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winter 2014

# pink digest

## **SHARMAYNE WESLER**

How We Got the  
GLBT Expo Started

## **DEPARTMENTS**

Business Communication

e-Commerce

Finance

Gay Business

Pink Fashion

Green Living

Real Estate

Tourism

International Gay Community

## **FEATURES**

World Pride Comes to Toronto

Mobile Marketing Trends

Mix-n-Mingle for Introverts

Reliving the Titanic

Green Living Interview

and more



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# From the Editor's Desk

## *"International Recognition for Gay Business Publication"*

All of us at *Pink Digest* wish our readers and Partners "All the very best for New Year 2014." It's nice to close the year with a lot of fond memories this year with *Pink Digest* and you.

We are delighted that this year *Pink Digest* (as the premier Gay business magazine) was getting continuous respect and recognition from the business world for both its featured content and regular departments.

We rank number one on Google search under Gay Business Magazines. Then we were issued many local and International media passes from various conferences and trade shows. To name a few: SES Toronto, Meetings and Incentive Travel, Social Media Week Toronto, Global Toronto Economic Forum, and Green Living, etc. On the review and feedback side, we have many followers on social media with lots of positive feedback and suggestions for improvements.

### **GAY MARKETING AND TOURISM**

Our sister companies: Pink Marketing, Tourism and Advertising would like to work with you on the Gay Consumer and the Tourism Market. This year, we also launched our eNewsletter *Pink Connection*.

We are also now introducing with this publication a new trend in advertising named "Content Advertising". This will allow marketers to talk directly about their products & benefits to the customer with informational advertisements/articles. This issue also will be available on PDF as well as "print-on-demand."

We are also very happy to continue to work with Gay and non-Gay Business Associations for mutual benefit. Judging by the content of this and previous issues you can see that we are well supported by articles and interviews from many dif-

ferent associations. We sincerely thank all of them and look forward to working with you in 2014!

On the International Commerce side we can see how the corporate world is working more than ever before with Gay Business Associations, as partners or sponsors at Internal Business/Tourism events—and also joining as Members .

We are planning to have three issues of *Pink Digest* in 2014 and then from 2015 it will be a quarterly publication.

I would like to thank all of the contributors for this publication such as, EGTA, IGLTA, Gay Expo, writers, photographer's, media passes from various associations with press releases, and Mr. Vaughn Dragland of Eclipse Technologies Inc. (graphic design company) who has done an excellent job on this issue and who so kindly agreed to work with us in bringing the quality of the publication to a new level. We are also happy to work with Baxter Travel Inc. as our Tourism Industry promoters and partners.

We are a young new business magazine, and as such we know (besides the above mentioned partners, associations, and contributors) that we can improve with the continued support of our readers in 2014 and beyond.

Please feel free to send us articles or any other suggestions directly to [president@pinkdigest.com](mailto:president@pinkdigest.com). We would also encourage all of you to follow us on the social media apps, and our own association: *Pink Connection* on LinkedIn. We are also looking for advertising agents to promote our publication all over the world. Thanks for reading! With warmest regards and the very best to you in the new year!



**Tyrrel Ignatius,**  
Founding President and Chief Editor

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## Advertise in Pink Digest

### Standard Ad Sizes

- Full Page - All Bleed: 8.5" X 11"  
(trim size: 8.25" X 10.75")
- Full Page - Wide Frame: 6.75" X 9.25"
- Full Page - Narrow Frame: 5.75" X 9.25"
- Half Page Horizontal - Outside Margin Bleed: 7.625" X 4.5"  
(trim size: 7.5" wide)
- Half Page Horizontal - Wide Frame: 6.75" X 4.5"
- Half Page Horizontal - Narrow Frame: 5.75" X 4.5"
- Half Page Vertical - Outside Margin Bleed: 4.625" X 9.25"  
(trim size: 4.5" wide)
- Half Page Vertical - Wide Frame: 3.75" X 9.25"
- Half Page Vertical - Narrow Frame: 2.75" X 9.25"
- Quarter Page Horizontal: 5.75" X 2.25"
- Quarter Page Vertical: 2.75" X 4.5"
- Eighth Page Horizontal: 2.75" X 2.25"



### Technical Specs

Vector graphics are preferred, but almost any digital media will do, for example: Adobe Illustrator, CorelDraw, Adobe InDesign, Adobe Photoshop, TIF, JPEG, or "press quality" PDF files are fine. Pixel resolution should be minimum 300 dpi. Preferred color mode is CMYK, but RGB is OK. (Client accepts responsibility for out-of-gamut colour shifts if RGB.)

For bleeds, always allow .125" bleed trim and .25" safe text margins.

For vector graphics, it's best to imbed all fonts, or convert them to outlines, especially if you are using a MAC. We don't have Quark Express, but an EPS output from Quark Express is usually OK.

We can also take PageMaker, MS/Publisher, PowerPoint and Visio files, as well as MS/Word documents, if necessary.

