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August 14, 2008: Dallas, TX - [www.glbtcchamber.org](http://www.glbtcchamber.org)

August 21, 2008: Long Beach, CA - [www.PinkBananaMedia.com](http://www.PinkBananaMedia.com)

Sept 2, 4 and 5, 2008: Ft. Lauderdale, Miami and Key West, FL

**NLGJA Conference**

August 21 - 24, 2008: Washington, DC

[www.NLGJA.org](http://www.NLGJA.org)

**Out & Equal Conference**

September 10 - 13, 2008: Austin, TX

[www.OutAndEqual.org](http://www.OutAndEqual.org)

**IGLCC Summit**

September 19-21, 2008: London, UK

[www.IGLCC.org](http://www.IGLCC.org)

**Community Marketing Conference**

October 5 - 8, 2008: Vancouver, BC

[www.CommunityMarketing.com](http://www.CommunityMarketing.com)

**NGLCC Dinner**

November 7, 2008: Washington, DC

[www.NGLCC.org](http://www.NGLCC.org)

**Reaching Out MBA Conference**

October 30 - November 2, 2008: Washington, DC

[www.reachingoutmba.org/dc08/conference-info/](http://www.reachingoutmba.org/dc08/conference-info/)

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# The Power of the Automated News Feed

*How Plaxo, Friendfeed and even Facebook utilize 3rd party programs such as Picasa, YouTube and Flickr to keep you up-to-date in this even more fast-paced Information Age*

If you're like many of us out there, you've been using **Plaxo** for a few years now. It's been a great tool, primarily used by the business community, in keeping one's **Outlook** up-to-date when your friends and other contacts change jobs, move or even get a new cell phone number. Change jobs and all you had to do was update your Plaxo information in order to get that job update out there to hundreds of your Outlook contacts simultaneously, and vice versa... one of your Outlook contacts moves to a new city, and voila, your Outlook information is automatically updated.

Over the past year, however, Plaxo has expanded its offerings to include a new addition, **Plaxo Pulse**, found at <http://pulse.plaxo.com>. What's unique about Plaxo Pulse is that it has started out as a relatively new player in the world of business social networking and has done two things - leveraged its extensive database of Outlook users and offered them something they didn't have access to before... a summary of their friends and business contacts lives pulled from once disparate sources such as **Twitter**, **YouTube** and **Flickr**. Plaxo successfully looked at what made Facebook so wildly popular, which was their incredibly efficient and cutting edge **News Feed**, and created a more universal version based upon a person's social life as found all throughout the Internet.

Now if you're not familiar with the **Facebook News Feed**, I'll try to summarize it for you here... it's a tight, efficient compilation of all of your Facebook Friend's activities on the site. When someone uploads some new photos, you see a summary of those photos in your News Feed. When one of your friends becomes friends with someone else, you see a summary of this new relationship as well, and more often than not, you know that other person being befriended as well. Read a great story online you want to share with your friends? You can quickly use the **Facebook Post** feature to share that story, with thumbnail image and summary, with all of your friends in their News Feed.

It turns out many of those same features are found on the Internet in a wide variety of popular websites being used by millions of Internet users today. Facebook has great video uploading now, but YouTube had it first and has many more videos to be shared. Facebook's Post feature is great, but when it comes to finding some of the best content out there on the Internet, **Digg.com** has taken a distinct lead in providing tools and features for bringing this content to light. When it comes to photos, both **Picasa** and **Flickr** have taken a real lead in this department, allowing their users to share thousands of photos with their friends and family online.

Thus, we have Plaxo Pulse, a compilation of a person's various pieces of content found online, from videos to photos to blog postings to their daily Twitter updates, updated very similar to the Facebook News Feed, but starting with the vast and well connected Plaxo database of relationships you've set up over the years for your Outlook updates. In today's fast-

paced world, being able to quickly stay current on what's happening in the lives of those important to you is becoming more and more relevant, both for those with less time on their hands, and for those who want to free up more time to appreciate other aspects of their lives without feeling left behind when they can't devote a few hours per week for those social phone calls we used to do more often in the 90s.

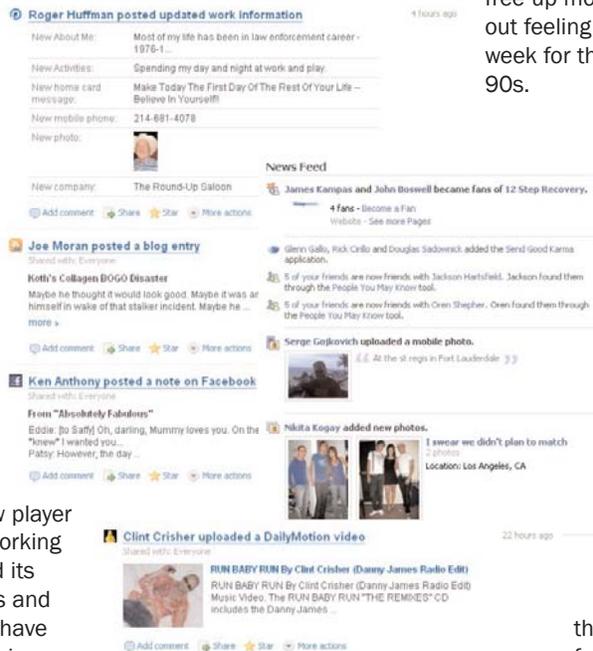
Of course, where Plaxo has taken the lead, others have followed. Another site coming on strong in this space is **FriendFeed.com**. It is very similar to Plaxo Pulse, but has yet to grow in the numbers needed to hit critical mass and make it a "must go to" site in someone's daily life.

In the **GLBT** space, our company created **PinkBananaWorld.com** last year. PinkBananaWorld.com is a site that incorporates both the News Feed compilation discussed above with the power of content aggregation from the variety of GLBT news, blog, podcast and video sources syndicating their content using RSS feeds. In a nutshell, it's designed as a one-stop location for all up-to-date GLBT content as well as a single source for keeping current on one's GLBT friends and family via their photos, blogs, videos and more... content pulled from the sites they use most online including YouTube, Picasa and Flickr.

Ironically, Facebook has seen the power of this universal news feed and has created a similar system, allowing its users to import their updates from YouTube, Picasa, Flickr, Delicious, Digg, Yelp and more. As social networking continues to grow in importance, both from a personal level and a professional level, this sharing of content between sites will become more relevant as sites seek to stay current with where their user base is going and provide them the tools to keep them loyal and coming back. A year ago, it was all about **MySpace**... two years ago, it was all about **Friendster**. Where it will be next year is hard to say, but one thing is clear. The importance of the current niche players including Picasa, Flickr, Delicious and Digg is only going to grow as more and more users become accustomed to these new online tools and find that the technology used to tie them all together becomes more and more advanced and ubiquitous, making the Internet the new operating system of the future.

Plaxo Pulse has created another new feature which adds to the power of their universal news feed... the **Plaxo Group**. Being a member of a group, one can receive updates from other group members as well on specific topics ranging from online marketing to financial news updates. These updates are designed to appear in the same Plaxo News Feed as the contact updates from YouTube and Flickr, ensuring they are seen in the best way possible.

A new group has been created specifically for the **GLBT Business Community**, found at <http://gltb.plaxogroups.com>. This group, launched in July 2008 and growing exponentially, allows others in the GLBT business community to share various blog, news, video and more related to the gay & lesbian marketplace. Be sure to stop on by and check it out.



