seattle Foundation Sound Starbucks Starline Luxury Coaches Schwab Charitable Fund Seattle Mariners Seattle Sounders Sound Starbucks Coffee Company SVEDKA T-Mobile Top Pot Donuts Tulalip Resort Casino Tutta Bella Neapolitan Pizzeria US Bank UW Medicine Vanguard Charitable Endowment Program Warby Parker Wells Fargo Richard & Lois M. Worthington Foundation Wozumi Family Trust

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Scholarship Interviewers

Jacob Marquez Chad Minnick Katie Moonev B Nyka Osteen S Kevin Otten Anthony Papini Alvaro Peon Sanchez Dana Savage Morty Scanlon Alejandra Silva Hernandez S Sergey Smirnov S Rita Smith B Meade Thaver Shay Thoelke Tom Thorogood Judith Wood Jenifa Yador Kristi Yankacv Connie Yau

KEY

B Past or Current Board Member

Corporate Advisorv Board Member

S Past or Current GSBA Scholar

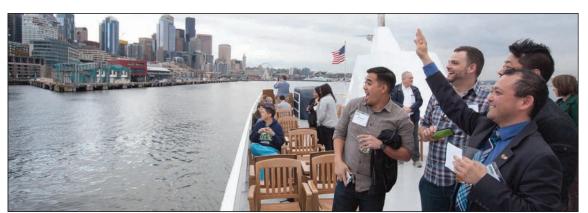
Donations received from 1/1/2017 - 12/31/2017.

We apologize if we missed your name as a donor, or designation as a board member, advisory board member, or scholar.

Please let us know at communications@theasba.org and we will update this in the online version.

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.







EVENT SPONSORS			
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white	pages	AIQI	
EVENT SUPPORTING SPONSORS			
Meryl Schenker Photography Seattle Parties			

attendees.

attendees.

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

GSBA PROGRAMS





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

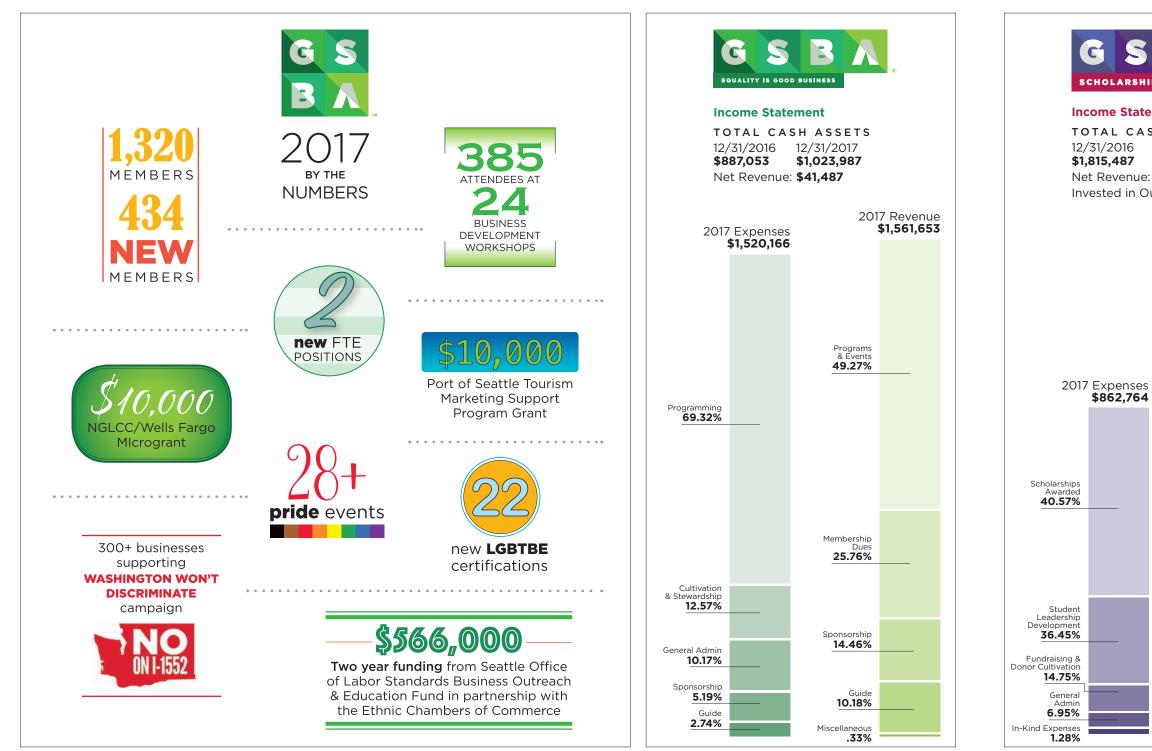
Women on Top (WOT)

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

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.



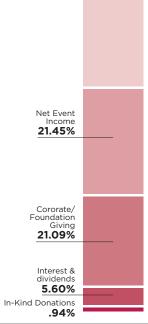


Income Statement

TOTAL CASH ASSETS 12/31/2016 12/31/2017 \$1,815,487 \$2,043,891 Net Revenue: **\$284,416** Invested in Our Scholars: **\$400,000**

2017 Revenue

\$1,179,699



Individual Donations

50.93%



37%

female scholars

44%

male scholars

16%

trans scholars

78%

identify as a

person of color

INVESTED IN SCHOLARS

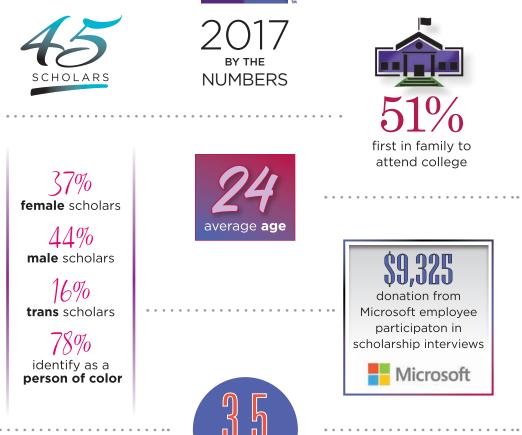
SINCE 1991





average **age**

average **GPA**



AVERAGE SCHOLARSHIP



ANNUALLY

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Heather Staples. Staples Restaurant Group

Gail Stringer, Hawaii General Store

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THANK YOU FOR A YEAR OF GROWTH



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2017 IMPACT REPORT



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