## Executive Team

**Founding President  
Chief Executive Officer & Editor  
Director of Marketing & Advertising**  
Tyrrel Ignatius

**Financial Advisor**  
Mayer Tchelebon

**Marketing and Sales Consultant**  
Pink Marketing

## Management Team

**Creative Director**  
Vaughn Dragland

**Sales Representatives**  
Ian Morris  
David Wilson  
Paul Anderson

**Internet Consultants**  
Mr. Eric Charters  
Mr. Kirrile

**Social Media Advisors**  
Mr. Corniel  
Mr. Dominic

**Communication Specialists**  
Ms. Ann Haper  
Mr. Mayer Tchelebon

**Web Development**  
Mr. Chanaka

**Graphic Design / Layout**  
Eclipse Technologies Inc.  
[www.e-clipse.ca](http://www.e-clipse.ca)

## Corporate Head Office

9 Dora Avenue Suite 1  
Toronto, Ontario, Canada M6H 1J5

Phone 416 488 0651 – 416 488 0139

**Web:** [www.pinkdigest.com](http://www.pinkdigest.com)  
**Email:** [president@pinkdigest.com](mailto:president@pinkdigest.com)  
**LinkedIn:** pink digest and Tyrrel Ignatius  
**Twitter:** @pinkdigestmag  
**Google +:** pinkdigest@gmail.com  
**Facebook:** Tyrrel Ignatius or Pink digest



# pink digest

## Next issue: April (Spring 2014)

**Have your say!** Here are some of the topics we are planning for the Spring issue. We would love to hear from you regarding your thoughts and opinions on any of these (or other) subjects:

### • WELLNESS & RECREATION

Do you think too much exercise and sports is bad for the health? How do we find the right balance?

### • INVESTMENT IN A COMPANY STOCK

What factors should you take into account besides profitability?

### • DO SOME JOBS MATCH WITH YOUR SEXUAL ORIENTATION?

Example: In the fashion industry more workers are from the Gay Community. What's your experience?

### LEARNING TO INTEGRATE THE GAY LIFE STYLE

We encourage readers not from the Gay Community to ask questions about the gay life style. All topics are welcome but not sexual in nature please.

### • PINK DIGEST DEPARTMENTS

We also encourage all of our readers (Gay and non-gay) to submit articles relevant to the main departments in our publication.

# Auto Industry

Auto Industry

\* If you are a auto industry marketer who is targeting your products and services to the gay consumer, this section would be a great place for your message.

# World's Premier Virtual Car Buddies Club Has Arrived



**CarWho!** (means we love cars)

## Why should you join Car Buddies Club?

You should join and share and learn the passion car of your dreams and drive both from our members and auto industry suppliers.

## Who should join Car Buddies Club?

Anyone who drives a car or has a passion for cars. Also everyone within the auto industry who offers products and services.

## How much is the Membership to join?

Its free for now to join as a launch offer.

## How can I connect with others?

We have chat lines and profiles of all members so you can make connections with others who have a similar passion for cars.

## Why should the auto industry suppliers join Car Buddies Club?

You can log into the site and tell all of



Car Buddies Club  
@CarBuddiesClub  
Virtual Car Club for Car Lovers  
[www.carbuddiesclub.com](http://www.carbuddiesclub.com)

**Tyrrel Ignatius, Founder and CEO of Car Buddies Club, officially launched the website on October 12th to coincide with his birthday.**

our members what you offer, and why they should buy your products & services. This is an excellent opportunity to contact car lovers for the specific products & services that you offer.

## What are the advertising rates for auto industry members?

Please check our website or contact us for details regarding advertising rates. We do have a special launch rate for now.

## What is CARWHOO?

Carhoo is the club slogan. This is a new word that we made up to go with the concept of the site and what we offer. It means *we love cars*.

Please read our Press Release for more details or contact us at [info@carbuddiesclub.com](mailto:info@carbuddiesclub.com).

### TO ALL MEDIA - FOR IMMEDIATE RELEASE

**Contact:** Tyrrel Ignatius - Tele 416 488 0651  
Email: [info@carbuddiesclub.com](mailto:info@carbuddiesclub.com)

#### WAIT NO MORE! CAR BUDDIES CLUB HAS ARRIVED WORLD'S PREMIER VIRTUAL CAR CLUB FOR CAR LOVERS

Marketing slogan: **CARWHOO** (means we love cars)

Toronto, October 9, 2013. We are delighted to inform you that [www.carbuddiesclub.com](http://www.carbuddiesclub.com), the world's premier virtual car club, was officially launched on October 12, 2013 in Toronto, Canada. As this date is also the Founding/President/CEO's birthday, the launch took place at a private birthday party in a car dealership showroom in Toronto.

The website is the result of a comprehensive study, undertaken by Pink Marketing and Tourism, to determine how to bring all car lovers under one roof, to share their hobby and their passion. There are individual and corporate memberships. Individuals are invited to join for free, and to learn from other car enthusiasts. Members can post a personal profile, which can include pictures of their vehicle(s). Those with similar interests can follow each other, exchange information and experiences about their vehicles, and also chat in private. They can also post items to buy, sell or trade. Corporate memberships will enable service providers to advertise on the site, and offer incentives to members of the site. Examples of corporate members include car makers, mechanics, parts suppliers, financing, insurance, auto trade shows and others within the auto industry.

At a later time, we plan to introduce "Car Buddies Club" physical membership clubs in various cities for members to meet each other face-to-face in a social setting.

We look forward to welcoming you as a member and meeting all your car needs under one roof.