# How to Turn a Cold Call into a Warm Call Using LinkedIn.com

*The new way to research and find the best contacts to start with when making business outreach to a company*

First there was **Friendster** and then there was **MySpace**. Along the way, **Plaxo** leveraged its access into your **Outlook** contact database to launch **Plaxo Pulse** and **Facebook** hit the scene going from the college dorm to Main Street USA. In between all of this, chugging along as if it had the entire business landscape to itself, was **LinkedIn.com**, a site focused on just the business-to-business connections needed in the social networking world. Starting out as a more employment-oriented site, **LinkedIn.com** has grown in popularity over the past year to become almost the de facto **Online Chamber of Commerce**, allowing business people from around the world to network and connect in ways not possible just a few years back.

The simplest use of LinkedIn.com is its power in connecting with your business contacts found in your various e-mail address books, as well as connecting with those business contacts of others you've connected to in LinkedIn.com. Thus, over time, your network continues to grow and through LinkedIn.com's **InMail** and **Invitation** systems, you're able to contact more and more business professionals when seeking employment, new business and more.

The real power of LinkedIn.com, however, is in its powerful company search feature. Say you would like to target Microsoft or IBM and you're looking for someone in the marketing department. A few years back, the primary resources you would turn to were expensive business directories offered by **AdWeek**, **RedBook** and more. Today, your best first place to start when researching a target company is LinkedIn.com's company search. You would type in Microsoft as the company you were targeting, and the search results would then be sorted based upon how close they are to you (1st, 2nd and 3rd degree away from you) and by how many other contacts that individual has.

From these search results, your research would begin. If someone is a 1st degree contact, that means they are directly contacted to you and you can reach them directly using LinkedIn.com's InMail feature. If they are a 2nd degree contact, that means there is someone (or several someones) between you and them that you share in common in your contact list. This someone makes the cold lead a bit warmer... now you actually have a relationship in common.

Out of this array of search results, you would scan the titles of the individuals found to see who is in the marketing department. You'd be surprised at the wide variety of marketing individuals you find. Your next step would be to either send that person an InMail (an upgraded, paid feature of LinkedIn.com when connecting with a 2nd or 3rd degree con-

tact) or ask the person you share in common to introduce you to this contact. Either way, you're one step closer to making a direct connection with someone you'd like to meet to start a business relationship.

The same goes for the 3rd degree contact... as you go down the list, you can either InMail these contacts or request an introduction to them as well. Your 2nd degree contacts should be worked first, however, as the likelihood of success is higher with them. Also, as described above, the list is also sorted by those with the most contacts and works its way down. In this social business world, starting with an individual who has a lot of contacts is often your best strategy to begin with. Be wary, however, of those contacts who seem to be super power users, with many group affiliations and with their e-mail address and their number of contacts posted on their profile where their name would be. These folks are playing LinkedIn.com as a numbers game to connect with as many people as possible, and can be sometimes viewed as a new form of social networking spammers. Try to focus on the "quality" contacts and not the "quantity."

In this fast-changing environment where it seems everyone wants to be our "online friend," LinkedIn.com stands above the rest as a real testimonial to the convergence of state-of-the-art technology with the power of the online network. Used as a tool when making outreach to a company makes it second to none in its class, and with the brain power behind this organization, we can expect even greater things to come in the months ahead.

Of course all strong social networking sites have developed an equally strong GLBT presence as well. For LinkedIn.com, **Dennis Velco** has recently launched an incredible **GLBT LinkedIn.com Group**, found at

<http://www.linkedin.com/search?search=&groupFilter=63687>. With almost 1,000 members and growing, it is an additional tool in the company research described above, in that when a contact is found who is a member of this group, it gives you an added connection to that person, especially if you're also a member of this GLBT LinkedIn.com Group.



As a spin-off from this LinkedIn.com Group, Dennis has also created a GLBT Group on **CollectiveX.com**, providing the LinkedIn.com members with additional tools from which to connect with. This group is found at <http://glbt-network.collectivex.com>.

## News Highlights

### GLCC Launches BIZ

The National Gay & Lesbian Chamber of Commerce is pleased to announce the launch of BIZ, our online magazine dedicated to telling the stories of the thriving LGBT business community and its corporate allies. Visit BIZ at The National Gay & Lesbian Chamber of Commerce is pleased to announce the launch of BIZ, our online magazine dedicated to telling the stories of the thriving LGBT business community and its corporate allies. Visit BIZ at [www.nglcc.org/BIZ](http://www.nglcc.org/BIZ) today.

BIZ promises to be the LGBT community's most trusted source for business news and information because its written by the people who know the subject matter best—LGBT entrepreneurs and professionals.

If you're an LGBT business owner, BIZ gives you the vital business news you can't get anywhere else. If you work with LGBT suppliers or employees, BIZ is your link to new information and insights that strengthen your connections with the people your company depends on to succeed.

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In BIZ you'll find:

- Original gay-focused business news from North America's LGBT chambers of commerce
- Success stories about LGBT entrepreneurs
- Regular columns by experienced LGBT business executives
- Articles designed to boost your business acumen on everything from employee productivity to securing an SBA loan
- Audio and video podcasts and Webcasts
- Connections to corporate managers and diversity specialists in Fortune 500 companies
- ...and more!

BIZ welcomes contributions from LGBT business owners and professionals like you. Want to write an article or a column? Do you have an idea that deserves to be explored? Let us know! Email us at [editor@nglcc.org](mailto:editor@nglcc.org). BIZ is co-published by NGLCC and OmniStudio, a Washington, D.C. strategic communications firm and an NGLCC-certified business. OmniStudio creates the content for BIZ, researching and writing articles, editing copy and producing video and audio podcasts.

Visit BIZ at [www.nglcc.org/BIZ](http://www.nglcc.org/BIZ) today.



### New Website Gaygadget.com Launches

Got Gadgets? Got an addiction to gadgets that you can't seem to shake? Well so does tech-junkie and self-professed gay guy, Serge Gojkovich, the mastermind behind [gaygadget.com](http://gaygadget.com), the new website set to officially launch Aug. 1st.

- Developed by Serge Gojkovich, President at Gay Consultants, Inc. (GCI), a LGBT marketing and content management firm
- Official Launch Date: 1 August 2008
- Gadgets from Auto, iPod, MP3, business, computer, home, mobile, photo and future concepts discussed in a markedly informed, gay voice
- Targeted towards the tech-savvy and trend setting gay male market
- Periodic product giveaways

It is a well-established fact that gay men have traditionally been trendsetters and early adapters of technology and now there is a site that not only celebrates such savvy behavior but also encourages it.

With an eye towards keeping the gay male consumer up-to-date on the latest developments from the world of technology, [gaygadget.com](http://gaygadget.com) offers regular reviews about a variety of the hottest and most innovative new high tech products coming to the market. [Gaygadget.com](http://Gaygadget.com) will also be providing "gadget" content for LGBT media across the US and Canada, servicing a market niche that has largely gone untapped before now.

From the latest gadgets for your car and/or business to the most cutting edge advancements for your mobile phone or home, [gaygadget.com](http://gaygadget.com) will be the first word on the best of the digital world and beyond with a gay point of view. And just how could gadgets get a gay point of view? Simply by combining specialist and customer reviews with familiar gay lifestyle, humor and our own community's insider tips on new products.

Additionally, businesses interested in reaching gay men will now have a unique tool to help promote upcoming product releases. Perhaps best of all, visitors to the website will have opportunities to register to win giveaways for some of those items on a regular basis.

The world of gadgets just got a few Gigs gayer and that is a very good thing.

For more info, go to: <http://www.gaygadget.com> or email: [info@gaygadget.com](mailto:info@gaygadget.com)

### Gay and Lesbian Consumers More Likely to Follow Latest Styles and Trends

According to a new national survey conducted online by Harris Interactive®, nearly half (48%) of gay and lesbian adults report they like to keep up with the latest styles and trends, compared to only 38 percent of heterosexual adults. This also seems to accelerate behaviors tracked by a similar survey in January 2007 when 38 percent of gay and lesbian adults reported they like to keep up with the latest styles and trends (compared to 32% of heterosexual adults).

