

National Gay & Lesbian Chamber of Commerce[®]



NGLCC Organization Overview

2011



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From Washington to Wall Street and down Main Street, USA Connecting You to the LGBT Business Community

NGLCC Mission and Milestones

The National Gay & Lesbian Chamber of Commerce® (NGLCC) is the business advocate and direct link between LGBT business owners, corporations, and government. The NGLCC was founded as the exclusive organization for certification of LGBT owned businesses and works to foster mutually beneficial opportunities for small businesses and corporate members.

Organizational Milestones:

- 62 Affiliate Chambers throughout the United States and internationally
- National Headquarters in Washington, DC
- NGLCCNY Affiliate Chamber and NGLCC regional office in New York City

LGBT Supplier Diversity Initiative Milestones:

- Human Rights Campaign (HRC) announced that demonstrated utilization of certified LGBT suppliers is a scored piece of the Corporate Equality Index (CEI) beginning in 2011.
- Signed a Memorandum of Understanding (MOU) with the Women's Business Enterprise National Council (WBENC) on July 25, 2007 to promote dual certification of eligible LBT women owned businesses
- Signed MOU, in January 2011, with the U.S. Department of the Commerce, enhancing access for LGBT businesses to over \$13.8 billion in federal contracts

Advocacy Milestones:

- Rang Closing Bell at the NYSE on June 20, 2005, June 5, 2009, January 10, 2011
- Presented testimony to the House Financial Services Committee
- House Small Business Committee Roundtable
- US Department of the Treasury partnership on *Simplify* Campaign
- Contributor to the US Incumbent Workforce Study (Recruitment and Retention)
- Small Business Basics Project with HRC
- NGLCC's Wall Street Tribute to House Financial Services Committee Chairman Barney Frank at the NYSE, December 3, 2007
- NGLCC was the first LGBT organization to meet with President Obama and his top economic advisors at the White House regarding Obama's economic stimulus package on January 28, 2009
- In addition to several meetings with President Obama and his top advisors as well as Vice President Biden, the NGLCC has participated in White House meetings on topics relating to healthcare reform, economic recovery and stabilization, and LGBT equality legislation
- Hosted first ever LGBT trade mission to South America in 2010; will host the U.S. certified 2011 LGBT trade mission to Colombia in October 2011.

NGLCC Major Programs

“The LGBT base of certified suppliers provides an important source of suppliers who can service our firm.”

- Diana Domenech Mott,
Supplier Diversity Executive,
JPMorgan Chase

“American Airlines is pleased to have teamed with the NGLCC to provide benefits to the LGBT community. This is a relationship that allows American Airlines to not only support this valuable travel segment, but also positively impact our company's bottom line.”

- Betty Young,
Director,
Diverse Segment Marketing,
American Airlines

- **LGBT Supplier Diversity Initiative**

The NGLCC is the exclusive certification body for LGBT business enterprises (LGBTBEs®) and the direct link between corporate purchasers and LGBT suppliers.

- **General Corporate Membership**

General Corporate Membership with the NGLCC allows Corporate Partners to receive national recognition as a supporter of the LGBT business community in addition to support from the NGLCC in reaching the LGBT business community.

- **Benefits Partnership Program**

The Benefits Partnership Program allows Corporate Partners to strengthen brand loyalty with LGBT businesses by offering benefits to NGLCC members.

- **Chamber Development Initiative**

The NGLCC Chamber Development Initiative enables Corporate Partners to connect with local LGBT Chambers of Commerce while only managing one national relationship.

- **Women's Business Initiative (WBI)**

The WBI is a nationwide meeting place and resource for LGBT women business owners, students of business, and professionals to share and garner business ideas and advice.

- **Communities of Color Business Initiative (CCBI)**

The CCBI is a resource for historically disadvantaged ethnic and racial LGBT communities, which encourages chamber participation as well as economic empowerment and advancement of LGBT business leaders of color.

- **Financial Services Program**

The Financial Services Program gives LGBT businesses and entrepreneurs access to capital to start or grow their business while presenting options for their business banking needs.

- **National Legal Partnership**

The NGLCC connects law firms with our membership for talent recruitment opportunities, as well as LGBT Business Enterprises for supplies and services. Networking events also provide visibility for law firms and access to NGLCC corporate partners.

LGBT Demographic Overview:

A look at the LGBT segment and community buying power

The total buying power of the U.S. gay, lesbian, bisexual, and transgender adult population was estimated to be \$759 billion in 2009. The LGBT population consumer spending power is expected to be **\$845 billion in 2011**. (Witeck-Combs Communications and Packaged Facts)

The U.S. LGBT travel market is estimated at \$84.5 billion, 10% of the total U.S. travel industry, while 83% of LGBT U.S. citizens hold a valid passport, far higher than the average of 34% of Americans age 18 and older. (Community Marketing Inc.)