Please follow us on all social media – **Twitter:** @carbuddiesclub – **LinkedIn:** Carbuddies club – **Face Book:** Carbuddies club.

# Business Communication

\* If you are a marketer who is targeting your products and services to the gay business community, this section would be a great place for your message.

*Marion's Communication Tips:*

## Three Ways to Feel More Comfortable at Workplace Social Functions

**A**re you comfortable doing the “press the flesh” thing? When you attend workplace social functions, do you line up against the wall, frozen in position, not knowing where to begin or how to start a conversation?

Do you know how to respond if, heaven forbid, someone approaches you at a workplace social function?

If the thought of this type of occasion makes you shudder, if it drains you, if just thinking of the energy it would take to interact exhausts you, you might be introverted. (NOTE: all of us are a mix of both introversion/extraversion. This means that even if extraverted, you have moments when you relate to what I just described).

Whether you work with introverts or lean toward introversion yourself, you're not alone. Here's a sample of an email I received that demonstrates the challenges of being an introvert in an extraverted world, especially during workplace networking events.



### QUESTION:

Hi Marion. I am aware that others share my problem but no one has been successful in helping us wallflowers with their comfort levels at networking events so far. I'm such an introvert, I signed up for your communications newsletter in an attempt to learn how to “make small talk” at business gatherings without feeling like I'm having an anxiety attack and losing my words altogether.

— Peggy, Birmingham, Alabama

### MARION'S RESPONSE:

Hi Peggy. Bravo to you for reaching out to me about your communication challenge. My guess is, that in situations with your friends and family, you're not a wallflower at all. You likely feel completely comfortable and have moments where you have no problem at all at engaging in the interactions. Right? Here's the point: You already have the skills you need to forget the wallflower routine and begin to blossom.

To increase your comfort level at workplace mix'n mingle functions, the starting point is being aware of your thoughts. Thoughts become words, words become actions and actions, when repeated, become habits. It's these habits that form your reputation. It all begins with how you think

**TIP #1: Change how you think.**

Clearly, you have a keen interest in connecting with others and already have strong communication skills — otherwise, you wouldn't have reached out to me, right? Let that focus of wanting to connect with others be reflected in how you choose to spend your energy. Refocus your attention away from you and onto them, the people you're reaching toward. Use what I call, "The Limited Energy Principle".

all toward connecting with others. When you feel the nerves welling up, adopt the mantra, "It's not about me, it's about them". Come from a place of service and focus on the other person, not yourself.

**TIP #2: Initiate contact.**

Grab control, put yourself in the driver's seat. OMG, yes -- it's up to YOU to initiate contact. But how? This is the step that most people get stumped on, so let me share with you just a few of my top tips for initiating icebreaker conversations:

- **Scan and plan.** Scan the room and plan your strategy. If you're really nervous, approach someone you already know. If you feel more confident and adventuresome, approach a stranger. Ideally, choose someone who is standing alone.



You only have so much energy in your body. Instead of channeling it into thinking about your nerves, being self-conscious about how you look, and wondering what you're going to say, turn it

- **Introduce yourself.** Walk over to the person, look him in the eye and say, "Hi, I'm Peggy. Nice to meet you. And you're ...?" They fill in the blank with their name and, bravo, you have a conversation going. Extend your hand

after you've introduced yourself and make it a solid, friendly and confident handshake. If approaching and introducing yourself feels a little awkward, you could speak to the elephant in the room and say, "I'm just mix'n mingling a bit. I always find that a little awkward when I don't know a lot of people. Do you?" Or you could say, "I'm taking advantage of the chance to meet colleagues I normally get to chat with".

- **Ask questions.** Remember, you're coming from a place of interest. There's no better way to express this interest than by asking questions. Even if your colleague is verbose and you feel you can't get a word in edgewise, he or she has to breathe at some point -- pop a question in then! Lean in, take a breath, raise a finger to indicate you have something to say, and speak up. Use questions that must be answered with more than a "yes/no" response. That means, lots of "how" questions like, for example, "How many people do you already know here?", "How many of these types of events have you attended over the years?", "How does the planning committee get this event together?"
- **Actively listen.** If you want to be interesting, be interested. Let the other person know you're listening by nodding your head, punctuating the conversation with questions, inject "uh huh", "I see", "That's interesting" neutral comments if you have nothing else to offer. Just standing there isn't enough.

**TIP #3: End the conversation and move on.**

Yup, that's right. YOU take control and end the conversation to give you and your colleague a chance to mix and

mingle with others. Nothing is worse than someone clinging. Be aware of your colleague's signals that it's time to end the conversation. Watch the body language — are eyes wandering? Are shoulders and feet turned away from you? Have they clammed up and getting answers is like pulling teeth? Time to move on. Your objective: initiate and end at least 3 conversations. Your rule of thumb: limit your conversation to about 5 minutes, tops.

The bottom line is this — make an effort to communicate, and when someone makes that effort with you, reward it by reciprocating. Doing those two things helps everyone feel more comfortable, introverted or not.

**PS:** Want more ways to feel comfortable communicating in various situations? Consider investing in a webinar for you and your whole team: [www.marionspeaks.com/marions-products/webinars](http://www.marionspeaks.com/marions-products/webinars).