Taking a look only at gay men in the sample, more than half (53%) report they like to keep up with the latest styles and trends, compared to fewer than one-third (30%) of heterosexual men. In January 2007, when the same question was posed, 39 percent of gay men reported that they keep up with the latest styles and trends, compared to 32 percent of heterosexual males

The new nationwide survey of 2,637 U.S. adults, (ages 18 and over), of whom 343 self identified as gay or lesbian (which includes an oversample of lesbian, gay, bisexual and transgender adults), was conducted online between June 9 and 16, 2008, by Harris Interactive, a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

Gay and lesbian adults are also more likely to upgrade to the latest model compared to their heterosexual counterparts. The latest survey shows 45 percent of gay and lesbian adults say they tend to upgrade to the latest model or version of a product, compared to one-third (33%) of heterosexual adults. Just looking at gay men, nearly half (49%) report they tend to upgrade to the latest model or version of a product, compared to 35 percent of heterosexual men.

This latest survey continues to confirm a key demographic distinction between gay/lesbian consumers and their heterosexual counterparts. "The LGBT community has long been known not just for trend spotting but also trend setting," said Wes Combs, President of Witeck-Combs Communications. "They are very savvy consumers and often motivated to spend a little extra on new products and upgrades."

To see the data tables, please visit:  
[http://www.witeckcombs.com/news/releases/20080721\\_harris.pdf](http://www.witeckcombs.com/news/releases/20080721_harris.pdf) or call 202-887-0500x14.

### Methodology

Harris Interactive conducted the study online within the United States between June 9 and 16, 2008, among 2,637 adults (ages 18 and over), of whom 2,220 indicated they are heterosexual and 343 self-identified as gay or lesbian (this includes an over-sample of GLBT adults). Figures for age, sex, race, education, region and income were weighted where necessary to bring them into line with their actual proportions in the population. In addition, the results for the gay and lesbian sample were weighted separately based on profiles of the gay and lesbian population that Harris Interactive has compiled through many different online surveys. Propensity score weighting also was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

## Articles of Interest

### The Legend of How "Because" Ruined a Mailing

There's an old story in direct marketing circles about a single word that caused a firestorm of controversy with recipients of a direct mail travel campaign to known travelers to Germany.

The word? "Because."

While the story may be apocryphal, it has implications for a discussion taking place in e-mail marketing about the effects of personalization.

The tale goes like this: A marketer of travel services sent a prospect mailing to known travelers to Germany that contained the words: "If you travel to Germany." According to legend, the mailing worked like gangbusters.

A subsequent mailing that used the phrase "because you travel to Germany" not only flopped, it drew complaints from recipients.

The lesson: Personalized offers work. Needless displays of familiarity backfire.

Now comes a study from the University of Illinois on e-mail personalization drawing the very conclusion our possibly mythical travel marketers drew with their Germany-oriented mailing.

According to the study's authors, some degree of personalization in e-mails, such as addressing people by name, helped boost response. However, e-mails that displayed too much knowledge about the recipients, such as one that said, "As an action movie fan, we thought you'd be interested in joining others in San Francisco" suppressed response.

Tiffany Barnett White, a University of Illinois marketing professor who headed the study, said more research is needed to gauge whether marketers should consider abandoning personalization and just focus on offering value, according to an article posted on the University of Illinois College of Business Web site.

"I can't make any statements now about whether firms should just not spend money on personalization. But I think the big takeaway from this research is that personalization might not matter and it may actually hurt," White said.

But it's not the personalized use of data that hurt the San Francisco action movie mailing. It was the clumsy creative approach.

Amazon uses the personalized approach all the time, but its personalized e-mails say: "We've noticed people who bought Book A have also purchased Book B." Notice Amazon—a company that could probably profile its customers better than their mothers ever could—doesn't cross any familiarity boundaries with its e-mail offers.

Moreover, how personalized an offer can be will depend upon the relationship between the prospect or customer and the marketer. No doubt, if the travelers to Germany above had received the mailing from the agent through which they booked their last trip, the reaction would have been quite different.

The lesson: By all means marketers should strive toward more personalized e-mail efforts. They just shouldn't pretend they're pals with the recipients of their campaigns.

## Gen Y Is Setting the Tech Agenda

With tech "embedded into everything Gen Yers do," the twenty-somethings are leading the way. But companies are having a hard time keeping up

Companies are having trouble keeping up with Generation Y consumers who are now setting the technology agenda.

Generation Y consists of 18- to 28-year-olds who are leading the way in technology adoption with nine out of 10 owning a PC and 82 per cent a mobile phone.

Generation Y is also the most internet-savvy group, spending more time online than they do watching television, with 42 per cent watching online video at least once per month.

Meanwhile 72 per cent of Generation Y mobile phone users send or receive SMS messages.

Charles Golvin, principal analyst at Forrester Research said Generation Y is the audience companies are most struggling to understand—a key issue due to their importance for future revenue growth.

The older Generation X (aged 29 to 42) also use technology extensively but more when it "intersects with a personal need or fulfils a desire".

Golvin said the key distinction between Generation X and Y is that Generation X uses technology when it supports a "lifestyle need" whereas tech is "embedded into everything Gen Yers do" making them the first "native online population".

During the past three months, 69 per cent of Generation Xers have shopped online and 65 per cent used online banking—more than any other group.

And Generation X is increasingly using online and mobile technologies with 21 per cent now reading a blog once per month compared to 15 per cent last year. In addition, 61 per cent of mobile subscribers text compared to 49 per cent in 2007.

The research is part of Forrester's 2008 North America Technographics Benchmark survey which gathered data from around 61,000 consumers in the US and Canada.

## Banner Advertising Plus!

*Leveraging your Facebook group, your blog content, your editorial and your SEO placements to maximize your banner ad campaign!*

### Step 1 - Advanced Online Marketing Strategy:

Customize an *Advanced Online Marketing Plan* to best serve your unique product or service needs. Review this article for more information. <http://www.pinkbananamedia.com/storydetail.cfm?storyid=6>

### Step 2 - Selecting Web Sites to Advertise With

Select websites which best integrate with the *Advanced Online Marketing Strategy* you've executed above. Criteria to use would be:

- websites which will include an edited version of your content in an ad buy and keep the content live for at least one year, with links and logo back to your site.
- websites with excellent search engine placement alongside your placements, based upon the key word combinations you've focused on in Step 1, or...
- websites with poor search engine placement but strong user loyalty in their target market (a target market you've identified is right for you!)
- websites that are "Sticky," meaning they keep their audience on their site for longer than 5 minutes and inform and entertain them with quality content, not just dating or chat.

### Step 3 - Facebook Advertising

Test out a Pay-Per-Click Facebook advertising campaign, linking to your Facebook Group you've developed for your business, not directly to your own website. In this way, you'll have a larger number of Facebook users join your group AND go to your website from the Group Page, allowing you stronger marketing opportunities to this group using Facebook's E-Mail and News Feed.

