

premier gay Business and Consumer magazine (2nd edition)

SAYS IT ALL. HAS IT ALL. FITS ALL

# pink

D I G E S T



spring 2012 issue

## INTERVIEW WITH JOHN TANZELLA

IGLTA President Speaks of  
New Gay & Lesbian Tourism  
Opportunities for year 2012

## INSIDE DEPARTMENTS

Gay Business  
Professional  
Development  
Marketing  
Tourism  
Art & Culture  
Pink Fashion  
Youth Page  
New Media



What marketer's should know about Gay  
Consumer behaviour?

New vision on Gay Tourism for year 2012?

New Media - IT and the next media

Gay Cruise in the largest ship in the world

Advice on basic dental - care and more



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**Tyrrel Ignatius -  
Founding President  
& Chief Editor**

## EDITOR'S MESSAGE

To all our readers, we wish you the best for 2012.

We are proud to present the second issue of Pink Digest magazine. We thank all those who contributed to our premier issue: advertisers, writers, institutional contributors, graphic designers and webmasters. The response from both our gay and mainstream professional audience has been very encouraging. Your feedback and our own have been incorporated into our improved second issue.

We were delighted to be invited to several high-profile events: FAM tours in Niagara Falls, courtesy of Niagara Tourism; the 2010 Gay Press FAM tour, courtesy of Prague Tourism; and the August 2011 Local Incentive and Meeting trade show. We have also attended, as press representatives, the SES Conference/Expo, SMX 2011, Small Business Summit 2011, and the Next Media expo, all in Toronto. We are encouraged by their vote of confidence in our product.

We are very happy to announce that Baxter Travel Inc, Canada's largest travel publisher, has partnered with Pink Digest to promote and distribute our publication to the mainstream tourism industry. We look forward to a successful working relationship. For the current issue, we have carefully selected material which is current and relevant to our audience. Our readers are mostly professionals, gay and non. We are also adding some new departments and features which we feel will foster interest. We will also solicit and publish reader comments, thus enabling a two-way dialogue.

We are always open to new submissions for articles, pictures, and reader feedback, including what other content you wish to see in our publication. If you would like further information on any of the subject matters covered in the articles, please write to us and we will be happy to assist you. We endeavor to publish material which is educational and informative, and from a different perspective than offered elsewhere.

Looking forward to 2012, as you are considering the direction of your business or profession, we would like to be able to contribute, in some way, to your business growth. At this time, we wish to thank all of our contributors, advisors, and graphic designers, who were instrumental in bringing this issue to you.

Tyrrel Ignatius

Founder,Publisher and Editor

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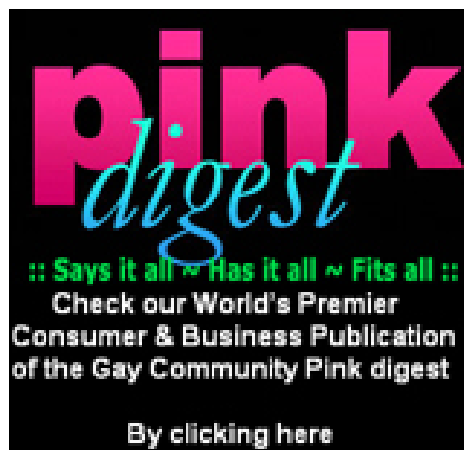
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Pink Digest - Say Is Tall Has It All Fits All

#### **Pink Digest corporate information**

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MARKETING



# why target the gay consumer?



## Fastest Growing Niche

There are 16 million gay consumers age 18 and older in the US, who bring \$641 billion in buying power, or cash to spend after taxes, report Witeck-Combs Communications and Harris Interactive. And corporations and local governments know it - More and more are targeting this market every year.

## Lifestyle - Buying Pattern

They are trendy and love to shop, and are more open to new products than the average consumer. And they like change from time to time, whether in their home decorations, or in their wardrobe.

## Income Allocation

With above-average disposable income and their lifestyle, shopping and travel are the main beneficiaries of their spending.

## Artistic Trend-Setting Life Style

Their artistic nature shows in their dress, interior design, furniture and experiences. They have discerning tastes, and tend to value quality over price.

## Market Facts

Last year, 175 Fortune 500 companies — airlines, automakers, financial firms, retailers and others — actively courted the gay dollar through advertising, compared with 19 in 1994, reports the 2005 Gay Press Report by the Prime Access advertising firm and Rivendell Media Co. by Tyrrel Ignatius — Pink Marketing & Tourism ([www.pinkmarketingandtourism.com](http://www.pinkmarketingandtourism.com))

## Way From - Same Old Same Old

They lead in the adaptation of new fashion or tastes. They would likely update their wardrobe or décor ahead of the mainstream. They take pride in the latest products. This ensures a steady pattern of spending on upgrades.

## Market And New Product Adaptability

Marketers today have recognized the value of the gay consumer, and have become more proactive in targeting them, with ever larger marketing budgets. Examples are: sponsorship of gay-themed events and trade shows, and participation in Pride events. Some marketers have identified the gay consumer as a niche market, and have allocated funds specifically for this market from their main marketing budget. One example is the branding of products, such as Pink Beer or Pink wine.

by Tyrrel Ignatius (Business/Marketing/Tourism Consultant )

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# AUTO INDUSTRY



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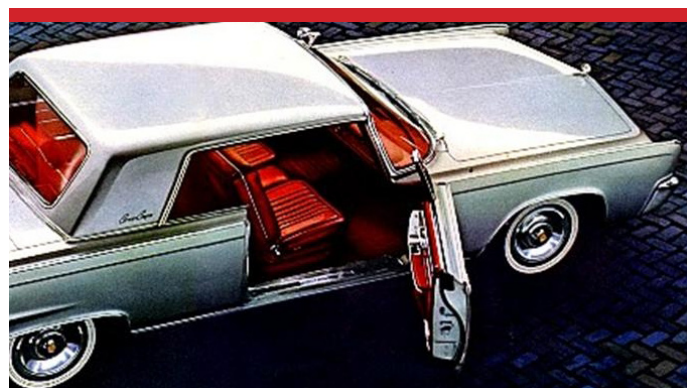
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# GAY CAR LOVER'S

STEVE DEARLOVE

A CAR CLUB TO NETWORK

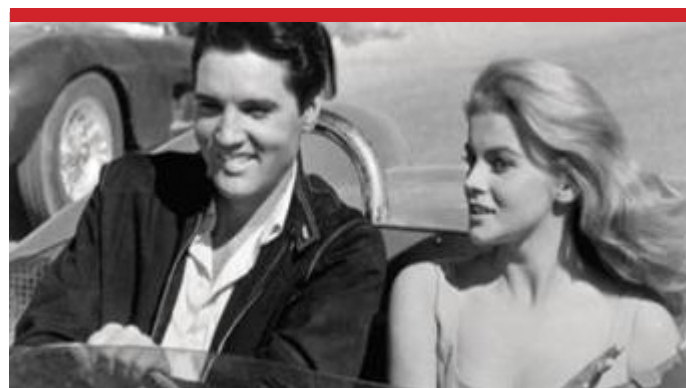
**SO... BE HONEST:** who doesn't turn their head when they see a gorgeous old car pass by? Especially when the car looks like a million bucks, with its over indulgence of mirror-like chrome, its graceful elegant lines and its brightly painted curves in wonderful, gleaming colours that, well... you just never see on the road anymore!



They take us back to by-gone eras that, in some cases are long gone and before our time, and in other cases, are only a generation or so ago. But whenever this happens, do you ever wonder "Who is driving that car?" And, "Is there such a thing as a gay gear-head like me?" (Or maybe that doesn't exactly come to mind, but it did to me.) To answer this question, I need to go back almost 15 years, when I came across an old

**YOU DON'T EVEN NEED TO OWN A CAR IN ORDER TO BE A MEMBER.**

1967 Buick Electra: an enormous boat of a car. I took a good look at it and figured it was in excellent shape for a 30 year old! With some minor mechanical work and a paint job, I figured she'd be back to her old



glory. So I bought her, fixed her up and she looked fantastic. My long lost love for cars had been re-kindled!

Shortly after acquiring the Electra, I managed to get to know a number of gay men who also were into cars. Every now and then we'd get together and head to local car shows and cruise-ins (as they are called... and yes, there is a lot of cruising, but normally just at the cars.)

A year or so later, my partner and I were in Acapulco. It was our first time in Mexico, so we were eager to meet people who spoke English. I decided to strike up a conversation with one of the two guys beside us on the beach one day. It turns out they were from Rochester, NY. We started trading border crossing stories, of course, so I recounted a time when a friend and I were at the Buffalo



customs heading to the south shore of Lake Erie to visit a friend's cottage. (I also happened to get caught smuggling too much liquor over the border, but I digress.) When I mentioned that I was driving one of my classics - a 1965 Galaxy 500 convertible - he immediately said, "You should meet my partner. He's the president of the Finger Lakes Region of the Lambda Car Club!"

I was shocked. "So there's a car club... for

gays?!" I said eagerly. Sure enough, there was (and is).

Rob was his name. He was a 6'-4", lanky, outgoing, over grown kid with a smile that spread from ear to ear, and an upstate New York accent that would drive even Buffalonians crazy. We all got along like the best of friends and spent the last couple



days of our vacation together with them. When we got back, we kept in contact, so I looked up the club. I mentioned it to my friends back home and we agreed it would be a great idea to start a region here in Southern Ontario. And so came the birth of the Trillium Region of the Lambda Car Club International (LCCI).

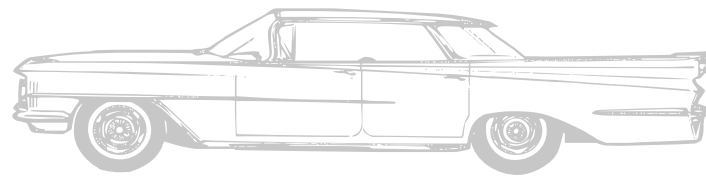


With 30 regions, the international club is predominantly represented in the bulk of the 48 contiguous States, and is comprised of over 2200 members. In fact, California has its own clubs that are separate from Lambda, but Lambda still remains the biggest.

In terms of activities, there is hardly a day in the calendar that doesn't have something going on in the club.

There are local regional "invitationals" where each region organizes a few days of events and car-related activities. And each year a single region hosts the "Grand Invitational", which attracts up to 1000 members and have car shows of 200-400 cars. These are no-miss events. And the good thing is that a lot of the events are not necessarily car-oriented, allowing members and their partners to visit new cities and see the local attractions.

Last year for instance, Detroit hosted the Grand. We had an incredible evening boat cruise on the Detroit River, ate dinner at the original Ford assembly plant, and went to the Ford Museum (which is not all about cars) to name just a few events available. The great thing about the club is that it welcomes its members no matter what make or model they own, unlike a lot of car clubs that are make or model specific. In fact, you don't even need to own a car in order to be a member. All you need is a keen interest in the world of autos. There are numerous members who sell automobile memorabilia, are curators for car museums, or work in the automotive industry but don't own an old car. They just have a love for autos.



If you ever wanted to meet interesting people, get endless opportunities to travel and see different places, and keep up with all things auto, Lambda is a perfect club to join.

Here's the link to LCCI's main website:

<http://clubs.hemmings.com/clubsites/lambdacarclub/FrameSTART.html>

Here's Trillium Region's Facebook page:

[http://www.facebook.com/home.php#!/home.php?sk=group\\_150032298357317](http://www.facebook.com/home.php#!/home.php?sk=group_150032298357317)

# TOURISM



All Tourism marketers who are targeting their products and services to the gay traveller. Your advertisement goes here.

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Interview with IGLTA President/CEO John Tanzella

# GLOBAL GROWTH

The International Gay & Lesbian Travel Association was founded in 1983 and is now the leading global organization connecting businesses in the LGBT tourism industry. President/CEO John Tanzella took over the helm of the organization five years ago, steering IGLTA into a period of substantial growth that parallels the rising profile of LGBT travel worldwide.