**Article written by  
Marion Grobb Finkelstein**



Marion Grobb Finkelstein is a "Communication catalyst, author, and professional speaker who teaches business people how to connect with clients, colleagues, employees and bosses, and how to handle workplace communication challenges to improve morale, confidence and productivity.

Chat with her at [www.facebook.com/MarionSpeaks](https://www.facebook.com/MarionSpeaks) and sign up for her FREE weekly "Marion's Communication Tips" at [www.MarionSpeaks.com](http://www.MarionSpeaks.com)

To book Marion for YOUR next training or conference event, contact [Marion@MarionSpeaks.com](mailto:Marion@MarionSpeaks.com).

# eCommerce



\* If you are a marketer who is targeting your products and services to the gay consumer, this section would be a great place for your message.

# You Can't Manage What You Don't Measure: Social Media Metrics

*By Jim Sterne*

I was more than excited when I first saw the World Wide Web. It was 1992 and I watched in amazement as the Sun Microsystems home page loaded oh, so very slowly. As a marketing professional, I knew it would change everything.

To find out more, I went to the email discussion listserves of the day and shared insights and stories and hopes and dreams.

By the year 2000, everybody else in my circle had become an Internet Marketing Strategy Consultant as well and it was time to hone my niche – to find an area of expertise that I could master and maintain the visibility I had sought since performing Shakespeare in high school.

The niche that caught my attention was analytics. What was called web analytics then has blossomed into digital analytics today. Tracking clickthroughs and pageviews grew to include email metrics, search analysis, banner ad evaluation and more. I founded the eMetrics Summit ([www.emetrics.org](http://www.emetrics.org)) and the Digital Analytics Association ([www.DigitalAnalyticsAssociation.org](http://www.DigitalAnalyticsAssociation.org)).



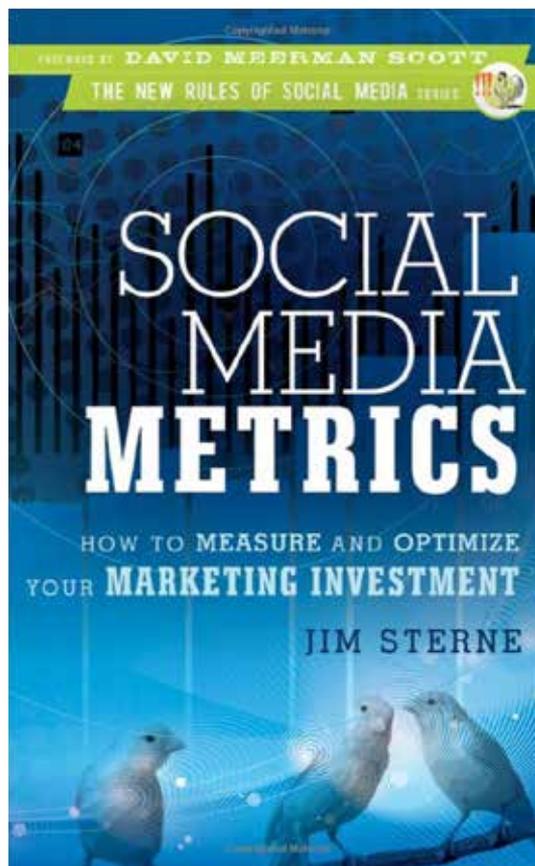
And then, in 2009, it became obvious to all that the discussion boards and the email discussion lists from the previous decades has matured into an overwhelmingly popular mode of communication called Social Media. It was time to write another book.

Social Media Metrics: How to Measure and Optimize Your Marketing Investment was written for my fellow marketing colleagues. I was an English lit major (yes, Shakespeare) and not a technologist. I wanted to write a book that other business people could read and understand not only social media, but how it could help a business and how to determine if it was indeed helping the business.

I seem to have hit the mark. Numerous people have reached out to tell me that the book helped them understand how to approach social media as a marketing tool, helped them measure their success and, most of all, helped them explain the business value to the people upstairs who control their budgets.

Social media has become a market research tool, a competitive analysis tool, a customer service tool, a promotional tool and a way to stay in touch with customers. This book describes all of the above from the perspective of a modern marketing manager, trying to do too much with too few resources.

This is not a text book. It is not a research paper. In the introduction, I explain that this is a book about measuring the business value of social media and not social media's size and popularity. It's about measuring the importance of social media to organizations and not the importance of social media to mankind. It's about making the most of social media for business in a community-acceptable, brand enhancing way and not about auto-posting and auto-tweeting your make-money-fast message in a scorched-earth marketing way. This is a book designed to help you gauge the value of your social media efforts rather than explain how to do social media.



If you are faced with running, managing and—especially—measuring the value of your social media efforts, please pick up a copy. 