## GLBT Business Resources

### Social Networking

#### Networking 4 Businesses Serving Lesbians

<http://businessesforlesbians.plaxogroups.com/>

#### GLBT Business Group on Plaxo

<http://glt.plaxogroups.com>

#### GLBT Groups on CollectiveX

<http://glt-network.collectivex.com>

<http://lgbtbiz.collectivex.com>

#### GLBT Group on LinkedIn.com

<http://www.linkedin.com/search?search=&groupFilter=6368>

### Online Resources

#### Echelon Magazine

<http://www.echelonmagazine.com>

#### NGLCC Biz

<http://www.nglcc.org/biz/>

#### GayBusinessWorld.com

<http://www.gaybusinessworld.com>

## Spotlight On IGLTA

In 1983, a group of 25 gay Bed & Breakfast proprietors and travel agents came together to discuss how they could support each other in their efforts to provide safe and accepting travel opportunities for gay travelers. This small gathering 25 years ago was the beginning of the IGTA. IGTA is not a misprint as the association's original name was The International Gay Travel Association.

Keep in mind that 25 years ago *gay* was a more generic term for the community at large. It is worthy to note that there were two women at IGTA's first meeting, held in Ft. Lauderdale, Florida, and at the first convention six months later, held in San Francisco, California, the first president was a woman from Toronto, Canada. Nonetheless, women in the LGBT community felt overshadowed by their male counterparts and fought for a more visible lesbian community. In 1997 IGTA joined that effort and was renamed the IGLTA.

LGBT tourism has not always been considered an important market segment in the minds of the tourism community. In the 80's, the community was shunned to say the least. In those early years IGLTA was about promoting "safe havens" where LGBT travelers could leave the closet at home and travel to a destination where they could feel comfortable to be themselves. Back then there was a relatively "short list" of LGBT friendly destinations such as San Francisco, Amsterdam and Sydney to name a few. This was a grass roots effort spearheaded by small LGBT business owners with no major tourism players involved.

In the 90's, IGLTA took on a new mission, to educate the mainstream tourism community regarding an outstanding business opportunity - LGBT Tourism. They coined a phrase "building bridges where barriers once stood" and began a substantial outreach program to the tourism industry. As corporate tourism professionals learned more about our DINK (dual income no kids) niche with discretionary income and time to travel, they jumped on the IGLTA bandwagon. Major airlines, tourism bureaus, hotels and wholesalers joined the IGLTA and LGBT travel became known as the "golden niche." This substantial growth enabled the association to hire its first paid Executive Director and open their own dedicated office, located in Denver, Colorado.

The dawn of the 21st century found LGBT travel front and center in the tourism industry. LGBT driven booths at ITB, ASTA, WTM and other industry gatherings are always swamped with interest. Major tourism websites not only create LGBT sections but prominently display links to the section on their homepages. This incredible 25 year journey has not only helped strengthen their member's businesses, but has truly "built bridges where barriers once stood!" At 1,300 members and growing, it's one of the leading associations in the GLBT marketplace, addressing the needs of airlines, hotels, travel agents and more.

IGLTA can proudly state that it has truly lived up to its mission statement, which is "IGLTA is the world's leading travel trade association committed to growing and enhancing our members' gay and lesbian tourism business through education, promotion and networking."



International Gay & Lesbian Travel Association

### Executive Director

John Tanzella

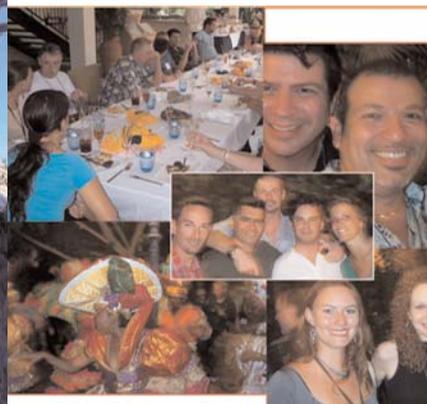
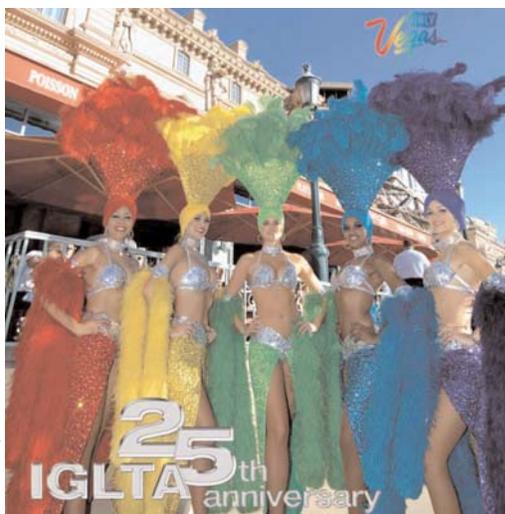
915 Middle River Dr., Suite 306  
Fort Lauderdale, FL 33304  
USA

Phone: +1.954.630.1637

Fax: +1.954.630.1652

E-mail: [John@IGLTA.org](mailto:John@IGLTA.org)

Web: [www.IGLTA.org](http://www.IGLTA.org)



## Featured Book:

### Gay and Lesbian Tourism: The Essential Guide for Marketing

... a 176-page "how to" manual for destinations, hotels, airlines, cruise lines, tour operators and other companies in the hospitality industry who are seeking to learn the best practices in gay and lesbian marketing. The book is divided into three categories: best practices in tourism marketing, case studies and interviews with the experts in the gay and lesbian travel market today. Readers will learn about how to apply the research; tips on building stakeholder support; strategies to win convention, meeting and international sports market business; find best practices in gay and lesbian marketing; and even a dictionary of terms particularly relevant to the gay traveler that could be used in marketing programs (and even terms that should be avoided!

LINK: [www.GayandLesbianMarketing.com](http://www.GayandLesbianMarketing.com)

## NGLCC's Local Chambers

### ARIZONA

#### Greater Phoenix Gay & Lesbian Chamber of Commerce (Phoenix, AZ)

The Greater Phoenix Gay & Lesbian Chamber of Commerce has been a part of gay life in Phoenix for nearly 30 years. GPGCLCC has about 460 members, and is pushing to hit 600 by the end of 2007. In addition to its networking and business development events, the chamber has forged extensive ties with the business community at large. GPGCLCC maintains partnerships with Phoenix's Chamber of Commerce and the Convention and Visitors Bureau, and makes it a point to welcome members of the city's other business organizations to chamber events. But the chamber is perhaps most visible through its "GLBT Visitor and Relocation Guide," which touts Phoenix to gay travelers and potential new residents. The chamber distributes up to 50,000 guides worldwide every year.

Web site: [www.gpglcc.org](http://www.gpglcc.org)

#### Tucson GLBT Chamber of Commerce (Tucson, AZ)

The Tucson GLBT Chamber of Commerce evolved from a group founded in 1992 as a safe space for gay businesspeople to network and find support. The chamber now boasts more than 200 members, making it the second-largest LGBT chamber of commerce in Arizona. In addition to traditional networking events, TGLBTCC prides itself on its political activism, and played an active role with other community groups—both gay and non-gay—in uniting to defeat Arizona's Proposition 107 at the ballot box, which would have amended the state constitution to ban same-sex marriage. The chamber regularly partners with other business and community groups for various activities, and is planning to roll out a supplier diversity initiative for the benefit its members.

Web site: [www.tucsonglbtchamber.org](http://www.tucsonglbtchamber.org)

### CALIFORNIA

#### Long Beach Community Business Network (Long Beach, CA)

The Long Beach Community Business Network was founded in 1992 by area LGBT business owners to serve as a network for gay-owned and gay-friendly businesses in this city 20 miles south of Los Angeles. LBCBN now has more than 150 members who participate in the chamber's many networking and social events, including member mixers and beach parties. The group publishes a print directory with a yearly circulation of 15,000.