**How would you describe IGLTA's contribution to gay tourism?**

JT: When the organization began, LGBT travel wasn't the marketing juggernaut that it is today. IGLTA provided networking opportunities for gay business owners that might otherwise be isolated in the industry. As the world has become more accepting, those connections have only been enhanced – we bring together gay and mainstream tour operators, travel agents, airlines, destinations, travel media and accommodations who are interested in the business of creating a welcoming environment for LGBT travelers. And we're still providing support to members in places where gay travel isn't so well established, like Namibia, India and Malta.

**How have membership and services grown over the years?**

IGLTA was founded with 25 members and now has more than 2,000 member businesses in 84 countries. Internet and social media developments have been game changing, allowing us to provide our members with global marketing opportunities year-round. We're now in the building phase for a dynamic new website that has a consumer-driven focus so we can better unite our members with the LGBT travelers they want to reach. Look for the new site to debut in spring 2012.

**How does IGLTA manage its global outreach?**

We have an excellent network of volunteer ambassadors, based in 24 countries/regions, from South Africa to Turkey to Argentina to Australia. They assist the staff by providing local support. We also attend major trade shows, such as ITB Berlin and World Travel Market in London. In Fall 2010, we became the first gay organization accepted as an Affiliate Member of the United Nations World Tourism Organization (UNWTO). We're working with them now to prepare a report on global LGBT tourism for release early in 2012.

**How do non-gay companies integrate into IGLTA?**

Very easily! A majority of our global partners are mainstream companies who go the extra mile to demonstrate their commitment to LGBT travelers. We also get a lot of non-gay business members that are supportive, but are looking for education. IGLTA's Annual Global Convention is where it all comes together: gay and non-gay businesses networking and expanding their knowledge of gay tourism. Our next convention is in Florianopolis, Brazil, April 12-14, 2012.

**Given the challenging economic times, what is your advice to the tourism/travel industry?**

Pay attention to LGBT travelers. According to the U.S. Department of Commerce, the travel and tourism industry in the United States generated more than \$1.3 trillion in economic output in 2010. Based on this data and sample demographics, IGLTA member Community Marketing estimates that the annual economic impact of LGBT travelers is over \$65 billion per year in the U.S. alone.

A 2010 Travel Gay Canada market analysis conducted by Protean Strategies found that Canadian LGBT travelers spend nearly twice as much per trip as their straight counterparts and are almost twice as likely to take a holiday as the general public.

**What's next for IGLTA?**

In addition to launching our new consumer website and preparing for our annual convention, we've recently created the nonprofit IGLTA Foundation for LGBT Tourism. ([www.iglta.org/foundation](http://www.iglta.org/foundation)) Proceeds will fund educational programs related to LGBT tourism, student scholarships for our annual convention, global LGBT research, and marketing support to emerging LGBT destinations.

For more on IGLTA, please visit [www.iglta.org](http://www.iglta.org) or [www.igltaconvention.org](http://www.igltaconvention.org).





## OVER THE RAINBOW BRIDGE

By Ray & Tep

Whatever Rose and George (Marilyn Monroe and Joseph Cotton) did at Niagara Falls in 1953, did not stay in Niagara Falls. For the decades that followed her movie, couples, whether newlyweds or nearly enr... retired, always look to the Falls as a place of romantic getaway. Local businesses capitalized on this for many years, offering up wedding chapels and honeymoon hotels complete with heart-shaped bathtubs. Others set up amusement rides and fun houses. Thirty years after Marilyn's movie, the Falls resembled a carnival more than a natural wonder.

Although there was no consensus on when a renaissance had begun, many people credit the turnaround on the new casinos, which brought about a new wave of investors and the development of many conference facilities. New upscale hotels, restaurants and shopping venues sprung up quickly, and, in the process, transformed the Falls view area above the Horseshoe Falls into a world class destination.

On a balmy weekend, we came to the Falls to relive the romance and glamour of the past, and to be pampered in modern comfort and convenience. We settled into the spacious room at the Doubletree Hotel. A rather recent addition to the Falls view area, this hotel comes in the image of a large traditional home at the base, with the guestrooms housed in the tower that protrudes above it.

### JACKSON TRIGGS WINERY



### NIAGARAFALLS HELICOPTER TOURS

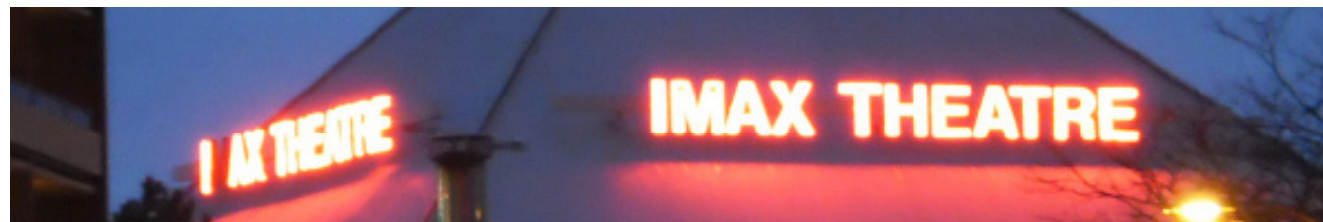
Our tour began with a bird's eye view of the surrounding area. A tour by Niagara Helicopters took us into the air for a fifteen-minute ride. From above, we viewed the canals, the waterways of the power generation plants, the raging water at Whirlpool, and all the new buildings that flourished around the Falls. The Falls itself did not disappoint; its sheer power can be felt even from the air. Although since Marilyn Monroe's days the stone ledge has eroded a few centimetres back, water rushes over it as it had for millennia. Its magnificence continues to impress generations over.

We took advantage of the aerial view to plot our day's route. Something caught the eyes just before landing: a vineyard not too far from the heliport was spotting a pristine modern building. Curiosity, and thirst, motivated us to pay a visit. It turned out to be the Jackson Triggs Niagara Estate Winery. The courteous staff took us on a tour, explained their products, and

### FALLSVIEW CASINO NIAGARA







finally led us to the tasting room. The KPMB-designed building houses the winemaking and underground storage facilities, as well as lounge areas catering to private functions. We were told about the Amphitheatre Summer Concert Series, where artists perform under the stars, complimented by gourmet food and award winning wines.

Not-to-be-missed is the scenic drive along the Niagara Parkway, which snakes along the edge of the gorge. As we were driving back on the Parkway towards Niagara Falls, we chanced upon a cute looking gift shop, called Rosie Glass, which featured hand blown glass. Shiny objects always get our attention, and the array of colourful glassware on display was simply dazzling. We were told that they were made on site: an artist was just beginning a demonstration as we looked over to the furnace. He made a vase with the blow pipe, and then a horse using lamp work technique.

It was now past lunch hour, and food beckoned. There are many venues with a good view to the Falls, but none has the up close and personal view like the Table Rock Complex. They offered a package deal we could not resist: at the Element on the Falls Restaurant, we were served a three-course meal while taking in the great view of the Falls. We then walked off the calories by taking the Journey behind the Falls through the scenic tunnel. The experience concluded with a 4D movie (yes, 4D) called Niagara's Fury. It was entertaining, while at the same time educating us about the geological formation of the Falls.

No resort would be complete without a tribute to the animal kingdom. After lunch, we decided to visit the Birds of the Lost Kingdom. Their friendly staff welcomed us with a speaking and singing parrot demonstration, which was amazing. We were then led through various pavilions featuring various birds and other creatures of different sizes and origins, moving freely inside the contained spaces. In one corner we purchased feed and watched the birds land all over us, looking for that food.



And speaking of which, it was time for our own food treat. On the way to Located inside the Falls-view Casino complex, it is a sports-themed restaurant with individual TV screens at your booth, where you can watch your favourite game in private. Their salmon was absolutely delicious.

After dinner, we could not resist playing the slot machines – the new ones are as impressive as the latest video games, with great graphics and sound. But the casino complex has other venues to wind down for the day, and, in this vein, we checked out the R5 Lounge. Beautifully appointed, it is the ideal place to relax, or have a chat with friends over a drink or two. It features gas fireplaces on one side and floor-to-ceiling windows on the other. We sat down by the window over a glass of liquor, and watched the Falls under the evening sky.

As it got darker, we noticed high-beam lights pointing at both the American and Horseshoe Falls. After taking a beautiful evening walk along the Parkway, we walked towards the source of these lights, and we found a booth which welcomed visitors.

Inside we met the "light-master", who eagerly showed us all the business cards he received from visitors over the past hundred years (or it seemed so), the original lighting artefacts on display, and, finally, the panels which control the giant beams of light which grace the horizon. We were allowed a couple of minutes to "play" with the panel, and, by flickering a switch; we changed the colour of the lights. It was quite an experience.

After a long and eventful day, we retired to our hotel, soaked our tired bodies in the hot tub, and reflected on the many great moments of the day.





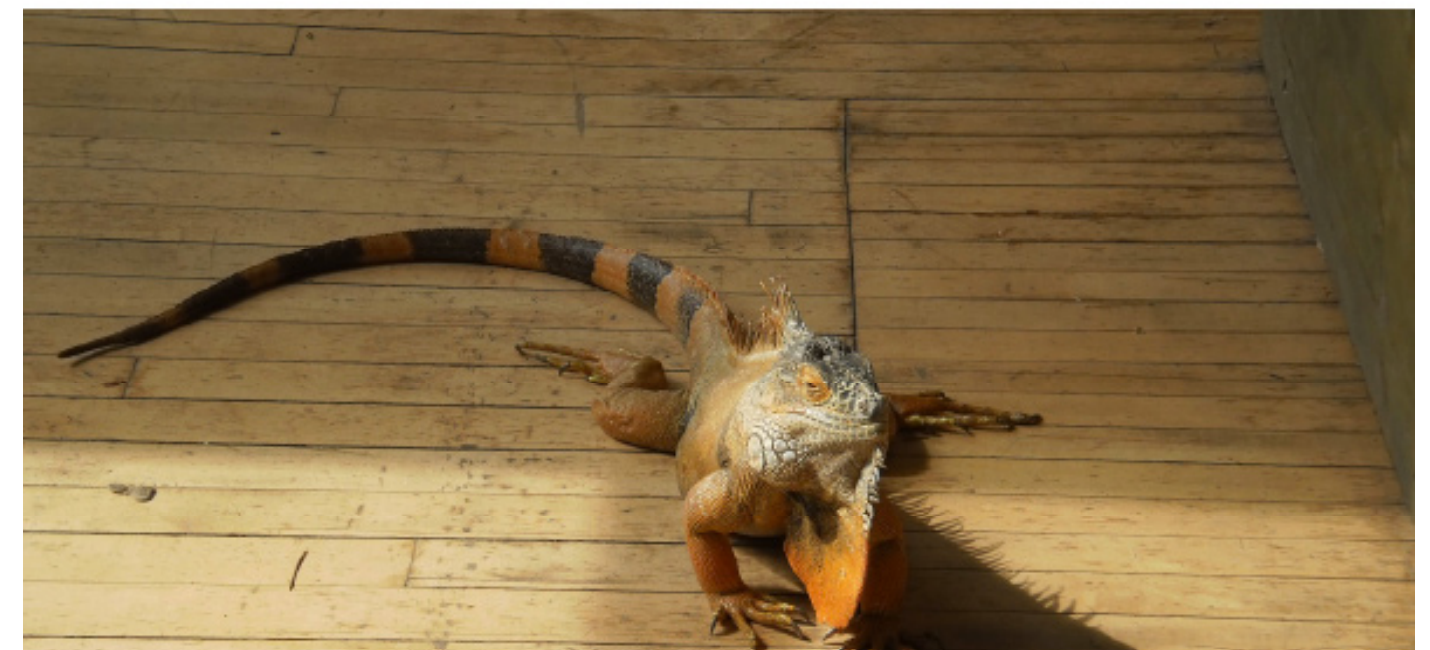
The following day, bright and early, we began by enjoying a big breakfast at AlMacs Buffet. It was tempting to sample everything on the table, but we have our figures to watch. We would have just a little bit of everything, and were sure to shed it with a power walk over to Clifton Hill. Once there, we visited the Movie Land Wax Museum, where we romanticised with our favourite movie stars of yesteryear – Judy Garland and Marilyn Monroe (of course). No tribute to the world of entertainment would be complete without a portrait of one of today's most popular entertainers, Justin Bieber.