**Jim Sterne** is an international consultant focused on measuring the value of the online marketing for creating and strengthening customer relationships since 1993. Sterne has written seven books on using the Internet for marketing, produces the eMetrics Summit [www.emetrics.org](http://www.emetrics.org) and is co-founder and current Chairman of the Digital Analytics Association [www.DigitalAnalyticsAssociation.org](http://www.DigitalAnalyticsAssociation.org)

**Jim Sterne** [jsterne@targeting.com](mailto:jsterne@targeting.com)  
+1 805 965 3184 x 4  
Founder eMetrics Summit  
Author Social Media Metrics  
Chairman Digital Analytics Association

[www.amazon.com/dp/0470583789/ref=rdr\\_ext\\_tmb](http://www.amazon.com/dp/0470583789/ref=rdr_ext_tmb)

*Digital Media:*

# Mobile Marketing Trends

*By Arti Sharma*

## Mobile marketing options to watch out for in 2014

Can the power of mobile be disputed today? With smart phones grabbing the front and center stage, mobile marketing is the new business option for entrepreneurs - small and big alike - to reach customers more personally and forcefully. Mobile marketing has evolved and come a long way from just ads that come with a mobile supported app. Visitors are expected to become customers and make purchases at a mobile friendly website, while enjoying a great mobile experience.

## Mobile marketing - the established winning favorite in 2014 - 2015

The year 2013 has seen mobile marketing impacting the marketing world tremendously. As an emerging marketing tool, it has taken the world by storm. With the clear winning trends of smart phones and hand-held devices over desk tops, mobile marketing's growth in 2013 is estimated nearly 75% more than 2012. And it is expected to grow another 75% in 2014 thanks to ambitious and successful entrepreneurs keen on professional and financial growth. It is also



the most favored contender as the most successful of digital marketing strategy tools in 2014.

## Mobile websites made more responsive

Mobile marketing needs a great-looking visitor-friendly mobile website and it can work for you only if it is more responsive to the customer needs like:

- Compatibility to most mobile/smart phone platforms.
- Design responsive to screen resolution of diverse user devices.
- Easy-to-navigate links and menus.
- Available easy click-to-call features for customers to contact you.
- Features like map/guidelines present for easy geo-location.
- Enabled social media sharing.
- Use of transparent purchase modes like mobile real-time bidding (RTB) technology.

## Mobile SEO

The aim of SEO is to provide a great user experience. A responsive mobile site provides a pleasing and very enjoyable mobile site experience to the first-time visitor compelling him to make a purchase and return again. Creating a site optimized for search engines with successful SEO strategy will have features like:

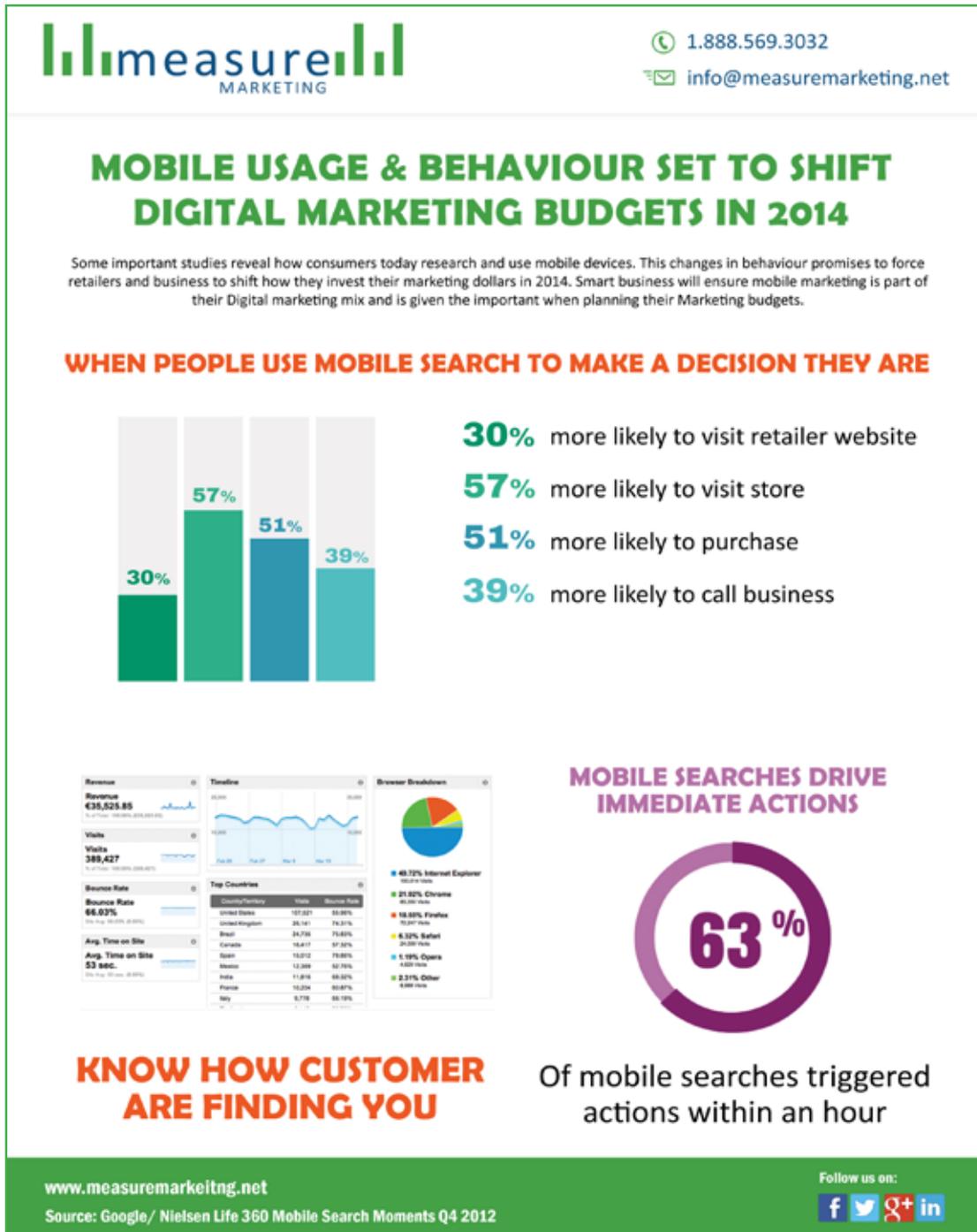
- Keywords relevant to queries by users.
- Convincing and compelling content to beat competition.
- Responsive & user-friendly web design.
- Properly indexed site navigable & visible to search engines.
- Social media sharing options.