The LGBT population is second to only the African American and Hispanic populations in terms of spending power of a diverse group and is estimated to have about half the population of each. The total LGBT population is estimated at 16-20 million LGBT people with **1.4 million LGBT owned businesses**.

While LGBT individuals are not necessarily wealthier than their heterosexual counterparts, LGBT individuals do have more disposable/fluid income and are highly likely to purchase products and services from corporations known to support LGBT organizations. According to Community Marketing Inc.'s Gay and Lesbian Consumer Index reports, **89% of gay men and 92% of lesbians reported that a company's treatment of its gay and lesbian employees impacts their decision to do business with that company.**

Similarly, **88% of gay men and 91% of lesbians reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations.** Three out of four LGBT individuals have changed brands when a company has exhibited pro LGBT support – simply put, LOYALTY COUNTS!

As determined by the 2010 Survey on LGBT Commerce conducted by Community Marketing Inc., NGLCC members, as compared to other LGBT non-member respondents, are much more likely to:

- Own or work for an LGBT-owned company
- Be an NGLCC Certified LGBT-owned Business Enterprise
- Source products from LGBT-owned/LGBT-friendly vendors
- Use resources to identify LGBT-owned and LGBT-friendly businesses and corporations
- Stop supporting a company that is not LGBT-friendly
- Contribute financially to pro-LGBT advocacy organizations, as well as local and national community-based LGBT events and organizations
- Contact state/local representatives regarding LGBT and other business (non-LGBT-related) issues

Findings from the U.S. Census Bureau and the Urban Institute report:

- Same-sex couples live in 99% of all counties of the United States
- Two thirds (67.6%) of same-sex couples own their own home
- At least 2 million LGBT individuals are approaching or have already reached retirement age
- By 2020, approximately 5.7 million, or 25 % of the LGBT community, will be 50 or older
- There are approximately 2.6 million children living with gay parents in the United States
- 76% of LGBT individuals have annual household incomes above the national average of \$40,000
- 30% of LGBT individuals have an annual income above \$100,000

Further information regarding the LGBT segment:

- LGBT people spend an average of 23.3 hours per week on the Internet, 55% more than their heterosexual counterparts. (Witeck-Combs Communications/Harris Interactive)
- 80% of LGBT Americans are considered to be heavy users of the Internet (eight or more hours spent on the internet per week) as compared to 66% of heterosexuals. (Witeck-Combs Communications)
- LGBT individuals take more than three times as many business trips each year when compared to heterosexual counterparts. (Community Marketing Inc.)

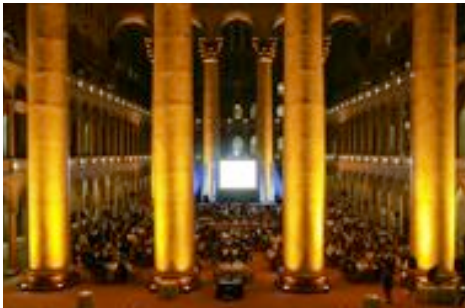
NGLCC Signature Events

August 2-5, 2011

NGLCC's Eighth Annual National Business and Leadership Conference: *Out for Business!*

Planet Hollywood Resort and Casino; Las Vegas, NV

Out for Business! brings together LGBT and allied business owners, entrepreneurs, corporate leaders and chamber representatives for three days of symposia, panel discussions, development seminars and intensive networking to empower your business, organization, or company and increase your bottom line.



November 18, 2011

NGLCC National Dinner: *An Evening of Courage!*

Great Hall, National Building Museum; Washington, DC

NGLCC's Annual National Dinner is an evening dedicated to celebrating courageous women and men in business, government and community activism. LGBT business owners, corporate partners, affiliate chamber leaders, government officials, and community leaders will honor the accomplishments of leaders in the LGBT business movement.



January 16, 2012

Diversity and Leadership in Financial Services Awards Dinner

New York Stock Exchange; New York, NY

Join us as we honor outstanding leadership and commitment to diversity in the Financial Services Industry. A cocktail reception on the NYSE trading floor will be followed by the awards dinner in the NYSE Club where prestigious awards including Financial Services Diversity Corporation of the Year and Corporate Diversity Leader of the Year will be presented.

NGLCC Board of Directors

The NGLCC Board of Directors brings a high level of business experience and dedication to the NGLCC and LGBT business community. The NGLCC is proud to have strong leadership and commitment on a global level.