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After posing for photos with our idols in wax (sorry Justin, not you), our tour went into high gear, onto the Sky wheel. A ferris-wheel located right on Clifton Hill, you enjoy breath-taking views of both the American and Horseshoe Falls and surrounding areas. We did not stop clicking the camera while up there.

We shared our capsule with a nice couple, who were staying at the next-door Sheraton. So, after we disembarked from the Sky wheel, they invited us up to their hotel room for a drink. They had a large room with a fireplace, and a beautiful view of the American Falls, which was literally across from the hotel. The Sheraton offers convenient access to Casino Niagara for those who wish to try their luck, without the long walk to the Falls view Casino.

Just as we tried to walk back up Clifton Hill, the wine caught up with us and we needed some food. We found a comfortable restaurant called Ruby Tuesday. A light lunch of salad and a malt shake put us back on our feet again.







WHITE WATER WALK

Next on the agenda was the Niagara Imax Theatre, where we learned more about the history of the Falls, from the point of view of its conquerors, and its conquered. The film "The Falls Movie: Legends and Daredevils" neatly complements the Niagara Daredevil Exhibit (also at the same location), where the contraptions used to conquer the Falls are shown in their full size and splendour.

We then walked back to the Falls view area, and enjoyed coffee and dessert at the Niagara Falls Marriott Falls view Hotel and Spa. Again, we got a great view of the Falls while savouring this decadent dessert. As we were watching, we pondered how strong the water current must be after they went over the Falls?



SKYWHEEL

We were told that just four kilometres downstream on the Niagara River, there is a boardwalk built along the water where we could experience the white water rapids. This stretch of the river is rated class 6, too dangerous even for the white water rafting experts.

It was almost time to head home. The last go round, literally, was up at the revolving restaurant at the Skylon Tower. It perches over the cliff between the Horseshoe Falls and the American Falls with an unobstructed view of the entire area. Holding a glass of red wine in our hands, we waved goodbye to all the various places we've spent our fabulous weekend as we revolved around.



## IQALUIT, NUNAVUT

### Land of the midnight twilight

I have heard of “the Land of the Midnight Sun”, which is where the Sun never sets in the Summer. After pondering it for awhile, I have decided to go somewhere to actually witness it. I looked for a place which is relatively easy to get to (from Toronto). After consulting my atlas and flight schedules, I have settled for Iqaluit, capital of Nunavut. Although not Northern enough to see a 24-hour Sun, it was close enough for my purposes. I went in early June.

I took a 3-hour flight from Ottawa to Iqaluit. A few minutes before landing, I looked through the window and saw snow all around. Finally, a bright yellow structure caught my attention. We finally landed right next to it, and then I realized that it was the airport terminal.

It was a quick dash from the plane to the terminal, and then to the outside. Should I take a taxi to the hotel, or just walk? I only had a small bag (I always travel light), so I decided to chance it and walk. It is a good thing I did,

for not 100 meters later I realized that my hotel was staring at me. I quickly checked in, and, eager to go sightseeing, asked the hotel clerk to point me to downtown.

“Downtown”, as it were, was just down the street (I love it where there are no long commutes). Then I turned around the corner and walked towards Frobisher Bay. I found an expanse with a tall building on the hill, which later I found to be Frobisher Inn and a government building. A few minutes later I saw a bilingual stop



sign (not French). Shortly thereafter, there was a stop at the Tim Horton's (yes, they do have one).

Later I climbed that hill and was treated to a pretty view of the downtown by the Bay. Next to Frobisher Inn there was a blue spaceship-like structure which was a high school. After going down the other side of the hill, I noticed a good-size hospital and a centre of justice.

No trip to a capital would be complete without a visit to the Legislature building. Once the sightseeing was complete, I went back to the hotel. It was evening, and after dinner, waited patiently for the reason for my visit: midnight.

It was a cloudy day, but it was still day at 10:30pm. I took a picture every 30 minutes, and I noticed that after 10:30pm it did not get any

darker, as a matter of fact, it stayed the same until about 1:30am, when it would get brighter again.

Before I left Iqaluit the next morning, I had a conversation with the hotel clerk. She said that she was from Sarnia, Ontario, has already been working in Iqaluit for nine months, had experienced one winter and its almost continuous darkness, and still loved the place. I guess the North does have its attractions, be its frontier spirit, experiences not available down South, and community. Iqaluit gets enough visitors that there are several hotels in town. And not just workers and business people, but also tourists looking for adventure and new experiences. I am glad I went, and I will always remember those moments, now captured in photographs for posterity.





## THE GAY LOVE BOAT, SIZE XXL A GAY CRUISE ON THE WORLD'S LARGEST CRUISE SHIP



Supersize this! Take the 1970s Love Boat, multiply its height, weight, and number of passengers, and then turn them all into (mostly) gay men. And what do you get? A gay cruise on the Allure of the Seas.

That's right, you can now sail on the world's largest cruise ship with 5000 other gay men and women, and do what everyone else has been doing all along: everything. So I and a few other friends decided to do likewise.

We boarded the ship in Fort Lauderdale, Florida this past February. While at the queue at the port terminal, I noticed that some passengers were bringing in more luggage than all of my worldly possessions put together. At first I thought that a one-week non-stop party would require lots of costume changes.

Only later I realized that they were also carrying their own furniture and fixtures for their cabins.

Once on board, fed and settled in, we did a quick overview onboard. Wow, that is one big ship! It is a big hotel plus shopping mall plus theme park. Every deck has its own theme, from Central Park (elegant) to Boardwalk (family entertainment), and The Promenade (casual). They were very well designed and pleasing to the eye. And then, of course, were the men!

We were still in Fort Lauderdale, waiting for departure, but the boys were already in party mode, with very few clothes: they don't waste any time, do they? They walk everywhere in singles, couples or groups, perhaps just checking out the ship as well as the company...

Finally the ship began to move. As we left Port Everglades, we got a send-off from people ashore, waving rainbow flags (pic). And in no time we were in the high seas. It was getting dark, and the evening activities were about to begin. The choices: comedy, aquabatic show, lounge singer, swimming under the stars, dancing under the stars, eating under the stars, so many men, so little (?) time... Ahhh.. the luggage. We unpack and make ourselves at home. Then we go out into the hallway, and... talk about making one feel at home: some cabin doors are fully decorated with pictures, drapery, lights, you name it... if the outside of the doors look like this, the inside of the cabin must be completely turned upside down (no wonder they bring so much luggage).



Then there is the food: like any cruise, there is lots of it, all the time. Some is complimentary, others are extra. There are many different restaurants to choose from in the various decks. I particularly like the one called the Wind jammer: the food is great, and the view is, well, appetizing (both the top of the ship as well as the men). Also, it is open most of the time, so I can go there whenever I am hungry (which is most of the time).

Did I say dancing under the stars? every night, from roughly midnight until the wee hours of the morning, there is non-stop dancing, with almost as many lights and men as a circuit party. As the temperature is warm

most of the time, the clothing is light, even at night. I am constantly amazed at the creativity these men have in their clothing. Every dance has a theme, and men drape themselves to the occasion. Finally we succumb to some sleep (a necessary evil, with so many men and so little time). Or not, depending on what you do with it.

I wake up slowly in the morning (afternoon?), peek through the window, and... wait a minute. Land? Buildings? Is the week over already? Now I am wide awake. Of course, we must have arrived at one of the ports of call. Bahamas, St. Thomas or St. Maarten. While these islands offer many activities for the brave

and the adventurous, we decide to check out the local architecture by walking from the ship to the village. They are all cute and sanitized for the foreign visitors. Part of the local architecture is the other cruise ships which dock alongside ours. Did we not see some of those same ships in Ft. Lauderdale (or the other islands)? That's OK, our ship and company is the most fun, so there.

Some of the days are spent entirely at sea, so it's time to concentrate on the ship (and those other men). So I go to the gym (definitely much larger than my local gym), the pool and hot tub, where the men are literally touching each other (can you do that in your local pool?). If you want to have a drink, there are various options. You can walk from deck to deck in search of a lounge, or you can try the Rising Tide Lounge, which itself goes from deck to deck.

Even if you have never been to a carousel on land, you can now ride the only one at sea. We could not resist the photo-op at the Carousel on the Boardwalk.

Every day, during the early afternoon, you can have coffee, tea, or T-Dance. Set to a different musical theme each day, the back of the ship was full of men who, as always, dress up to the music (i.e. long hairdos for the 70s T-Dance).

While still outside, we zipped through parts of the ship in the zip line, surfed in



the Flow Rider, climbed the rocks and played mini golf.

When it was too hot outside, we relaxed in the Promenade over drinks, and watched a parade of life-sized cartoon characters from movies such as Madagascar and Kung Fu Panda. It was a lot of fun. Imagine penguins and men in bathing suits together. Not your typical family portrait.

We met lots of interesting people (mostly men), had fun, exchanged contact info, and made promises of future encounters. Some of us have enjoyed ourselves so much that we are going again next year.

In no time the week was over, and we had to say our goodbyes. Why is it that time flies when you are having fun? That is so unfair. Anyway, it was an unforgettable experience. Both the ship and the company were the stars of the show. Until next year.



All Tourism marketers who are targeting their products and services to the gay traveller. Your advertisement goes here.

Excellent advertising opportunity to target gay and non gay consumers for your products services.

We hope you will not pass by this one of a kind opportunity.



## PRAGUE A CITY FILLED WITH VICTORIAN CHARM, MODERN ART & TOUCH OF PINK

By Ignatius

Pink Digest was invited for the "2010 Prague Press Tour." For some, Prague works with its streets and houses decked out like a huge, mega clean Disneyland. The other for Prague is the capital of hearty roast pork with dumplings and beer. For others are enthusiastic about the gay community, after all, the largest in Eastern Europe. Tom spent 24 hours travelling on Tour in Prague and tried his hand at everything ...

## KEMPINSKI HYBERNSKA - THE 5-STAR BOUTIQUE HOTEL IS DISTINGUISHED BY ITS FASCINATING COMBINATION OF HISTORICAL AND CONTEMPORARY ELEGANCE AND ITS CENTRAL LOCATION.

Arriving on modern Prague Ruzyne International Airport. Anyone who wants to avoid taxi drivers ripping off the doctored with "turbo-taximeters" tourists, but still want to be chauffeured to the hotel was comfortable, from Prague 4 Gay let-chief Petr Prokop pick up by car. This is both cheaper (the equivalent of € 25 per trip airport), leaves the other while driving in the same city book ever with him a (gay) sightseeing.

Check in at Kempinski Hybernka - the 5-star boutique hotel is distinguished by its fascinating combination of historical and contemporary elegance and its central location: the pedestrian zone is just a five minute walk, the gay scene Vinohrady is reached in 20 minutes. The rooms feature a separate bedroom, a comfortable living area and a well equipped kitchenette. Complimentary wireless Internet access throughout the hotel. Tip: Book a room including breakfast and save up to 50% when you start your day.

Same look even know where to meet in Prague scene aunts gossip! The

chic Café Café (really called that) is only 15 minutes walk from the Hotel Kempinski removed, thus allowing a breeze with a delicious latte macchiato with strawberry cream cake in a gay environment. The damn handsome waiter usually wear T-shirts with the slogan "hetero friendly" - and are always up for a nightlife tip in Prague's gay scene. Depending on time of day, many (hetero-) tourists.

Now it is time for a first tour of the city: The Charles Bridge, in the 14th Century built is one of the oldest stone bridges in Europe - and a real eye-catcher: Many saints dot the edges of pure pedestrian bridge at the eastern end is a statue of the well in the history of Prague's most important people, the Emperor Charles IV (1316 - 1378) viz. Who has not let on the bridge before the feet makes a loud tourist trampled to take the tram to the Prague Castle - the symbol par excellence of Prague. From there you can enjoy a formidable view over the city.