## Mobile marketing & advertising

Looking at the tremendous growth of mobiles and evolving scope of mobile marketing, mobile ads need to be more exciting, engaging, responsive, and sensitive to mobile users. The mobile marketing ads can be more effective and yes, more expensive than the ads on TVs, print media and desktop PCs. Features

that influence mobile marketing ads can be:

- Mobile network availability.
- Broadband speeds.
- Cutting edge Wi-Fi technology.
- Richer and more creative ad formats.
- Interactive, sharable and engaging ad content.



## Mobile marketing & mobile user growth

Today consumers are more discerning and use different devices throughout the day according to their needs. Apart from desktops and laptops, smart watches, smart phones, tablets and devices like Google Glass are used for work, sourcing news and information, sharing through mails and media socially and for entertainment. So mobile marketing will be the preferred and challenging option for suc-

cessful entrepreneurs in creating a strong brand, constructing a powerful and loyal customer cache and consolidating a loyal and interactive client circle. 

### About the Author:

**Arti Sharma** is an Online Marketing Strategist and the founder of Measure Marketing Results Inc. Arti has been helping businesses market themselves more effectively for over a decade. For the past 7 years

she has developed her niche in online marketing and now helps businesses of all sizes get found online and convert traffic to leads and customers. Arti has held several workshops and now holds seminars for local businesses in the Ontario region. You can learn more about registering for these seminars and marketing your business online on her website at [www.measuremarketing.net](http://www.measuremarketing.net).

Follow Arti Sharma at Twitter: @ArtiSharma | LinkedIn @ca.linkedin.com/in/artisharma/



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# Food & Beverage

\* If you are a food & beverage marketer who is targeting your products and services to gay businesses or consumers, this section would be a great place for your message.

*From the Pink Kitchen and Bar*

# Avocado Smoothie

## Ingredients

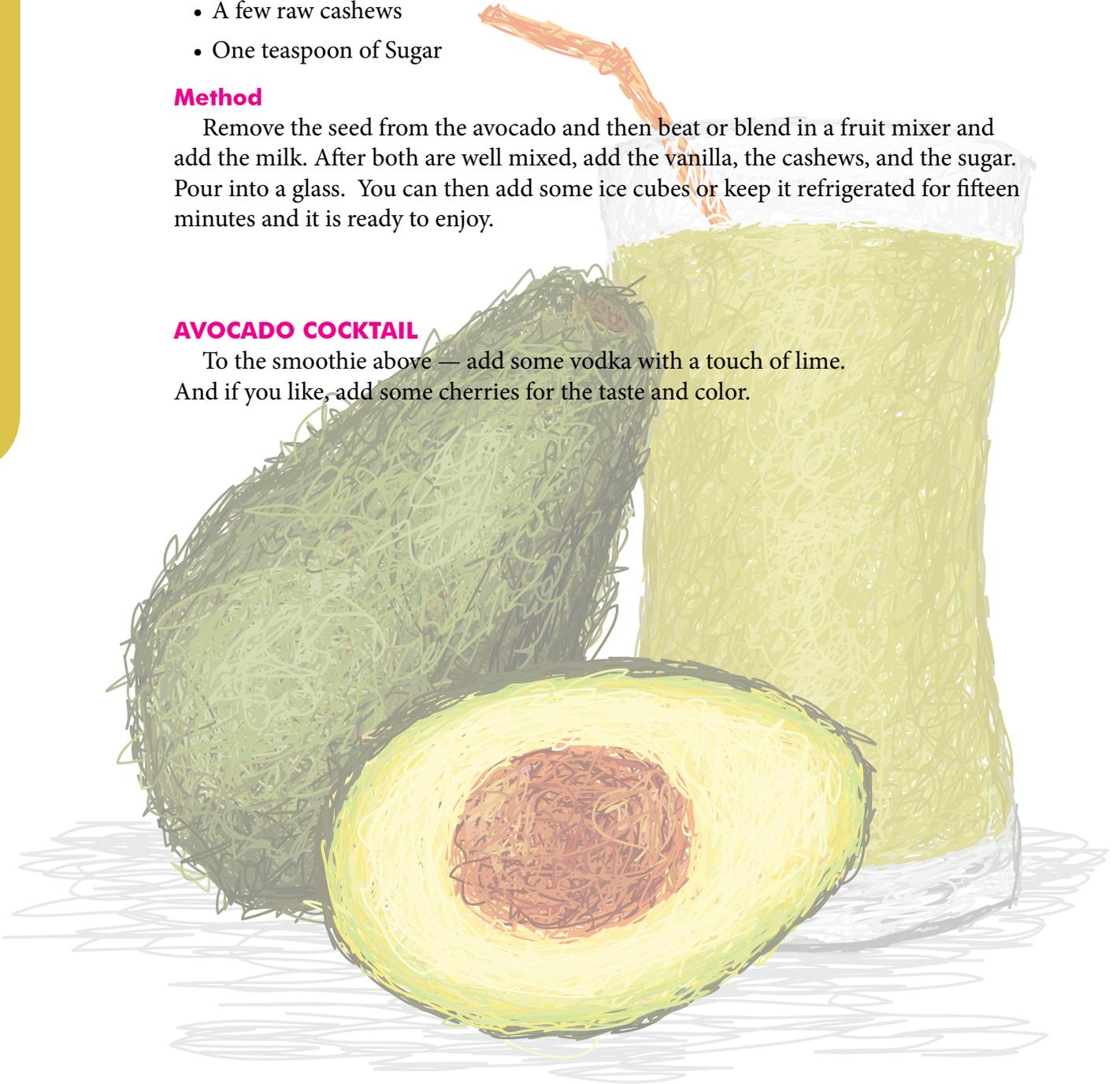
- One well ripened avocado
- One cup of milk (of your choice)
- One teaspoon of vanilla extract
- A few raw cashews
- One teaspoon of Sugar