Web site: [www.lbcbn.com](http://www.lbcbn.com)

#### Los Angeles Gay & Lesbian Chamber of Commerce (Los Angeles, CA)

The roots of the Los Angeles Gay & Lesbian Chamber of Commerce stretch back to 1979, when members of the gay community formed the area's first organization for LGBT businesspeople. Among its many early achievements was its instrumental role in opening the first AIDS hospice in the San Fernando Valley. Today's LAGLCC has the same commitment to the community while growing its profile in the business world, establishing partnerships and gaining sponsors among some of the area's largest companies. LAGLCC holds an array of networking and new member events, with a focus on adding to the existing 200 members. The chamber also holds joint events with other chambers of commerce, creating what they informally call "L.A.'s largest mixer." With both membership and visibility increasing, LAGLCC hopes in the near future to hire a full-time executive director and support staff.

Web site: [www.laglcc.org](http://www.laglcc.org)

#### Greater San Diego Business Association (San Diego, CA)

In 1979 the Greater San Diego Business Association began with 21 charter members, and in just over a year grew to 100 members. It hired its first paid employee a year after that, and has gone on to become the second-largest LGBT chamber in the country with more than 800 members. GSDBA offers its members a variety of networking events, affinity groups, and community outreach efforts to participate in. Indeed, the chamber prides itself on connecting with the greater community: GSDBA participates in a vendor outreach program with the city's Hispanic Chamber of Commerce, and is the first LGBT chamber to gain recognition by the U.S. Small Business Administration as a minority business association.

Web site: [www.gsdba.org](http://www.gsdba.org)

#### Golden Gate Business Association (San Francisco, CA)

The Golden Gate Business Association, founded in 1974, has the distinction of being the first LGBT chamber of commerce in the United States. And its place in history doesn't stop there. After launching the first charitable foundation devoted to LGBT causes in 1980, GGBA went on to award groups like the National Center for Lesbian Rights and the Names Project with their first-ever grants. The chamber also helped found larger LGBT business organizations in the region, and on the national level was a founding member of NGLCC. In 2006 GGBA expanded its geographic reach in the area through its Business Exchange Network, a networking and referral program that has generated \$2 million for member businesses so far. The chamber also recently partnered with the San Francisco Visitors & Convention Bureau as a resource for LGBT tourists.

Web site: [www.ggba.com](http://www.ggba.com)

### CANADA

#### Canadian Gay & Lesbian Chamber of Commerce

The Canadian Gay & Lesbian Chamber of Commerce was founded in 2003 with the encouragement of NGLCC. In just a few short years, this nationwide chamber has gained 700 members, and is still growing. With active affiliates in British Columbia, Ontario, Quebec and Manitoba, CGLCC is working to expand to northern Canada and the Atlantic region. It has just introduced a supplier diversity program to certify member businesses as gay-owned, and is training Canadian companies to provide gay-friendly customer service. The chamber is also conducting the first-ever major study of gay Canadians' travel habits, and recently spun off its tourism site, [travelgaycanada.com](http://travelgaycanada.com), as an autonomous partner.

Web site: [www.cglcc.org](http://www.cglcc.org)

### COLORADO

#### Denver Gay and Lesbian Chamber of Commerce (Denver, CO)

The Denver Gay and Lesbian Chamber of Commerce was founded in 1992 to encourage networking and increase visibility for LGBT businesses in the Denver area. The chamber offers its 400 members a variety of events every month—indeed, its mission is to promote "professional development, business diversity and personal enrichment." In addition to networking, the chamber organizes an annual awards banquet, a business expo, and monthly "after hours" events. DGLCC has also begun to offer educational seminars, and plans to launch a print directory in the near future.

Web site: [www.denverglc.org](http://www.denverglc.org)

## DISTRICT OF COLUMBIA

### **PEN (Washington, D.C.)**

Washington, D.C.'s LGBT chamber of commerce started life as the Potomac Executive Network, but as more business owners and entrepreneurs joined, the group changed its focus to being a chamber rather than a networking group, and now goes by its acronym, PEN. The group organizes a wide array of networking and professional development events, as well as lectures by business leaders. Entrepreneurs can take advantage of the Triangle Business Advisory Council, a weekly networking, referral, coaching and skills development group that helps members start, run and grow a business. Now with about 350 members, PEN plans to launch both a new web site and print directory this year.

*Web site: [www.pendc.org](http://www.pendc.org)*

## FLORIDA

### **Miami-Dade Gay & Lesbian Chamber of Commerce (Miami, FL)**

The Miami-Dade Gay & Lesbian Chamber of Commerce was founded in 1999, the result of a merge between the Miami Network (founded 1982) and the South Beach Business Guild (founded 1992). This 400-member strong chamber also serves as the area's LGBT tourism bureau on behalf of the Miami Beach Visitor and Convention Authority—travel queries alone account for 4 million hits on the chamber's web site. In the near future MDGLCC plans to launch a "gay friendly" certification program, which will educate Miami's hospitality industry about the needs of gay travelers, and refer them to member businesses. Also in the works is a beachfront arts-themed tourist center that will sell tickets to cultural events, supporting the chamber's many creative professionals by supporting the arts.

*Web site: [www.gogaymiami.com](http://www.gogaymiami.com)*

### **Space Coast Business Guild ('Space Coast' of Florida)**

Eastern Florida's Space Coast Business Guild was founded in May of 2006 to increase business for LGBT-owned companies, and to coalesce the area's dispersed LGBT business community. As one of the newest LGBT chambers in the country, it has more than 30 members up and down Florida's "Space Coast," a 72-mile stretch of Atlantic coastline that is home to the Kennedy Space Center and other important NASA sites. The Guild currently holds monthly board and member meetings, and has plans for a membership drive and a print directory.

*Web site: [www.spacecoastbusinessguild.org](http://www.spacecoastbusinessguild.org)*

## GEORGIA

### **Atlanta Gay & Lesbian Chamber of Commerce (Atlanta, GA)**

The Atlanta Gay & Lesbian Chamber of Commerce was founded in 1994 as the Greater Atlanta Business Coalition. But the roots of today's chamber reach back to 1982, when the lesbian networking group Fourth Tuesday began meeting in local restaurants. The group organized the Atlanta area's first Gay & Lesbian Business Expo in 1988, whose growing success led to the founding of AGLCC. The chamber published its first print directory in 2003, at which time it changed to its current name. A membership drive in 2005 saw a 50% surge in new members, with the rolls at an all-time high of 350 business owners, professionals and non-profits reaching more than 3,000 employees in metropolitan Atlanta.

*Web site: [www.atlantagaychamber.com](http://www.atlantagaychamber.com)*

## INDIANA

### **Indianapolis Rainbow Chamber of Commerce (Indianapolis, IN)**

The Indianapolis (or "Indy") Rainbow Chamber of Commerce was founded in 2001 to strengthen the LGBT business community, and to raise their visibility in the larger community. With more than 100 members, the

chamber hosts monthly networking and educational events, and donates funds to a variety of LGBT causes. Indy recently celebrated a major, though narrow, victory as a coalition member with the gay rights group Indiana Equality to keep an anti-marriage amendment out of the state constitution. Future plans for the chamber include the publishing of a print business directory.

*Web site: [www.indyrainbowchamber.org](http://www.indyrainbowchamber.org)*

## MAINE

### **Rainbow Business & Professional Association (Maine)**

The Rainbow Business & Professional Association was founded in 1992 with the intention of helping LGBT business professionals come out, and to encourage Maine's gay consumers to buy from gay businesses. Now with 160 members, RBPA hosts an array of well-attended networking events and lectures. The chamber also recently established an endowment to for the long-term support of its scholarship fund, which first started awarding scholarships to students, gay or straight, who support RBPA's goals of fostering diversity and respecting human rights.