Prague's traditional cuisine drips only as against heavy, greasy lumps that lie for hours in the stomach:

For example, "vepro-knedlo-zelo" - roast pork with dumplings and sauerkraut. Or "Svíčková" - beef sirloin with whipped cream, cranberries, and - so what? - Dumplings of course! If you like it known, can also try the XXL-Wiener schnitzels - even with cranberries, but still without dumplings. As a parlor for the opulent meal, we recommend the restaurant gay cafe celebrity. Although the staff of English and a little lame not particularly powerful, but the food tastes good - and is also reasonably priced.

From the Celebrity Café







you need to march from only five yards away - and you're in the Valentino club. This is Prague's gay bar, dancing and cruising in a temple. On three levels can be doing here for hours the night into day. At the bottom rushing housy sounds in the ears, on the middle level provide the DJ with Euro-Dance, charts, and trash for songs to sing along and show up in the café, the achievement of the night is a tête-à-tête know each other - and somewhere in between, you can see in very dark rooms, an erotic adventure ...

Anyone who longs for a few hours to Valentino for a change, must not despair: About five minutes walk away attracts the much more stylish Termix Club House and with young guys. Who likes it dark and sturdy, marched a little further into the fetish club Alcatraz, where to look primarily at women ages 30 and under strict black outfit looks after



mating consent peers. Pop, pop and trash music fans seem to attract the sympathetic Friends Bar, where a young, motley bunch of chickens missed celebrating together with best friends - and plenty of Bechert.

After breakfast at the hotel's head and goes with verkatertem glassy eyes towards the Old Town Hall with its famous Astronomical Clock. Rather like the Charles Bridge teems in this Disneyland-setting here only as tourists from all over the world - a wild one click of the cameras and no less wild cackle of all possible languages can hum the head properly. Significantly quieter but no less historically interesting it is on the other hand, the old Jewish cemetery and Pinkas between Klaus Synagogue in the Old Town. Many of the tombs are decorated with about 12,000 characters, symbolizing the family name (such as lions, flowers, grapes).

Before it goes back to



the airport, even on a quick lunch in a small Prague gay institution, the Erra Café. The alternative bistro charm attracts students with gays, lesbians and heterosexuals alike, and served - not least thanks to its somewhat hidden location - cheap drinks and delicious light fare. The staff is young, casual, and asked to pay at times like it, because when it comes back to Prague. Soon. Very soon.







All marketers who are targeting their products and services to youth. Your ad goes here.

Excellent advertising opportunity to target gay and non gay consumers for your products services.

We hope you will not pass by this one of a kind opportunity.

YOUTH



## Gay Teen Homelessness: A New Struggle for LGBT

By Mohammed

Homelessness was once associated with everyday people and families on the streets who were unable to maintain consistent and safe housing, mainly due to financial circumstances. However, society today presents us with a new class of homelessness that is on the rise: Gay Teen Homelessness. Although the severity of this issue varies with geographic location and cultural norms, this is certainly not the direction one would hope or expect our world to be shifting to. Discrimination, humiliation and segregation have been social issues that both challenged and strengthened the global LGBT community. However, the battle is becoming disproportionate. Targeting the youth, in my opinion, is a very strategic but malicious move against the movement for freedom and equality. The actions conducted against LGBT communities around the world, particularly as they relate to the topic



of homelessness, contain symbols that anyone who cares for humankind should be critical of. In my opinion, challengers of LGBT human rights have failed at delegitimizing and destroying non-profit LGBT organizations and progress in such communities. Hence the continuous respect, rights and recognition that communities worldwide continue to gain from governmental officials and policy makers, around the globe. As with many things in life, progress and recog-

nition comes with a hefty price, which could place the future of LGBT communities in jeopardy. Challengers of the LGBT movement have now considered other avenues, ones that are more strategic and effective when measuring success. This attack is on the younger generations and the rise of gay teen homelessness is a sign of their success and LGBT deterioration.

By targeting the youth, challengers of the LGBT movement are focusing on the big picture rather than

insignificant pieces of the puzzle. In other words, by directly and indirectly deconstructing the social structure and lives of the current LGBT youth, they are extinguishing the roots and evolution of the future LGBT movement and community. Unfortunately, this method has only proven to be successful and indeed measurable. When we hear about teen bullying in the media, the LGBT youth are on the forefront and the ones who make up a significant portion of those statistics. When we hear about teen suicide, we find the LGBT youth are also leading the charts. Until recently, gay teen homelessness has been a hot topic, also contributing to the decline of an evolving LGBT movement for human rights and freedom.

So, the most logical questions we can ask ourselves would be: Why is our world letting this happen and what should happen in response to this? The LGBT community receives a great deal of support from public figures around the globe, some of which establish agencies and organizations exclusively for LGBT youth (such as Cyndi Lauper, who opened a homeless shelter for LGBT youth in New York). Although the support is much needed and appreciated, is the continuous creation of safe havens and LGBT shelters the most effective approach? It is certainly non-traditional and in some ways, exaggerates the fact that LGBT youth are a minority in their communities.

A universal solution to this

### TARGETING THE YOUTH, IN MY OPINION, IS A VERY STRATEGIC BUT MALICIOUS MOVE AGAINST THE MOVEMENT FOR FREEDOM AND EQUALITY.

social issue is impossible to propose, as every individual possesses unique circumstances and consequences for simply being themselves. But, it is very important for conscious humans around the globe to pay closer attention to the issues facing our society and make a difference in their local communities. It is pivotal to find ways to combat these social issues soon and in my opinion, we will realize that adopting the traditional values of what some call the "old fashioned way" but with an open-minded approach, is key. This involves strengthening personal communication and kinship ties, disregarding sexuality where it is not relevant (such as at schools and other public institutions), meanwhile, establishing a midpoint between personal morals and/or religious values, autonomy and the freedom to live. Some LGBT youth have established confidential chat rooms and online support networks for their fellow community members to take advantage of. Others have created toll-free phone lines, which is a large-scale method of reaching out to a wide audience of individuals, who need a listening ear. We can put an end to these social issues faced by the LGBT communities but we must act now, to preserve hu-

man rights around the globe. What can you do?

If you have questions, concerns suggestions or interested in my perspective about a particular topic, feel free to email me at: mohammad.m.hamad@gmail.com

### PROFILE OF THE WRITER

Mohammad is a Palestinian-American, born and raised in Cleveland, OH, United States. He is currently pursuing an Associate of Liberal Arts and an Associate of Science, simultaneously, at Cuyahoga Community College. He was recently awarded a Phi Theta Kappa Scholarship to continue his educational endeavors at Harvard University, in Cambridge, MA. In addition to being a full-time student, Mohammad is the founder of MOHCO, which is an organization that aims to bridge the gap between food and society in urban communities. He possesses a vast range of interests, some of which include: Sociology and Social Research, Biomedical Ethics, and Urban Planning/Development. His goal is to continue building diverse branches from his current business and ultimately, earning the credentials to teach for a higher educational institution.

# E-COMMERCE AND NEW BUSINESS DIGITAL MEDIA



Excellent advertising opportunity to all marketers who are targeting their E-commerce and new business digital media to the gay and non gay consumer. Your advertising goes here.

We hope you will not pass by this one of a kind opportunity.



# Everything You Need To Know To Start Your Business Blog

By Alysha Dominico, [Tangible Words](#) Ltd.



## The Secret To Keeping A Business Blog With All The Vitals.

Unfortunately, business blogs are only as good as the effort you put into them. And the secret to keeping your business blog healthy, active and vital to your online marketing strategy is a **content plan**.

It's a simple answer, but it takes a bit of thought to create your content plan. It helps to have an external perspective facilitate the process with you. Then you can create a content plan that you feel confident in committing the time to develop.

Asking the right questions is often a key element in fostering learning. So use this article as a guide to facilitate the learning process for you.

By now, you'll have heard all kinds of people talking about business blogs and why you should have one. Maybe you've heard so much about these business blogs you've become skeptical, or even annoyed. There's some of you out there who started a blog and watched it fall into business blog purgatory – you know, that place where you're not really sure what you're doing with it?

You're not alone.

In fact, the number one cause of business blog failure is also the number one plague of every business blog. But before you learn the secret to fixing business blog stagnancy, make sure you remember the five reasons why you would want a business blog.

## 5 Reasons To Have A Business Blog For Your Business

1. Identify yourself as an expert: create trust online by proving you are a *thought leader* with your content.
2. Nurture customer relationships online by showcasing your conversations through the 'Comments' feature.
3. Measure and track your Return On Energy (R.O.E.) with easy-to-integrate Analytics.
4. Reveal a consistent brand personality that makes it easier to market yourself on Social Media (Twitter, Facebook, etc.).
5. Improve your Search Engine Optimization (S.E.O.) by using keywords in your blog posts that help prospects find your site.

So now that you remember why you wanted to get into this crazy business blogging gig, let's make sure you know the secret to avoiding business blog headache, stagnancy and full stops.

**“THE NUMBER ONE CAUSE OF BUSINESS BLOG FAILURE IS ALSO THE NUMBER ONE PLAGUE OF EVERY BUSINESS BLOG.”**

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# ‘The secret to keeping your business blog healthy, active and vital to your online marketing strategy is a content plan.’

## Popular Blogs Often Write About:

1. ‘How to’ or DIY articles.
2. Current trends and data.
3. Numbered strategies for solving problems.
4. Case studies or stories about problems that have been solved so that customers can recognize themselves in the examples.
5. Industry trends or news topics.
6. Opinion pieces on a controversial topic.
7. Formulas for success.

## The Rule Of ‘One Idea’

Just try to explain one idea in each blog post. A blog post with evidence is always more compelling and credible to readers. Once you've added in your examples as proof of the idea you're trying to explain, you'll likely already be at 150 words.

## Do you have to do it yourself?

Of course not! In this world, there is always someone with lots of experience who can handle the work you don't have time, knowledge or expertise to do. Tangible Words offers a free e-course to help you further organize your thoughts. And you can also order a coaching call to receive individual attention on setting up or revitalizing your business blog. Lots of our DIY clients use their coaching call to learn *5 Ways To Further Improve Your Business Blog* with:

1. Keyword Search Terms
2. Software Navigation
3. Campaign Strategy
4. Interlinking
5. Benefit-Driven Headlines



## A 3-Step Process: How to Create Your Content Plan:

The main focus of your business blog is to help prospects trust you to solve the problems they are experiencing. You can do this by planning your content around the following three points. Write down your answers to these questions and you'll be on your way to creating your business blogging content plan:

1. What problems are your prospects actively searching for online? (Aim for a list of 5-10 problems).
2. Edit your list so that it only shows the problems you know how to solve.
3. Underneath each of the problems you outlined, make a list of three ways to solve that problem. ‘Client success stories’ will provide handy evidence.

After creating your content plan with this 3-step process you will have 15-30 ideas of blog posts all focused around problems to which your prospects are actively seeking answers online. The key benefit for your company is that you can position yourself as the expert at solving these problems.

By relieving your prospects' problems with solutions, you have a chance to position yourself as an expert in your field. When you know the answers and can illustrate proof you solve that problem, you start to position yourself as an expert.

## After all, an expert is simply someone who knows the answer when you don't.

People love experts when they're in need of an answer, because their solutions bring relief. When you're giving great advice that helps someone else out, your content will be shared online more readily.

In fact, giving great advice that can solve someone's problems quickly is likely what inspired Google to create their search engine. Google's focus on quickly satisfying user cravings is what has made them industry leaders. You only have to jump on board by integrating keywords into your great content and you too can benefit.

The more content on your blog, the stronger your online presence. Each of your three points under the various problems will make great single blog posts. Blog posts only need to be 150 words for most major search engines to recognize your efforts.

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Society of Internet Professionals - 15th Year (1997–2012 )

# EVERY PROFESSIONAL NEEDS A CODE OF ETHICS

An Internet Pioneering Organization  
Has Taken The Initiative To Enhance Professionalism.