## Method

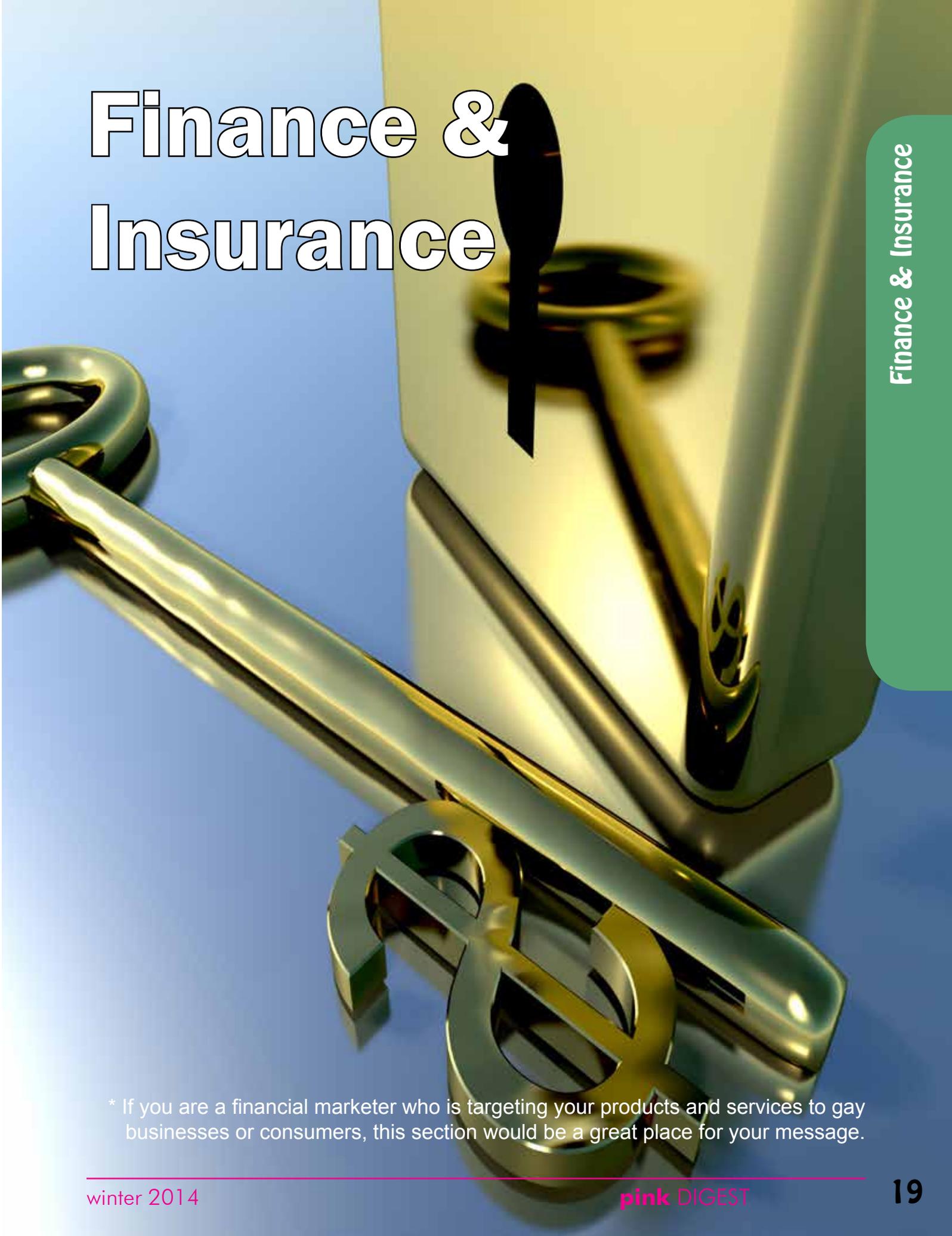
Remove the seed from the avocado and then beat or blend in a fruit mixer and add the milk. After both are well mixed, add the vanilla, the cashews, and the sugar. Pour into a glass. You can then add some ice cubes or keep it refrigerated for fifteen minutes and it is ready to enjoy.