*Web site: [rbpa.org](http://rbpa.org)*

## MINNESOTA

### **Twin Cities Quorum (Minneapolis/St. Paul, MN)**

Like a lot of LGBT chambers of commerce, Twin Cities Quorum grew out of an informal networking group that took different forms and names over the years. Today's Quorum was born in its current incarnation about ten years ago, and it has made tremendous strides since then. The organization's membership of 250 supports four networking events, including one for young professionals that has been enthusiastically received by the community. Quorum also publishes a glossy, advertising-supported quarterly newsletter called QNotes that is distributed to Twin Cities businesses, raising the profile of the chamber and its members in the local community. Quorum awards scholarships to deserving students and hosts two major annual events, a Coming Out Day luncheon and a community leadership awards dinner. The group is also looking forward to hosting the 2008 NGLCC national conference.

*Web site: [www.twincitiesquorum.com](http://www.twincitiesquorum.com)*

## OHIO

### **Plexus (Cleveland, OH)**

Cleveland's Plexus—Latin for "network"—is one of the newest LGBT chambers of commerce in the country. It began in June of 2006, and its leadership already reports that 225 people have signed up on the chamber's mailing list, and that its mixers attract about 40 people each month. The chamber plans to start a formal membership drive in the near future. Also in the works for Plexus are professional and business development seminars, networking events, and an LGBT business expo.

*Web site: [www.thinkplexus.org](http://www.thinkplexus.org)*

## OREGON

### **Portland Area Business Association (Portland, OR)**

The Portland Area Business Association was the brainchild of three businesspeople who first proposed starting an organization for the Portland area's LGBT business community. Using the Greater Seattle Business Association as a model, and with GSBA's help, PABA launched in 1992 with more than 100 charter members. Now with 325 members, the chamber maintains an active calendar of networking and business development events. It also awards scholarships to area students, and has plans to establish an affinity group program in the near future.

*Web site: [www.paba.com](http://www.paba.com)*

## PENNSYLVANIA

### Independence Business Alliance (Philadelphia, PA)

Philadelphia's Independence Business Alliance is one of the newest LGBT chambers of commerce to appear, having launched in early 2007 after extensive groundwork and community-building. During this roll-out phase, Independence is focusing on raising visibility and membership, and is already holding events with an existing networking group in the area. Plans for the near future include quarterly educational activities for business owners, with talks on such topics as supplier diversity, tax and legal issues, and challenges facing LGBT business owners. The chamber's leadership also has plans to work with Philadelphia's commerce department to promote member businesses.

*Web site: [www.independencebusinessalliance.com](http://www.independencebusinessalliance.com)*

## TENNESSEE

### Greater Memphis GLBT Chamber of Commerce (Memphis, TN)

Founded in 2006, the Greater Memphis GLBT Chamber of Commerce is one of NGLCC's newer affiliates. The chamber's leaders report "great interest" in their new organization, and already have 220 members on the rolls. Events now include monthly membership meetings and quarterly social events, with an emphasis on membership recruitment and retention. The chamber is also working to reach out to the business community at large.

*Web site: [www.memphisglbtchamber.com](http://www.memphisglbtchamber.com)*

### Nashville GLBT Chamber of Commerce (Nashville, TN)

The Nashville GLBT Chamber of Commerce was founded in 1997 as the Nashville Association of Professional Persons, a social group for the area's gay business community, as well as a support mechanism against discrimination. With the influx of more business owners, the group reorganized as a chamber of commerce, and now has 150 members. The chamber also reaches out to the Nashville community through its annual Business Expo and Job Fair, where member businesses as well as major corporations can exhibit and recruit employees. The event is open to all recruiters and job seekers, gay or straight, chamber members or not, and represents the progress NGLBTCC has made in making Nashville's LGBT business community a more visible part of Nashville.

*Web site: [www.nashvilleglbtchamber.com](http://www.nashvilleglbtchamber.com)*

## TEXAS

### Austin Gay & Lesbian Chamber of Commerce (Austin, TX)

The Austin Gay & Lesbian Chamber of Commerce was founded in 1997, having originated from an earlier group called the Stonewall Network. The chamber has quickly gained prominence in Austin as a high-profile LGBT organization—it is the only LGBT chamber of commerce to organize a local Pride parade, which it started in 2001. It also recently launched a quarterly print magazine, "Forward Austin," which focuses on LGBT business themes and also functions as a member directory. Because there is no centralized gay neighborhood or community center in Austin, AGLCC is dedicated to bringing together Austin's gay community through its commitment to the city's gay-owned businesses.

*Web site: [www.aglcc.org](http://www.aglcc.org)*

### North Texas GLBT Chamber (Dallas, TX)

The North Texas GLBT Chamber kicked off in 2005 from the hard work of a diverse group of business and community leaders. The groundwork they laid paid off right from the start—the chamber launched with more than three hundred members in the Dallas/Fort Worth Metroplex. Now with 400 members, the North Texas chamber maintains a full schedule of mixers, networking meetings, and business development events. It has also forged strong ties with the Dallas Convention and Visitors Bureau, and is now the CVB's LGBT tourism partner, with member businesses fea-

tured prominently on the CVB's web site. The chamber also hopes to drive more business to its members through a print directory it expects to launch in the near future.

*Web site: [www.northtexasglbtchamber.org](http://www.northtexasglbtchamber.org)*

## WASHINGTON

### Greater Seattle Business Association (Seattle, WA)

The Greater Seattle Business Association is one of the oldest LGBT chambers of commerce in the United States, founded in 1981, and with 1,000 members in its ranks today. In addition to its regular networking events, GSBA publishes a business directory with a circulation of 35,000 and a newsletter that goes to 1,600 recipients every month. The chamber's signature event is "Taste of GSBA," which showcases member restaurants and caterers, with proceeds going to its scholarship fund, which has awarded \$660,000 to LGBT and allied students since 1990. GSBA's latest initiative focuses on tourism, with the aim of establishing Seattle and the Puget Sound Region as a nationally acclaimed LGBT tourist destination.

*Web site: [www.thegsba.org](http://www.thegsba.org)*

### Inland Northwest Business Alliance (Spokane, WA)

The Spokane, Wash.-based Inland Northwest Business Alliance was founded in 1994 with 25 charter members. Today INBA boasts more than 120 members in the eastern Washington area. The chamber's principal event is its monthly lunch, held at a different member's restaurant each time. INBA concentrates on maintaining a sense of community in this sparsely populated region, and sends its business directory to neighboring Idaho and Montana in addition to Spokane. It has awarded scholarships to gay and gay-friendly students for several years, and recently organized a 501(c)(3), "INBA Outreach," to support it. INBA also hopes to establish a scholarship endowment in the future.

*Web site: [www.inbaspokane.org](http://www.inbaspokane.org)*

## OTHER REGIONAL CHAMBERS

### Sacramento, CA

Rainbow Chamber of Commerce

*[www.rainbowchamber.com](http://www.rainbowchamber.com)*

### San Jose, CA

Silicon Valley Rainbow Chamber of Commerce

*[www.rainbowchamber.org](http://www.rainbowchamber.org)*

### Albuquerque, NM

Sandia Out Professionals Association

*[www.sopanm.org](http://www.sopanm.org)*

### Oklahoma City, OK

Diversity Business Association

*[www.dbametro.org](http://www.dbametro.org)*

### Houston, TX

Greater Houston GLBT Chamber of Commerce

*[www.thechamberhouston.org](http://www.thechamberhouston.org)*

### Chicago, TX

Chicago Gay & Lesbian Chamber of Commerce

*[www.glchamber.org](http://www.glchamber.org)*

### Tampa, FL

Tampa Bay Business Guild

*[www.tbbg.org](http://www.tbbg.org)*

### Key West, FL

Key West Business Guild

*[www.gaykeywestfl.com](http://www.gaykeywestfl.com)*

### Virginia Beach / Norfolk, VA

Hampton Roads Business Outreach

*[www.hrbor.org](http://www.hrbor.org)*

# Spotlight On MDG Marketing Group

## A New GLBT Marketing & Advertising Agency!

*"Dynamic Marketing for Diverse Consumers"*



**MDG Marketing Group** is a unique, full-service marketing and advertising agency specializing in targeted programs aimed at the \$600 billion gay and lesbian consumer market segment. Their personal understanding of this demographic allows them to bring unparalleled insight and knowledge to their

clients, giving their clients an invaluable look into the lifestyles of these diverse individuals.