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The Society of Internet Professionals (SIP) is a not-for-profit, membership based organization representing the interest of Internet professionals. Our mission is to uphold professional standards of internet professionals. Since 1997, SIP has spearheaded a professional code of ethics and many initiatives, educational programs, and networking events.

Pink Digest caught up with Max Haroon, the founder of Society of Internet Professionals (SIP). Here, is an abbreviated interview.

PD: Before we delve into code of ethics, tell me what is SIP and why was it established?

SIP: In order to understand SIP, we have to go back a little in time. The Internet, in its first incarnation, was a text-based system, no graphics, none of the mouse navigation as we have today. Little more than fifteen years ago, the Internet changed, it became accessible in the GUI (Graphical User Interface), with mouse navigation. That meant that Internet was no longer the domain of the geeks and technical UNIX users; it was a big transformation in the history of computing and the Internet. When that happened, I started thinking about two visions, first, this technology will create new streams of jobs with unique technical requirements, second was how the new employers will know the competency and professional standards of these jobs.

There was no one who would take ownership of such a task, traditionally it falls into the realms of government or associations. I have a background in both IT and education (my previous life) which helped me to form a not-for-profit organization. Therefore, I founded the Society of Internet Professionals (SIP) in 1997, in Toronto:

To create Competency Standards for various job streams of Internet professionals  
To create a Professional Code of Ethics

PD: Why the Code of Ethics it is important for a professional?

Ethical standards are hallmarks for any profession and SIP is proud to offer our professional members the opportunity to take ownership of their professions.

Professional Membership in SIP is recognition of a member's commitment to honour & respect their clients and peers, take responsibility for their work and commit to continue upgrading their skills and knowledge. This recognition helps members to build trust in their dealings with the Industry and the public.

Professional Code of Ethics enhances the recognition for professional status. Professional Members of SIP are required to affirm their intent to uphold these Professional and ethical standards by signing professional membership agreements.

Review the Code of Ethics:  
<http://sipgroup.org/sip/code.html>

PD: What is your membership structure?

SIP: We have three categories of memberships:

1. Associate Member, this class of membership is open to anyone, ideal for students and non-internet people, who are interested to explore the use of the Internet in their career and business.
2. Professional Member, entrepreneurs and professionals who are involved in leveraging the Internet in their career and business or working in the Internet sector. Professional Members commit themselves to abide by the Code of Ethics as part of membership agreement, by doing so they get the privilege to showcase the SIP Membership seal on their website (which is, linked to a unique validation page for the member).
3. Corporate Member, it is open to any organization who wishes to support us. A corporate member can sponsor our events or programs or create an Affinity Program of their services for SIP members. Just like the Professional Member, a corporate member also agrees to abide by the code of ethics.

PD: How do you reach out to the community?

SIP: We reach out to the community (both members and non-members) using various platforms:

1. We have members e-newsletter, called SIPpost, which is published monthly and is subscribed by 10,000 subscribers.
2. We conduct networking events and educational seminars, which are open to the public.



3. We have a resource intensive website with a strong presence in the social media.

**PD: What value you provide to the Corporate Members?**

We provide three powerful benefits to corporate members to further their business.

Opportunity to create Affinity Programs and promotional offers to our members.

Promotion and Branding of the corporate members.

Sponsorship and Speaking opportunities.

**PD: How do you engage larger community, which are not your member, they may not become your member but can they benefit from SIP?**

Yes, we are an open association and would like to engage the community in three ways: Firstly, any member of the community can join us as a volunteer or as an Associate member. Second, our programs are open to the public (non-members), most of them at no charge. Lastly the public can subscribe to our newsletter, SIP post at no charge.

**PD: Can you name some of SIP's achievements?**

Since 1997, SIP has spearheaded many initiatives and programs:

Hundreds of Symposiums and panel discussions open to the public and members of other associations.

Dozens of Workshops on key subjects by Industry experts.

Development of key competencies for various Internet Professionals' roles.

Web site Quality Audit and Award for Certified Website.

Online members directory.

The SIP post is distributed to 10,000 subscribers.

Participation at various trade shows in Canada and USA.

Online Job Board, specializing in IT and the Internet jobs.

<http://sipgroup.org/sip/code.html> Professional Code of Ethics.

Resource Intensive Websites.

**PD: How would you define the objectives of SIP?**

SIP: Simply put there are three:  
Create a professional community for collective collaboration  
Provide the professional code of ethics  
Provide a forum for educational and career opportunities

**PD: Are there any future initiatives that you would you like to achieve?**

SIP: We would like to convert most of our subscribers of SIP post to be members of the SIP and get engaged with us on social media websites. We would like to build a collaborative website like a SIP community where they can interact with other members and open resources.

**PD: Do you have any message for our readers?**

SIP: We would like your readers to become a subscriber to our newsletter, SIPpost:  
<http://www.sipgroup.org/SIPpost-signup.html>

Those who are not working in the IT industry or the Internet, to become an Associate member, it is only \$25 a year, the first networking event is free, sign-up at:  
<http://sipgroup.org/membership/benefits.html>

About Max Haroon

Max Haroon was an IT and e-Marketing Specialist in his previous life and now a social entrepreneur and an author. He is the founding president of the Society of Internet Professionals [www.sipgroup.org](http://www.sipgroup.org). He has been involved in the Information Technology (IT) industry in various sectors, including the Internet and IT Training for over 35 years. He has completed many consulting assignments, forging alliances, as well as initiating various entrepreneurial enterprises. His work has spanned many countries and resides in Toronto (Canada). He evangelizes leveraging the Internet and speaks at conferences and symposiums.

He has founded Life Transformation Institute [www.Life-Transformation-Institute.org](http://www.Life-Transformation-Institute.org). He has organized hundreds of events including educational workshops and conferences since 1985. He has authored numerous publications on various topics.

Review his publications and postings at his webfolio: [www.maxharoon.org](http://www.maxharoon.org)

He can be contacted by email at [founder@maxharoon.org](mailto:founder@maxharoon.org) or by phone at 416-891-4937.

Some useful links to explore:

SIP Profile

<http://sipgroup.org/sip/sip-profile.html>

Benefits of Professional Membership:

<http://sipgroup.org/membership/professional.html>

Sponsorships

Benefits of Sponsorship:

<http://www.sipgroup.org/sponsorship/>

Join us on facebook:

<http://www.facebook.com/group.php?gid=77916675525>

INCLUDE PICTURE

<http://www.linkedin.com/groups?home=&gid=1509387>

HYPERLINK "<http://twitter.com/sipgroup>"

INCLUDEPICTURE "<http://sipgroup.org/images/web2/twitter.jpg>" \\* MERGEFORMATINET @sipgroup

MEDIA ADVISORY

Social Media Week returns to Toronto for the third year  
Launch video Future Hipsters goes viral

Toronto, ON - Feb. 13, 2012 - Social Media Week (SMW) returns to Toronto next week with over 100 free events across the downtown core from Feb. 13 - Feb. 17, 2012.

“We are thrilled this has grown into one of Canada’s largest free digital culture festivals,” says Eli Singer, president and founder of Entrinsic, the agency producing SMWTO for the past three years. The number of events offered at SMWTO 2012 has more than doubled since last year’s festival.

Toronto’s impact on the festival globally includes the participation of Don Tapscott, one of the world’s leading authorities on innovation, media, and the economic and social impact of technology, as the global curator of the event and will deliver the opening global keynote live from New York City. The global launch video for Social Media Week that has gone viral, Future Hipsters, came out of Toronto.

Toronto is one of 12 cities throughout the world participating in Social Media Week (SMW), which together are offering more than 1,000 events. SMW’s theme in February focuses on Empowering Change through Collaboration.

- What:** Social Media Week Toronto
- Where:** Various locations across the Toronto downtown core  
For schedule and locations visit <http://socialmediaweek.org/schedule>
- When:** Feb. 13 to Feb. 17, 2012
- Cost:** Registration is free and based on first-come, first-served.

About SMW

Social Media Week is one of the world’s most unique global platforms, offering a series of interconnected activities and conversations around the world on emerging trends in social and mobile media across all major industries. Social Media Week takes place in the US, Canada, South America, Europe and Asia. Learn more at [socialmediaweek.org](http://socialmediaweek.org).

About SMWTO

SWMTO has grown to be one of the largest free digital culture events in Canada. The festival is produced by digital culture and communications agency Entrinsic. You can follow SMWTO on Twitter @smwto and using the hashtag #SMWTO. For the current event schedule visit [socialmediaweek.org/schedule](http://socialmediaweek.org/schedule).

**SWMTO 2012 sponsors are:** At the theme level, BMO Bank of Montreal, LinkedIn and Chevrolet; at the event level, AOL, VIA Rail, MediaMiser and Chobani Yoghurt. Media partners include, The Globe and Mail, Marketing Magazine, Torontoist, Marketwire+Sysomos and Green Rabbit Media; community partners include, Epilogger, RightSleeve.Com, rdio, Art Gallery of Ontario and Yahoo! Canada.

Future Hipsters

SMW promotional video Future Hipsters was created by Entrinsic , produced by Sons and Daughters and post-production by Posterboy.

For media inquiries contact:  
Christina A. Marshall, Vivant Communications  
Phone: 416-686-4116  
E-mail: [info@vivantcommunications.ca](mailto:info@vivantcommunications.ca)



# CREATIVE ART AND CULTURE



Excellent advertising opportunity to all marketers who are targeting their products and services to consumers who has a passion for art and culture.

We hope you will not pass by this one of a kind opportunity.



# MAYA

## Secrets of their Ancient World

Highlights of the exhibition MAYA held at the Royal Ontario Museum

Widespread interest in the ancient Maya world first occurred in the mid-19th century with the discovery of foliage-clad temples and sculptures among extensive ruins at several sites in Mexico and Central America. Since then, archaeologists have unravelled numerous mysteries and resolved many questions regarding the Maya, even as more take their place. The first Maya villages are known to have been settled by approximately 1000 BCE, with sites growing in both size and intricacy as their populations increased. By 500 BCE, the Maya world was populated by the elaborate pyramids, intricate tombs, and other spectacular architecture so closely associated today with the ancient culture.





The Maya's important artistic and intellectual achievements reached their height during its Classic Period (250 – 900 CE). During that time, Maya society was organized around rulers at cities such as Calakmul, Tikal, Copán and Palenque. Unlike other ancient civilizations such as the Aztec, the Maya civilization was never an "empire" united by a single governing body. Instead, numerous independent city states, sharing comparable traits, beliefs, and practices were all considered Maya. Spread across expansive areas, these sites were in constant conflict with one another. While the cities' rulers ensured that many monuments were built in their honour, temples, plazas, and palaces were often built for the purpose of enticing groups of people such as farmers, traders, and artisans to inhabit or visit the city centres. Many reasons accounted for the people's support of Classic Maya centres; the most likely explanation being the population's core belief that the rulers performed duties essential for life.

Near the beginning of the ninth century, the people's confidence in the rulers began to wane, with the total collapse of Classic Maya society occurring over nearly two centuries. Sparked by overpopulation, increasing warfare, environmental degradation and drought, the definitive end of Maya royalty was likely fuelled by a crisis of faith: an increasingly desperate people no longer believed that their rulers were linked to the divine. However, significant traits of Maya culture remain and are seen in contemporary Maya communities. The languages spoken, the ritual calendar followed, and their striking profiles, are among the characteristics linking today's Maya to their ancient ancestors.

Following a dramatic Introduction, The Maya World explores the manners in which the people lived, farmed and hunted. It also establishes that the Maya succeeded so well for so long by working with, rather than against, their often challenging environment, using a wide variety of techniques to sustain the population. The Maya are encountered



**Classic maya centres; the most likely explanation being the population's core belief that the rulers performed duties essential for life.**



through a number of objects including a collection of evocative stucco human heads, as well as a number of remarkable artifacts depicting the region's animals. A charming lidded bowl with a duck's head, and a ceramic whistle shaped as a bird, convey the respect accorded animals in Maya society.