Chris Crespo, Chair

Inclusiveness Director,
Americas People Team
Ernst & Young

Mark Bertolini

CEO and President
Aetna, Inc

Irwin Drucker

Program Director,
GLBT and International
Programs,
Supplier Diversity,
IBM Global Procurement

Mike Fuller

COO
Ingenix International

Chance Mitchell

CEO and Co-Founder
NGLCC

Gregory Morey

Founder and CEO
ZeroTouchDigital (ZTD), Strategies

Justin G. Nelson

President and Co-Founder
NGLCC

Catherine Pino

Co-Founder & Principal
D&P Creative Strategies

Steven Wozencraft

CEO
John O'Donnell Associates

LGBT Supplier Diversity Initiative

Corporate America has stated its desire to work with the LGBT business community. After talking with corporate diversity managers and LGBT business owners alike, it was clear that certification as a LGBT owned business was needed to create an avenue in which corporate America could do business with LGBT America. Serving as the exclusive certifying organization of LGBT owned businesses, the NGLCC Supplier Diversity Initiative is the main bridge between corporate America and LGBT owned businesses and entrepreneurs.

The NGLCC Supplier Diversity Initiative was inspired by the National Minority Supplier Development Council (NMSDC) and the Women's Business Enterprise National Council (WBENC), the nation's largest certifying bodies for minority and women owned businesses respectively, and their mission to create opportunities for minority and women owned businesses to gain development and procurement opportunities with major corporations.

Additionally, for those corporations that follow and participate in the Human Rights Campaign (HRC) Corporate Equality Index, the NGLCC worked with the HRC to survey companies reaching out and utilizing certified LGBT suppliers in 2006, 2007 and 2008. In 2009, the HRC announced that demonstrated use of certified LGBT suppliers is a scored piece in the Corporate Equality Index and will be formally measured beginning with



The NGLCC SDI completes the Circle of Corporate Diversity by bringing parity to a company's diversity practices. Like programs for ethnic minorities, women and other underutilized or marginalized communities; LGBT supplier diversity ensures that a company's diversity practices are uniform across segments. Partnering with the NGLCC on LGBT supplier diversity confirms that a corporation's supply chain mirrors the diverse customer and employee base that the company has or that it is trying to attract.

The NGLCC looks forward to creating opportunities for our certified LGBT owned businesses and our corporate program founders and participants. Corporate participation is available for the NGLCC Supplier Diversity Initiative and is based on annual corporate revenues ranging from \$6,000.00/yr, for those corporations with annual revenues under \$1 billion, and up to \$35,000.00/yr. for those corporations with annual revenues of \$100 billion and above.

Benefits as a Corporate Member of the LGBT Supplier Diversity Initiative:

- Listing as a Corporate Member of the NGLCC Supplier Diversity Initiative in all print and web material relating to the program
- Direct access to LGBT-owned businesses certified by the NGLCC
- Participation as a corporate member of the NGLCC Procurement Council
- Participation as a corporate member of the NGLCC Corporate Advisory Council
- Broad exposure at all NGLCC supplier diversity events
- Support in developing, expanding or promoting corporate diversity business development and procurement opportunities
- Recognition as a Corporate Partner of the Supplier Diversity Initiative at the annual NGLCC National Business & Leadership Conference and NGLCC National Dinner: An Evening of Courage
- Complimentary booth at the Marketplace Expo supplier diversity event at the annual NGLCC National Business & Leadership Conference
- Opportunity for NGLCC to conduct LGBT supplier diversity training for corporate LGBT Employee Resource Group/Network, supplier diversity team, and diversity & inclusion stakeholders
- Full page ad in program books for the NGLCC National Conference and National Dinner events
- Highlight story on NGLCC's eNews

NGLCC Founding Corporate Partners



NGLCC Corporate Partners



Contact NGLCC

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NGLCC Founders, Board of Directors, organizational allies, and corporate partners ring the NYSE Closing Bell at the 2011 Diversity & Leadership in Financial Services Awards. Photo Credit: New York Stock Exchange (January 10, 2011)

“Through Ernst & Young’s participation on the NGLCC National and Regional Certification Committees, Ernst & Young has had the opportunity to witness first-hand the quality of certification offered by the NGLCC. As a leading corporate partner with the National Minority Supplier Development Council and the Women’s Business Enterprise National Council, Ernst & Young has no doubt that the NGLCC certification is a process that is on par with the other diversity certifications within the supplier diversity arena. Ernst & Young has a strong commitment to Supplier Diversity and partnership with NGLCC in this area allowed us to implement and provide additional networks that we otherwise might not have known about.”

- Theresa Harrison, Supplier Diversity Lead,
Strategic Sourcing, Ernst & Young