At MDG Marketing Group, it is their objective to introduce the gay and lesbian audience to their clients in a way that reflects compassion, caring and consideration for their diversity. They believe that education is critical when considering this audience... therefore their team can help you understand the importance of this market segment's spending habits, buying power and impact on your bottom line.

In order to accomplish these goals, they've compiled a vast array of gay and lesbian-specific marketing and advertising services which include:

- Strategic Planning
- Project Management
- Market Research
- Integrated Online Advertising
- E-Mail Marketing
- Print Advertising
- Public Relations
- Graphic Design

If your company is looking to build brand awareness and loyalty within the gay and lesbian demographic, then look no further than the experts at *MDG Marketing Group...Dynamic Marketing for Diverse Consumers.*

## About Misti D. Graham, President

As President of MDG Marketing Group, Misti Graham has created a niche marketing and advertising agency focusing exclusively on the \$600 billion gay and lesbian consumer market segment. Her unique insight and familiarity of this demographic is unparalleled which allows her to bring a wealth of knowledge to each client project her agency manages.

In realizing her dream of building her own agency, Misti decided to combine both her personal life with her passion for marketing therefore making MDG Marketing Group a reality. She formed MDG Marketing Group as a way to introduce the gay and lesbian community to "Corporate America" and in doing so, is able to educate her clients on such topics as gay and lesbian buying power, economic influence, lifestyle interests and travel habits.

Misti currently resides in Phoenix, Arizona and is proudly committed to her partner, Tiffany and their family of two dogs and two cats.

If your company would like to learn more about reaching this diverse and dynamic audience, please contact Misti today at 877-282-3550 or via e-mail at [misti@mdgmarketinggroup.com](mailto:misti@mdgmarketinggroup.com).



# Spotlight On Las Vegas

## LAS VEGAS RANKINGS

Gay Index Rank: **123**  
 Gay Male Index Rank: **138**  
 Lesbian Index Rank: **108**  
 National Norm: **100**  
 Median Household Income: **\$44,069**

Las Vegas has long been known as "The Entertainment Capital of the World," but these days the desert destination boasts much more than strippers and Cher concerts - especially for its growing LGBT community.

While there are no hard and fast numbers on how many LGBT residents live in and around **Clark County** - in which Las Vegas is located - it's estimated that 10 percent of the area's 1.7 million residents call the desert paradise home. The region is also one of the fastest growing in the United States according to the U.S. Census Bureau's 2006 study (500-600 new gay residents are reportedly moving to the area every month), which ranked Las Vegas proper as the 28th most populous city in the nation.

Driving Las Vegas' steady economy is the confluence of tourism, gaming and conventions, which in turn feed the retail and dining industries - industries that employ much of the city's residents and keep tourists busy. Among travelers, **Sin City** is consistently the second most visited U.S. destination for gay and lesbians after New York City, according to the 12th Annual Gay and Lesbian Tourism Study conducted by San Francisco-based Community Marketing Inc., a gay market research and development lab. In addition, **McCarran International Airport**, which serves the Vegas area, was ranked 14th in the world for passenger traffic, with 47,595,140 passengers passing through its terminal last year.

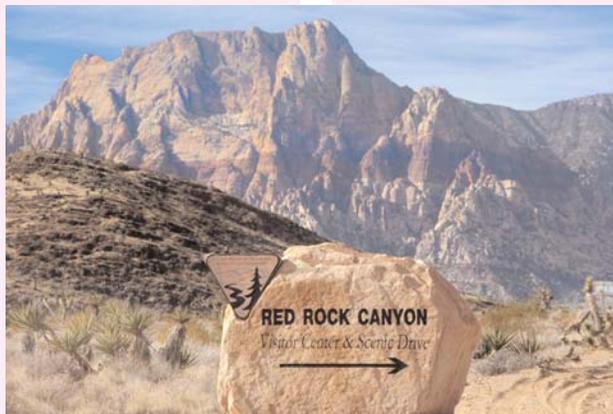
Off the famed **Strip**, business booms in other areas, including the legal services industry, which provides bail, marriage, divorce, tax, incorporation and other services. Technology companies, such as **Bigelow Aerospace**, **CommPartners** and **eVital Communications**, also are growing their presence in the area. This influx of new business is likely due to Clark County's favorable tax climate, which assesses only a 7.75 percent sales and use tax, exempting food for home consumption and prescribed medical goods. Nevada also claims the lowest tax rate of any state in the nation, with no personal income, inheritance, gift, estate, franchise, inventory or corporate taxes.

While gay life in Vegas - though scarce until recently - is scattered on and off the Strip, its unofficial gay district, known as the "**Fruit Loop**," serves as the heart of Vegas' LGBT community. Located near the intersection of Paradise Road and Naples Drive, this strip mall is home to a variety of clubs, bars and a bookstore frequented by a diverse crowd seven days a week. On the other side of town, the Commercial Center, located on Sahara Ave., provides even more alternative outing options.

Popular bars and clubs include **Freezone**, featuring the Queens of Las Vegas, the longest-running drag show in Sin City; **Piranha Nightclub** and **8 ½ Lounge**, where free drinks are often given to those who imbibe in the underwear; **Badlands Saloon**, attracting a country-western crowd; **Gipsy**, voted 'Original and Legendary Gay Nightclub' by **GayVegas.com**; **Goodtimes**, which plays a variety of music, including '80s and industrial; and **Girl Bar**, Vegas' only lesbian dance party, held Saturday nights at **Krave Nightclub**, the only alternative hot spot located on the Strip.

In the print media, Vegas has only one major publication targeting the LGBT community. **QVegas** - a monthly, full-color, glossy magazine - has served as the voice of the LGBT community in southern Nevada since its inception in 1978 as the *Bohemian Bugle*. Over the past three decades, QVegas has changed names and publishers, but has remained a constant force in the local community's fight for equality and acceptance, both within the Las Vegas area and the world at large. The magazine's overseeing entity, **Stonewall Publishing**, also created the first successful gay community business directory as well as a number of special event guides. Integral figures at QVegas include Kelly McFarlane Smith (Publisher), LuAnne Austin (Advertising Director), Chris Campbell (General Manager) and M. Cory Burgess (Editor/Creative Director).

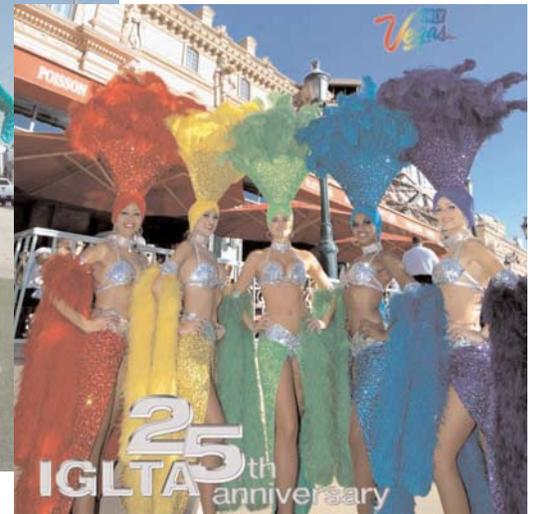
Politically speaking, the State of Nevada has enacted non-discrimination laws, protecting individuals against discrimination based on sexual orientation but not gender identity. The state government also per-



mits single LGBT individuals to adopt and does not explicitly prohibit same-sex couples from adopting; in some jurisdictions, such as Clark County, an LGBT man or woman can adopt his or her same-sex partner's child. In addition, the state will issue new birth certificates to post-operative transsexuals. Nevada law does not, however, address school issues relating to sexual orientation or gender identity, and the state constitution bans the recognition of marriages between same-sex couples; there are no other forms of relationship recognition for same-sex couples in state law or policies.