Cosmology and Ritual highlights that ritual activities permeated all areas of Maya life. Most cosmological forces, significant earthly events, and religious rites were tied to deities, to time, and to celestial movements through the Maya calendar. Many rituals were reserved for monarchs, linking them to the gods, relationships indispensable to societal survival. Some of these rituals involved blood-letting, a form of auto-sacrifice to better commune with ancestors. Among the objects displayed in this section are large, striking incense burners, or censers, adorned with representations of ancestral and divine persons.

Courtly life continues to explore the complex royal lifestyle of the Classic Maya elite. The rituals of courtly life are vividly depicted in scenes painted on ceramics, providing a rich source of information on Maya daily life. A beautifully decorated bowl, dated to 600 – 900 CE, portrays a person drinking at a banquet. Celebrating events such as births, marriages, deaths, harvests, and diplomatic alliances, these feasts showcased their organizers' powers. This section demonstrates the Maya rulers' constant engaging in rituals to justify their dominant roles in society and establish their relationships with gods and ancestors. Imposing limestone panels, dated to 600-900 CE, clearly illustrate these associations, combining the past and present, the dead and living, and the natural and supernatural.

In Death and Burial, a tomb-like atmosphere pervades. This section highlights the mid-20th century revelation that many Maya pyramid-temples were actually tombs. As in many ancient cultures, Maya elite were buried with goods meant as offerings to assist

them on their journey into the afterlife. Discovered in these royal burials, these extraordinary artifacts underscore the Maya belief that, for the chosen few, death initiated a new phase of existence. Section highlights include a funerary mask, made of jade, shell, and obsidian, depicting a Palenque queen.

The exhibition concludes with a positive message: while the Spanish Conquest had a shattering impact on the Maya, the culture has managed to preserve their language, land, and culture ever since. Today, modern Maya number approximately ten million, found in present-day Mexico, Belize, El Salvador, Guatemala and Honduras. The Maya, once again, are a vigorous culture, inspired by their ancestors' great achievements.

Press and Promotion  
Consulate General of México in Toronto





# FOOD AND BEVERAGES FOR YOUR TASTE



Excellent advertising opportunity to all marketers within food/ beverages and hospitality industry to advertise gay and non gay consumer.

We hope you will not pass by this one of a kind opportunity.



## PINK CURRY

FOOD THAT IS EASY TO PREPARE AND SURPRISE YOUR GUEST BEEF CURRY

### INGREDIENTS

1lb beef – 1/2 lb potatoes - 1 table spoon Chilly powder - 1/4 table spoon curry powder – 1/4 table spoon paprika. 1cup of milk. Salt, Vinegar, 2 table spoons of cooking oil, garlic and ginger.

### METHOD

Cut the beef into small cubes and wash well. Then pile the potatoes and cut into small pieces. Then add the potatoes to the beef with a little water. Then add the chilies, curry powder, paprika, salt, vinegar, salt and allow it to boil for about 15 minutes. Then powder the garlic and ginger separately. After the beef and potatoes are boiled add the ginger and garlic with the oil and allow it to fry for a about 5 minutes. After that add the milk and keep the curry for about 10 minutes to boil. Then enjoy with a smile with your guest and be proud that you made it.

### NOTES:

- Chilly powder can be increase or decrease heat according to your taste.
- You can eat the beef curry with, rice, pasta, noodles, bread and retie.

Please share your special recipe with our readers.

PROFESSIONAL  
BATTLE



# WHY MARKETING IS MORE IMPORTANT THAN ACCOUNTING?

By - Tyrrel Ignatius

**Companies need to sell to survive. Therefore, selling takes priority. All the other functions, including accounting, come into play once the sale has been made.**

Accounting, on its own, does not bring revenue – it merely counts the revenues generated from the marketing efforts of the company, and it may contribute to budget and cost control. Management and all other company constituents have a stake in that revenue stream.

Usually, the company's success is measured by its sales and not its accounting. While it is desirable to undertake a quantitative analysis of the sales revenue, the main responsibility for the generation of those sales falls in the marketing function.

The value of the company, for the purposes of financing or stock valuation, is usually

a multiple of sales, as well as the actual or expected growth in sales.

In some companies, management ensures that every member of its staff has some marketing or sales training, from the top level to the receptionist. On the other hand, a background in accounting is only required of the accounting staff.

While this defence of marketing is tongue-in-cheek, it is meant to show its importance in the company's well-being.

They say today everyone in the company has to be marketing oriented, from reception to CEO. But we don't hear that everyone has to be Accounting oriented ?



Please send your comments regarding which profession you think is better.

The next battle of the profession will be new media vs old media.

Please send your comments which is important.

## INNOVATIVE & CREATIVITY

# BATTLE OF THE PROFESSIONS

### WHY FINANCE IS MORE IMPORTANT THAN MARKETING?

Having worked in various Corporate Finance and Business Planning roles throughout my career I have enjoyed working closely with Marketing and Sales professionals in industries such as telecommunications services, electronics manufacturing and other industry segments along the way. Often, I have been handed the responsibility of ensuring my colleagues in those areas conduct themselves in a fiscally responsible manner. My insights and/or review and sign-off have often been a major requirement before a project or campaign actually begins. It is on me to ensure that Marketing is formulating strategy that generates profits, not just market share. You need a finance person looking over your shoulder or things could get out of hand.



There are lots of pie-in-the-sky types filling the ranks of Marketing throughout corporate Canada. We all need dreamers and idea-people in our businesses. But so many marketers are so focused on delivering "Wow" that they often lose touch with the real thrust behind the business – generating economic value. If you graduated from business school before Y2K, you were probably taught that your primary responsibility was to drive shareholder value. Nowadays, we have embraced and place more value on other big-picture aspects of our business such as how we treat our employees, embody a great corporate culture, contribute to the community and help save the environment. These are all noble causes but they do not change the fact that our primary collective duty as employees of a business is to the shareholder(s), whoever they or he/she might be. We must focus on generating healthy returns on investment.

It therefore pains me to hear a Marketing person tell me they "aren't good with numbers" or they "prefer to let Finance worry about that stuff". Perhaps it is that attitude that causes certain Marketing people to lose credibility when bringing an idea forward that makes little-to-no economic sense. I have seen some pretty scary business proposals in my career. So, no surprise that in so many businesses, where there is a financial professional at the organization's disposal, that person is the last hurdle to

**SO, NO SURPRISE THAT IN SO MANY BUSINESSES, WHERE THERE IS A FINANCIAL PROFESSIONAL AT THE ORGANIZATION'S DISPOSAL, THAT PERSON IS THE LAST HURDLE TO GETTING THE "GO/NO-GO" DECISION.**

getting the "go/no-go" decision.

The reason for this is that Finance is so close to the numbers that Accounting produces. Finance is intimately familiar with the financial ramifications of what Marketing is doing. Finance formulates the financial plan largely based on the experience of what has happened in the business historically and what the implications of the Marketing strategy will be in the future. Unfortunately (though not for a lack of trying), Marketing is not close enough to the financial results to see what Finance sees and to have the ability to break the business down into all of its financial parts to realize the true costs and profitability of the proposals or actions they take. That is why Finance is so important.

"No great marketing decisions have ever been made on qualitative data"  
John Scully 1939-, former president of Pepsi and CEO of Apple

Too often I am approached by a Marketer who equates revenue growth to the success of a campaign. Top-line growth is certainly a critical element to the success and

profitability of a business, but there is so much more to it than that. As a Marketer, you may have qualitative research (i.e. retrieved from a focus group, telephone survey, etc.) suggesting that, for example, a 10% decrease in price will drive incremental sales of 30%. Sounds great, right? Not if gross margin on the product is only 5% to begin with. Every unit you sell at that discounted price is a money-loser. That is, perhaps, an exaggerated example. Let's get back to the interpretation of that research. It's quite likely that someone involved as the subject of some form of research may act differently when actually at the point of sale and putting their money where their mouth is, so to speak. Let's say that gross margin on the product in this case is 50% and that 10% price reduction will drive incremental sales of 30%. If you do the math, you'll notice that the breakeven threshold or the point of indifference on this discount (margin is the same, everything else being equal) is incremental sales of 25%. Your research suggests you have a little bit of breathing room on this discount, just in case sales don't quite behave as the research would suggest. However, the differ-





**MARKETING IS NOT CLOSE ENOUGH TO THE FINANCIAL RESULTS TO SEE WHAT FINANCE SEES AND TO HAVE THE ABILITY TO BREAK THE BUSINESS DOWN INTO ALL OF ITS FINANCIAL PARTS TO REALIZE THE TRUE COSTS AND PROFITABILITY OF THE PROPOSALS OR ACTIONS THEY TAKE.**

ence between 30% and 20% growth (or generating incremental margin versus losing money) is the difference of 1 person in a sample of 13 who answered positively but may not follow through at the point of sale. To the Finance professional, this may be a risky proposal, especially if the campaign affects a relatively large part of the business or overall revenue. The Marketer must be willing to challenge the accuracy of the research. Qualitative research does not stand alone. It is critical to apply quantitative measures to test your qualitative research. As a "numbers person", I would want to know a couple of things about the trustworthiness of my research by first asking the question: "What has been the measured reaction to similar campaigns or promotions in the past?". Taking the analysis of the research further I would then ask: "How different were the results of the campaign compared to what the research suggested would occur?". If the difference has been significant enough to make a

campaign that looked good on paper actually turn out to be a money loser, then future research must be "handicapped". This way, if 13 people have claimed to be willing to buy our product at a discounted price, for example, we have the knowledge to expect one or two fewer (or perhaps more) to actually follow through, and we can adjust our "go/no-go" decision criteria accordingly. "Half the money I spend on advertising is wasted, and the problem is I do not know which half" Lord Leverhulme 1851-1925, British founder of Unilever and philanthropist.

To a Marketer, building an advertising campaign might be the sexiest part of the job. It is also one of those often large and expensive undertakings that everyone assumes will pay off but no one really knows to what extent it will. Too often, I am confronted by Marketing about running a quarterly ad campaign because the budget is there to be spent or because it is just an accepted part of the normal course of business. I also want to spend the money and I want to see our brand out there and prominent in the marketplace. But it can be very difficult to justify the expense when so little is known about the actual impact. A Marketer might claim to have the ability to generate an exceptional \$1 million in sales by spending \$100,000 on an advertising campaign. But, what if we could generate sales of \$950,000 during that period without spending one penny on ad space? In other words, do we know what incremental sales are for every dollar of advertising spent? I would argue that in the majority of cases, the Marketer does not know the answer to that question as even quantitative measures

of past performance might not adequately capture and adjust for the effects of variables such as seasonality or general changes in consumer behaviour. A good Finance person will challenge conventional wisdom that says advertising will always work. A good Finance person wants good value for that \$100,000, including extra margin. Those are some examples of the differences in approach between Marketing and Finance in the workplace. When you have been through these scenarios and had the arguments that go with them, it becomes clear that without Finance, Marketing can easily take the wrong path and, worst case, unnecessarily generate incremental losses. You need Finance looking after you.

#### **BIO – Dave Duronio**

Dave Duronio has held various roles in Corporate Finance, Business Planning and Financial Planning & Analysis during a career spanning ten years. He holds an MBA from The Schulich School of Business at York University and a Bachelor of Commerce (with Honours) from University of Windsor. He founded StratPlan Corp. to share his corporate expertise with small- to mid-sized companies needing assistance in the formulate on of long-term strategic and financial plans. Email - dave@duronio.com



# FASHION AND NEW TRENDS



Excellent advertising opportunity to all marketers within the fashion industry who are targeting their products and services to gay and non gay consumer. Your advertisement goes here.

We hope you will not pass by this one of a kind opportunity.



# Collectible Picture of the Issue!

PRESENTED BY IGNATIUS EXLUSÉ FASHION DESIGN





Excellent advertising opportunity to all marketers within the fashion industry who are targeting their products and services to gay and non gay consumer. Your advertisement goes here.

We hope you will not pass by this one of a kind opportunity.

Ignatius Exlusè Fashion Design

# NEW TRENDY FASHION

FOR ALL OCASSIONS



*Fashionable evening Theatre style outfit*  
*Model: Jamie*





*Fashionable Social outfit  
Model: Aubrey and Jeramy*

### fashionable dressing tips

Tyrrel Ignatius is naturally self made fashion designer. He likes to bring the best in People and make outfits to suit the occasion and the personality both. He says dressing fashionable only not enough. You must know to carry your personality with a your smile and physical stature.

He also further says colours can make the environment very bright and you will be on the spotlight wherever you go.

For his fashion original design. Please contact him at [excluse@rogers.com](mailto:excluse@rogers.com)

Designer - Tyrrel Ignatius  
Designer Label - Ignatius Excluse  
Models - Aubrey & Jeramy  
Photographer - Dean Tomlinson  
[www.deantomlinson.com](http://www.deantomlinson.com)

# HEALTH AND WELLNESS



Excellent advertising opportunity to all marketers within the health industry.

We hope you will not pass by this one of a kind opportunity.



# 7 STEPS TO DENTAL HEALTH

A HOLISTIC GUIDE TO A HEALTHY MOUTH AND BODY

There are two kinds of knowledge - one is knowledge from education and training and another is knowledge from life experience and wisdom. This book on dental health falls into the latter category.

This book outlines life experience and wisdom of Max Haroon to look after health in general and dental health in particular. Based on Max Haroon's life long learning of discovery and his approach to life, this book describes a seven-step process to clean teeth and mouth so that you can achieve optimal oral health. You will learn in this book how to protect your teeth from decay, gums from infection, and escape dreaded visits in the dentist's chair. So, follow the process in this book.

**PK: Let us get one thing, clear for our readers; are you a (dental) doctor?**

MH: I am glad to disclaim that I am not a doctor, but I am an intelligent patient or a call me a long-suffering patient of dentists.

**PK: What made you write this book?**

MH: This book began its life two years ago, but my story about my personal dental health began about 50 years ago in England. The sheer first comment I heard from my dentist was "You have an excellent set of teeth, there are no fillings, and there are no cavities". I was so happy! The story was different when I left England twenty years later; about a quarter of my teeth had mercury fillings.

I was left wondering, why did I change from having such healthy teeth to this situation, in spite of me brushing & flossing my teeth regularly? Being a Systems Analyst (in my past life), I obviously analysed and concluded that it must be my diet. The food I was eating was highly processed; it con-

tained lots of refined white sugar, and I had an addiction to Cadburys and sodas.

Therefore, I changed my diet. Consequently, I felt much better and had better oral health. Nevertheless, I was not altogether satisfied with my health or myself. I started searching for more missing pieces. I started studying stress, relaxation, and further studied the effects of food on one's health.

A healthy diet will give you good health, but you will accomplish far better results if you are paying attention to the other aspects of health, such as exercise and life style.

I wrote an article "Has Nature Given us the Best Tooth Design?" which led to a panel discussion in the spring of 2010 under the auspices of 'Life Transformation Institute'. This successful event led to the birth of this Book. I have kept the contents brief and you will find that I have included more than a hundred tips and facts in this short, easy-to-follow volume.

**PK: How the readers will benefit from reading this book?**

MH: I wrote the book to share my knowledge and experience which I have gained over these years. The readers will find the following information very beneficial to look after their health and in turn save some money too.

I started experimenting with different brushes, rubber tips and mouthwashes, and through my discovery process (heuristic); I developed this seven-step process for dental care. I am happy to say that it has been a while since I sat on a chair fitted with a dental drill.

This book will provide you with some answers and various pragmatic guidelines.

**PK: Please, share your Seven Steps to Brushing and cleaning your teeth.**

MH: I would love to share them. Remember, teeth are only one-third of your mouth. Therefore, when it comes to cleaning, you have to clean other parts, such as tongue, cheeks, gums and palate.

Let us keep in perspective, the purpose of following this seven-step oral hygiene process:

To get rid of any food debris from the mouth (teeth, tongue and cheeks)  
To get rid of any plaque  
To kill bad bacteria  
To Massage the gums

Briefly, the seven steps of dental care, consists of the following:

Step 1: Rinsing and gargling.  
Step 2: Brushing, this is the only step that the majority of people do and only once a day.  
Step 3: Inter-dental Brushing, cleaning between the teeth normally done by flossing.  
Step 4: Do-it-yourself "Scaling", using a rubber stimulant removing along the edges of teeth and gums.  
Step 5: Final Brushing "Polishing", this is performed by using a special brush like electrical brush without the toothpaste.  
Step 6: Tongue Scrubbing.  
Step 7: Gum Massaging, simple process to finish it off by messaging your gums using your index finger.

Of course, the process described in more details including good description of all tools for your dental care. I have also deconstructed the commercially available toothpaste and mouthwash and how you can make your own simple inexpensive toothpastes.

**PD: What else you will find in the book?**

MH: This book also includes excerpts from my other book "Seven-Steps to Holistic Living", adapted to Food and Nourishment for your teeth.

**PD: What role other authors and contributors are playing in your book?**

MH: They have contributed their own expertise, either as a separate chapter, Appendix or they have reviewed the content for technical accuracy. I am so fortunate to have the following co-authors:

Dr. Oksana Sawiak, now a retired dentist and doctor of internal medicine has provided an insightful discussion of dental infections and their connection to the body.

Klaus Ferlow, an honorary master herbalist, has provided excellent information about harmful chemicals used in toothpastes and mouthwashes, the truth about mercury fillings and various tooth conditions and their treatments.

Sharon Walsh, a certified aroma-therapist, has outlined the role of essential oils in general and oral health in particular.

Lori Nichols Davies, holistic nutritionist consultant and a culinary instructor has outlined some excellent principles of nourishment and nutritious foods.

PK: Where can we go to buy the book or get more information?

MH: A special website for this book serves to provide reviews, additional articles, resources, and more importantly—your feedback. All links mentioned in the book are posted at the book's website, for easy access, under "Links":  
[www.7stepsdentalhealth.com](http://www.7stepsdentalhealth.com)

PK: Tell me about your Institute?

MH: This book is published by Life Transformation Institute, a not-for-profit educational organization:

Life Transformation Institute is a collaborative group of kindred spirits that empowers life by sharing our cumulative knowledge and wisdom. We will focus on the body/mind/soul entity and raising awareness. We arrange lectures, book reviews and publishing resources on the website and books. Review our website  
<http://Life-Transformation-Institute.org>

You can join our Institute (no charge) at  
<http://www.meetup.com/Life-Transformation-Institute/>



## 7 Steps to Dental Health

### A Holistic Guide to a Healthy Mouth and Body



- Various guidelines by many contributors
- Over 150 pages
- Chock-full of resources
- Hundreds of tips to improve Dental & General Health
- Active links to useful websites

Take a Dental Health Quiz | Download a Book Summary | Read a Chapter from the Book

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**[www.7stepsdentalhealth.com](http://www.7stepsdentalhealth.com)**

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 a not-for-profit educational body.





# COMMUNITY NEWS AND EVENTS

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WELCOME - BIENVENUE – BIENVENIDO  
TO THE OFFICIAL LAUNCH OF

pink  
DIGEST

Canadian Issue of the World Premier Gay Business and Consumer Publication



Chief Guest Mr Bob Rae

WE WOULD LIKE TO

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[www.pinkmarketingandtourism.com](http://www.pinkmarketingandtourism.com)  
[www.pinkdigest.com](http://www.pinkdigest.com)

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## PRESS RELEASE

FOR IMMEDIATE RELEASE to all media, marketers and Advertising Agents.

Contact information:

Tyrrel Ignatius - President

Pink Marketing & Tourism

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Toronto, Ontario. Canada

Email [president@pinkdigest.com](mailto:president@pinkdigest.com)

Baxter Travel Media & Pink Marketing  
join together in the launch of the premier print issue of

PINK DIGEST MAGAZINE

(World's premier Gay Business & Consumer Publication )  
at Toronto Pride 2011 (July 3, 2011)

### Our joint mission:

"To pool our joint resources and to bring out a unique publication that will appeal to both gay, mainstream, consumers and the tourism trade. Editorial content will be carefully selected to appeal to all target groups."

### Our marketing slogan: "says it all - has it all - fits all"

Toronto, April 14, 2011 - We are delighted to announce that Pink Marketing and Baxter Travel Media Inc. have formed a partnership to jointly launch the premier print version of Pink Digest [www.pinkdigest.com](http://www.pinkdigest.com).

### About Pink Marketing and Tourism

Formed in 2003, the company offers marketing services to those looking to offer their products and services in the lucrative gay market. These include market research, planning, promotion and implementation of a marketing plan. Founder Tyrrel Ignatius is a marketing and tourism professional with expertise in the gay consumer marketplace, with over 20 years experience in the Toronto gay community.

He has held many positions in the Toronto gay business community, namely: founding president of the Ontario Gay Chamber of Commerce, business director of The Fraternity (a gay social and business group) and business director of the Church and Wellesley Business Association. He has worked with all levels of government, corporate Canada, and the media. Please visit [www.pinkmarketingandtourism.com](http://www.pinkmarketingandtourism.com) for more information.



### ABOUT PINK DIGEST

Our research has identified a void in the gay media, which Pink Digest is positioned to fill. Our magazine highlights the gay community's professional side and lifestyle, for everyone to read and learn about. Pink Digest also provides a bridge within the gay community to network with each other and non gays.

The publication also allows marketers within and outside the tourism industry to promote their products/services to the gay consumer. The content and editorial are carefully selected to appeal to this target group.

The premier issue of Pink Digest, available at [www.pinkdigest.com](http://www.pinkdigest.com), went online in May 2009. It has received excellent reviews from many sources, for filling a void and targeting both gay and non gay consumers/trade in one publication. Taking this one step further, the print version is being launched together with Baxter Travel Media. After the Canadian launch, expansion to other countries and/or languages will be planned.

### ABOUT BAXTER TRAVEL MEDIA

Baxter Publications Inc. has been the main source of information to the Canadian travel industry for more than 60 years. Baxter Travel Media offers news and information in a variety of media including print, digital, interactive and online. Baxter publishes Travel Press, Travel Courier and other print and online publications. Please [www.travelpress.com](http://www.travelpress.com) for more information.

### WHY JOINT-VENTURE WITH PINK DIGEST?

Until now each company served its own niche separately. Bringing the two together will pool their experience in the respective markets, gay and tourism, to bring a publication which would appeal to both the gay consumer and the travel trade.

In this vein, Baxter Media will provide the gay professional consumer with information on travel products/ services. Pink Marketing will assist the travel industry with marketing to gay community.

Pink Digest is very proud to join hands with a company that supports the gay community and recognizes the value of this market.

The publication will feature content which includes travel and tourism, as well as other topics of general interest to the gay professional, such as financial, economics, business, fashion, health, entertainment, art & culture and general lifestyle. This will enable providers of many other products and services to reach this market, and to learn about their preferences.

We look forward to your continuing support by way of advertising, and providing content and feedback to make this publication a success. We intend to make it a valuable advertising vehicle to marketers as well as a quality publication for our readers.

As true to our Marketing slogan the publication will be "says it all - has it all - fits all "

We look forward to meeting you through "Pink Digest".

**INSURANCE  
INDUSTRY**



Excellent advertising opportunity to all marketers within the insurance industry.

We hope you will not pass by this one of a kind opportunity.



## 2012 INSURNACE – WHAT YOU NEED TO KNOW

Insurance is not something we want to deal with in the first place – rather it is something we want to deal with in the last place – if ever. However if insurance is ignored, the results can be devastating. Some types of insurance you and/or your family will likely have to address during your lifetime are:

- Vehicle insurance
- Life insurance
- Disability insurance
- Liability insurance
- Critical Illness Insurance
- Benefits and medical coverage
- Long term care insurance

### Addressing the specifics:

#### Life Insurance:

Life insurance pays a lump sum benefit upon death. There are 2 main types – temporary and permanent. Depending on your needs you make need one, the other, both, or neither. A young family with children often needs term insurance for a specific time period. A retired couple may face a huge tax bill upon death – and through buying insurance they can create a much larger estate and legacy for their heirs. In many cases, after 12 years, with a permanent policy – if you cancel it, you can get a cash value – equal or greater than the total premiums paid until that point.