Major events held in Vegas annually include **Las Vegas Pride**, which generally spans from mid-April to early-May and features a wide array of activities and entertainment including an art show, an all-ages "Skate Night," bingo, a parade, festival, the official "Pride Ball," and the **Threads of the Community** fundraiser. More recently established, "**Gay Days & Nights Las Vegas**" takes place over the Independence Day holiday weekend and is presented by **Cirque du Soleil**, **Travelocity**, host hotel **Paris Las Vegas**, and **QVegas** magazine. Weekend activities include cocktail parties, fashion shows, gay excursions and desert discovery adventures, among a host of other available options, all which benefit the **Gay & Lesbian Center of Southern Nevada**, **Las Vegas Pride** and the **Liberace Foundation**.

Though Vegas lacks the centralized LGBT social area that most major metro areas contain, the city is ripe with resources for its active community. The aforementioned Gay & Lesbian Community Center of Southern Nevada offers a focal point for the variety of gay and lesbian organizations found throughout the greater Las Vegas Valley area, including the **Human Rights Campaign**, which manages a hub within the city, and **Parents, Families, Friends of Lesbians & Gays (PFLAG)**. Other organizations, such as the **Imperial Royal Sovereign Court of the Desert Empire**, **Lambda Business & Professional Association**, **Nevada Gay Rodeo Association**, and **Sin City Q Socials**, cater to a variety of varied interests within the LGBT community.



Larger Fortune 500 companies with strong diversity initiatives for gay & lesbian employees include:

Company	CEI Rating*	Fortune 500 Rating
- Harrah's Entertainment	100	254
- Sierra Health Services	88	943
- MGM Mirage	85	315

**CEI Rating:** HRC Corporate Equality Index is a tool to measure how equitably companies are treating their gay, lesbian, bisexual and transgender employees, consumers and investors.

**PRINT**

- QVegas Magazine: [www.QVegas.com](http://www.QVegas.com)
- Vegas Gay Yellow Pages: [www.VegasGayYellowPages.com](http://www.VegasGayYellowPages.com)

**INTERNET**

- [www.GayLasVegas.com](http://www.GayLasVegas.com)
- [www.VegasOneSource.com](http://www.VegasOneSource.com)
- [www.gaylasvegasonline.com](http://www.gaylasvegasonline.com)

**EVENTS**

- Las Vegas Pride: [www.lasvegaspride.org](http://www.lasvegaspride.org)
- Gay Days and Nights: [www.GayDaysAndNights.com](http://www.GayDaysAndNights.com)

**BUSINESS ASSOCIATIONS**

- [www.lambdalv.com](http://www.lambdalv.com)

**ORGANIZATIONS**

- Gay & Lesbian Community Center: [www.thecenter-lasvegas.com](http://www.thecenter-lasvegas.com)

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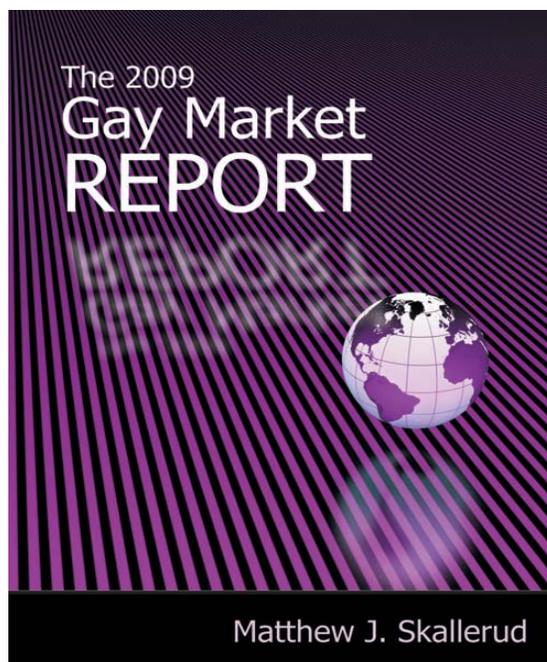
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# 2009 Gay Market Report



**Coming August 2008**

Designed to both educate and guide you through the many opportunities available in the gay & lesbian marketplace today, this guide includes information and resources on the following topics:

- Gay Market Highlights, including a summary on market research and statistics
- Gay & Lesbian Internet, including Social Networking
- Gay & Lesbian National and Regional Print
- Gay & Lesbian E-Mail
- Gay & Lesbian Direct Mail
- Gay & Lesbian Event Marketing
- Gay & Lesbian Contextual, Text-based advertising
- Gay & Lesbian Radio
- Gay & Lesbian Online Video / Cable / Satellite

In addition, we have information about media and marketing opportunities within specific gay & lesbian niches you may wish to learn more about, including:

- Categories such as Travel, Sports, Marriage and Business
- Themes such as Lesbian, Gay Men and Adult
- Ethnic Groups such as Latino, African-American, and Asian
- Age Groups such as Youth and Seniors
- Specialty Groups such as Bears, Circuit Parties and Country Western/Rural
- Regional opportunities in print and online

New in this edition is more detailed coverage on the following industries and regions:

- Automotive, Travel and Technology
- Dallas, Los Angeles, San Francisco, Toronto
- Canadian Market, UK Market

When online, find more information at [www.PinkBananaMedia.com/MarketReport/](http://www.PinkBananaMedia.com/MarketReport/)



Gay and Lesbian  
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... including the site *PinkBananaWorld.com*

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- Profile Integration with MySpace, Facebook, Youtube and more.
- Profile sharing with friends, including personal GLBT Facebook-style feed

## GLBT Marketing Services

**Specialized Web 2.0 Marketing:** Our company specializes in the more unique aspects of online marketing in 2008. Working closely with your product or service, we can help promote your company to the online GLBT community utilizing such services as **Facebook Pages**, **IgoUgo.com** and **TripAdvisor.com Marketing**, **MySpace Pages**, **Blog Creation**, **YouTube Video** and **Flickr Photos**, just to name a few.



**Traditional Online Advertising:** In addition, we can offer you the more traditional **Banner Advertising** and **E-Mail Marketing** opportunities to help promote your business to the online GLBT community. Working with our own web sites, as well as other web sites targeting the GLBT community, we can help **Match** your product or service to the online GLBT community that is right for you, targeting by **regions of the world** as well as **themes including travel, sports and more**.

Pink Banana Media | [www.PinkBananaMedia.com](http://www.PinkBananaMedia.com)  
Matt@PinkBananaMedia.com  
8205 Santa Monica Blvd. #1-167  
West Hollywood, CA 90046-5912  
Voice: 323.908.3653 | Fax: 253.295.0517



### About The Editor:

Matthew Skallerud, President of Pink Banana Media and author of the Gay Market Guide, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay websites worldwide, translating that success to LesbiaNation.com and QTMagazine.com (gay travel site). In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of web-sites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few.

Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

E-mail: [matt@PinkBananaMedia.com](mailto:matt@PinkBananaMedia.com)

Phone: 323 908-3653