#### Disability Insurance:

Your ability to work and thus generate income is the greatest asset of a wealth accumulator. Protecting this is paramount. Unfortunately, many people fully rely upon group insurance coverage to take care of them – without ever reading or understanding the definition. The definition of disability insurance is hugely important, as many DI policies cover you after 2 years only if you can not do ANY job you are reasonably qualified to do. Also, if you leave your employer, coverage stops.

#### Critical Illness Insurance:

Many times people get critical illnesses such as a heart attack, stroke, or cancer, and still live for quite awhile – but never the same way they did before the incident. Critical illness pays a lump sum benefit upon a qualified condition, and usually survival for at least 31 days. This product is underutilized significantly in Canada.

In general there is always a cost of insurance – however it is often much less than the price – of having an undesired incident and inadequate coverage.

If you would like a free review of your insurance needs and possible solutions please call.

Tyler Atkinson 416-292-7229 ext. 247



# FINANCE AND BANKING



Excellent advertising opportunity to all marketers within the banking/finance industry.

We hope you will not pass by this one of a kind opportunity.

## Edward Jones

MAKING SENSE OF INVESTING

### Do You Have a Financial Plan for 2012?

Many people use the new year as an opportunity for a fresh start in various aspects of their lives. One of the most common is starting a fitness regimen. But when it comes to your financial health, you might find that it's a good idea to get started before 2011 ends if you want to be well positioned to take advantage of what 2012 has to offer.

The first step is to conduct a thorough review of your financial life. Unless you know where you are today, you won't be able to map out a strategy for tomorrow.

You can start by making sure that your goals and objectives remain viable and realistic. And it's very important to be clear on these, ensuring they're well-defined and in line with your current circumstances in life. It's especially important to revisit your financial goals if you've recently experienced major developments in your life, such as a change in employment, the birth of a child, or retirement.

In trying to achieve your goals, you'll want to help ensure that your investments are appropriate for your

needs and risk tolerance, and that your portfolio is properly diversified. Keep in mind, though, that diversification does not guarantee a profit or protect against loss. In that context, make sure you view any market difficulties of 2011 with a broader perspective. Don't allow short-term events in the stock market to cloud your longer-term judgment, influencing you to make rash decisions you might regret down the road.

Indeed, having a sound investment strategy is critical. For example, all major asset classes should be considered for your portfolio.

Of course, you should try to invest every year to help keep your portfolio growing. That means your spending, savings and borrowing should be under control. Examine your income and spending to see how you can divert more to investments in 2012 – especially considering that market difficulties in 2011 may have created some potential buying opportunities for 2012.

Another action you can take before the new year is to make an early Registered Retirement Savings Plan (RRSP) contribution. Although you have a few months before the deadline for your 2011 contribution, the sooner you get your money into the plan,

the longer it has to potentially grow.

Once this year's contribution is out of the way, work on a plan to get your full 2012 contribution into your RRSP as early in the year as possible. If you can't make a large lump-sum contribution at the start of 2012, set up a periodic plan that allows you to contribute monthly – though keep in mind that systematic investing does not ensure a profit or protect against loss.

If you have unused contribution room from the past, formulate a plan to make up for those missed contributions in 2012. You'll help boost retirement savings and reduce next year's tax bill. You might also want to consider a Tax-Free Savings Account (TFSA). A discussion you could have with your financial advisor is whether – based on your personal circumstances – you should contribute to your TFSA, RRSP or both.

There may be more you can do today to get ready for 2012. Speak with your financial advisor to determine what actions you can take now to financially position yourself as effectively as you can for next year and beyond.

Edward Jones, Member – Canadian Investor Protection Fund

READER'S  
CONTRIBUTION



Greetings to all reader's from us at Pink Digest.

This page is open for all companies, organization's and individuals to send:

Your company business/professional news with pictures.  
Business articles which will be interesting to both reader's Gay and non-gay Professionals. Open to all Youth to send your Educational and other news on Professional development. You can also share your Business/Social Net working news with pictures for all of our readers.

## LET US KNOW YOUR OPINION AND IDEAS ON THIS CURRENT TOPIC. WE LIKE TO HAVE A OPEN FORUM

### CURRENT TOPIC FOR YOUR CONTRIBUTION

(Opinion – new ideas – comments)

How can the Gay Community support each other on  
GAY BUSINESS DEVELOPMENT?

Do you think we should pool resources like a bank and share resources?  
and help each other?

What about a Gay Bank?

Gay Business Centres?

Gay Business Venture Capital?

Any other ideas to help the Gay Businesses?

We encourage all readers to share your thoughts on this current topic and give us similar topic for our future issues for open Forum.

Please send us your information to Email – [president@pinkdigest.com](mailto:president@pinkdigest.com)

(Please note - only interesting and valuable articles for our reader's will be chosen for publication)

## Reader's Open Forum

Reader's contribution to make Pink Digest a  
Community Professional pride by way of sharing  
your resources with us.

Greetings to all readers!

Here is your chance to make your contribution, to make your voice heard, and at the same time to share your resources with all of our readers (both Gay and non-Gay).

- Give your feedback on the publication.
- Contribute articles and pictures to the publication.
- Let us know what other topics we should add in future issues.
- Be a part of our promotional/marketing team. Contact us for details.
- Make use of this publication to improve your own professional/business growth.
- Let's work hand-in-hand with all non-businesses and professionals.

We encourage Gay and non-Gay professionals, business owners and youth to be a part of our publication and help everyone help themselves though this page.

Please email your information to [president@pinkdigest.com](mailto:president@pinkdigest.com).

SAYS IT ALL. HAS IT ALL. FITS ALL

# ADVICE ON PROFESSIONAL DEVELOPMENT



**TYLER ATKINSON** B.A. Math

## TIP OF THE MONTH NEWSLETTER



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### THE ALLOCATION OF YOUR TIME

Every individual is bound daily by the same clock. So why does time seem in abundance for some, while others seem to need 25 hours per day or 8 days per week to get to where they want to go?

Here are some tips on how to best use the time which all of us have:

1. Break time into free/focus and buffer time. Free time should be spent doing things you really love to do - ideally with no source of interruption. Focus time is time (usually at work) where you put all of your efforts into getting your best results. Buffer time is "stuff" - which doesn't deserve to be free time, can't be considered a focus activity, yet must be done.
2. For an entrepreneur focus time is likely seeing clients and prospects, calling back and following up with clients and prospects, and looking for new clients. Buffer time is for compliance and administration. If you are an entrepreneur, focus time should be maximized and buffer time should be minimized - and ideally delegated. Ideally an entrepreneur will have at least 125 days per year as free days - no work - and ideally no thoughts regarding business during these days.
3. For an athlete, focus time is the workout, buffer time is visualization and planning mentally and physically, and free time is time away from the sport.
4. Delegate the things you hate to do - personal or business. Examples could be cleaning the house, shovelling snow, shopping, lawn care, paperwork, and attending meetings. Often the cost of delegation is much less than the price of taking them all on yourself (whether the price is the money you could have earned during this time, or simply the peace of mind obtained from being free to focus on things you truly enjoy)
5. Activity: think of last week and write out what you did. Looking back break it down into focus, free and buffer time. How could you have managed your time better in hindsight? Going forward, how could you use this principle to manage yourself and your time better?

Have you maximized your RSP? (Deadline is March 1st!)  
Have you gained the full benefit of the TFSA?

*Tyler Atkinson*

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# GAY BUSINESS AND ECONOMICS



Don't let another Gay Advertising opportunity pass you by  
this one of a kind opportunity.

Greetings to all readers from all of us at Pink Digest!  
This page is open for all: companies, organizations, and individuals to send your:

- Business/professional news with pictures.
- Business articles of interest to both gay and non-gay professional readers.
- Educational and other news on professional development for youth readers.

You can also share your business/social networking news with pictures for all readers to share.

**LET US KNOW YOUR OPINIONS/IDEAS ON THIS CURRENT TOPIC.  
WE WOULD LIKE TO HAVE AN OPEN FORUM  
CURRENT TOPIC FOR YOUR CONTRIBUTION**

(Opinion – new ideas – comments)  
“How can the Gay Community support each other on GAY BUSINESS DEVELOPMENT?”

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Real Estate News from Tim Gerrior  
February 2012

Tim Gerrior  
Sales Representative



[www.TimGerrior.com](http://www.TimGerrior.com)  
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### Breathe Easy – Healthy Air, Healthy Home

The term “air quality” is usually associated with outdoor air pollution caused by cars and factories. The shocking truth however is that the toxins in our home are often more dangerous than those outside.

Hazards present themselves in the form of pet dander, dust mites, nitrous dioxides from natural gas, formaldehyde from furniture and various allergens including fungi. Here are just a few ways to improve your home’s air quality:

- Just Let It Out - Properly ventilate your home to reduce pollutants and moisture. Use exhaust fans in your kitchen and bathrooms and open your windows whenever possible to allow toxins to escape.
- Clean Green - Use natural cleaners such as lemon juice, vinegar and baking soda instead of household cleansers that contain toxic chemicals. There are also various houseplants that purify your home’s air such as peace lilies and spider plants.
- Tread Lightly - Carpets trap various irritants which present serious dangers, especially for children. If replacing carpets with hardwood isn’t an option, make sure to vacuum a few times a week and place doormats at the entrances of your home.
- Furry Friends - Brush pets outside and wash their beds each week to control hair and dander. There are also a variety of indoor air purification systems designed to improve your home’s air quality that are especially great for pet owners.

Nothing in life is quite as precious as the air we breathe. That said, the air we breathe is also taken for granted. We focus so much time and effort sprucing up our home so that it looks nice. It therefore makes sense for us to ensure our home’s air quality is also clean.

### Cracking Up is No Laughing Matter

A serious foundation problem can quickly turn into an expensive nightmare. Most buyers realize this and will simply walk away or at best, won’t purchase the home until it’s been properly repaired.

If you notice cracks, bowing or anything else that looks suspicious, you’ll want to determine how serious it might be. It’s strongly recommended that you have the foundation inspected by a qualified professional.

Foundation cracks are caused by hydrostatic pressure as water soaks into the earth around the base of the house. The foundation sinks as water from the gutters spills out and puddles around the house putting pressure against the foundation wall which causes cracks that make the house settle more than it should.

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Indications of a house with possible foundation problems include unlevel floors, windows and doors that are hard to open/shut and diagonal cracks on the wall around the corners of doors and windows. It’s important to keep in mind though that most houses have cracks and defects which are purely cosmetic.

If you’re selling a home with a foundation problem, it’s best to get it fixed beforehand as a questionable foundation problem can often squash a sale. If you don’t plan on getting it fixed, at least get a quote so you’re able to show potential buyers how much the repairs will cost.

### Your Passport for International Electrical Devices

If you’re planning an international trip, you’ll want to be familiar with adaptors and converters so you’re not left with a fried laptop or burned out shaver!

Adaptors simply enable the plug to fit into the outlet while converters make the plug fit AND convert the electricity to the proper voltage so the unit doesn’t overload, crackle and burn out!

There are two types of converters – one for appliances that produce heat such as hair dryers and another for devices such as shavers and laptops that require a lower wattage. The best option is to purchase a dual wattage converter that will handle everything. Happy travels!

Are you sick of scouring the paper and MLS sites looking for homes? Tired of playing telephone tag with agents only to hear the home’s already sold? Sit back, relax and let me do the work for you! Just visit my website and check off the features you’re looking for. Whenever a home matching your criteria hits the market, it’ll be automatically flagged and emailed to you so you’ll never have to worry about missing your dream home. This service is free and there’s no obligation! Click here to get started.

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# PINK TOURISM SERVICES



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Promotional, Marketing and Business Plans and implementing it.  
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