## AVOCADO COCKTAIL

To the smoothie above — add some vodka with a touch of lime. And if you like, add some cherries for the taste and color.



# Finance & Insurance



\* If you are a financial marketer who is targeting your products and services to gay businesses or consumers, this section would be a great place for your message.

# Outlook 2014: Shifting Gears

Despite the recovery over the past four years, economic growth has been stuck in low gear. 2013 was a good year for the stock market, which we believe is partly a reflection of further improvement to come. Looking forward, we doubt 2014 will be a smooth ride, but we believe the economy and markets could shift gears.

## A Bit More Economic Traction

The economic engine is still not firing on all cylinders. We don't expect that to change in 2014, but we believe the economy could gain speed over the coming year, moving from 1.5% GDP growth in 2013 to the 2% to 2.5% range in 2014, driven by the following:

- **Consumer spending** - We expect household consumption, which makes up the bulk of GDP, to continue to increase. Modest job growth in Canada and stronger hiring in the U.S. should drive higher income and increased consumer confidence - and, as a result, improved spending.
- **Business investment** - In the slow economic environment, businesses have been slow to ramp up investment. This held back the labour market recovery but helped preserve profits. Improving demand could prompt increased business investment, particularly given elevated corporate cash stockpiles.
- **Foreign demand** - Exports are typically a large contributor to the economy, but over the past year, they have been dragging slightly on growth. A pickup in the U.S., the end of Europe's recession and more steady growth in China should, in our view, boost the domestic economy through greater exports.



Despite those factors, North American housing trends' effect on the economy could remain a double-edged sword. We believe Canadian housing will continue to slow with reduced new construction. We anticipate housing prices will continue to grow but at a slower pace, possibly even falling in Toronto and Vancouver. On the other hand, the U.S. housing market should continue improving, both in terms of prices and sales, which will support U.S. household spending as well as Canadian materials exports like lumber.



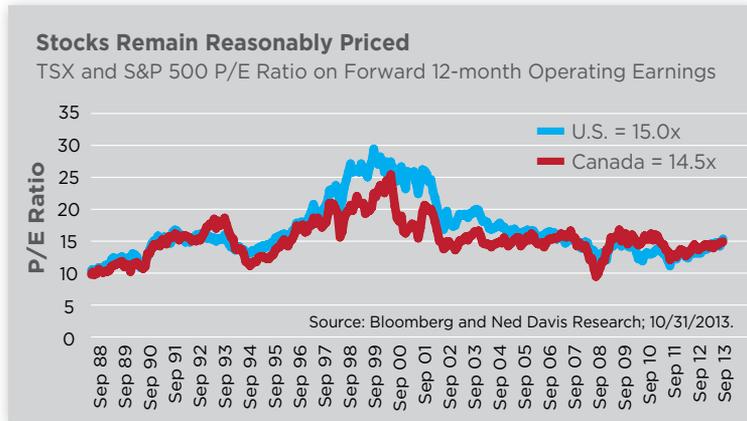
Jonathan Sceeles, Financial Advisor  
Edward Jones Yorkville



## Does the Stock Market Still Have Some Gas in the Tank?

While we anticipate better economic growth, we expect more moderate gains in the stock market, compared to the 20%-plus increase in the S&P 500 in 2013. That being said, we believe equities can still continue to deliver attractive returns – particularly when compared to bonds and cash – based on the following:

- **Earnings growth** – For the past several years, we’ve seen companies drive profits largely by cutting costs. Global economic growth should provide a solid base for sales and earnings, and support stock market performance looking ahead.
- **Healthy dividends** – Dividends have increased at an average rate of 6.6% per year over the past three years, and the combination of rising profits and healthy financial positions suggests growth should continue at a decent rate. And with dividend yields near 3%, dividends make a solid contribution to total stock returns.



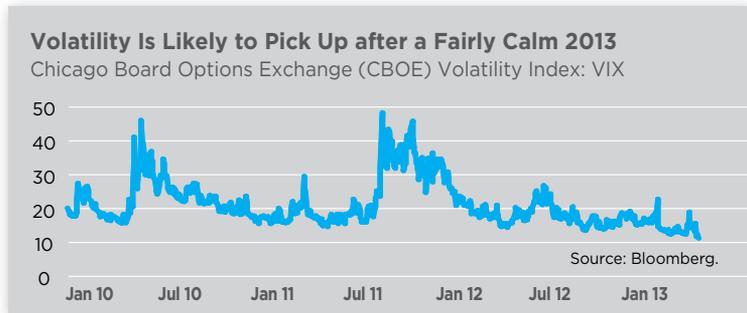
- **Reasonable values compared to earnings** – Heading into 2014, stocks appear fairly priced. They are trading at a price-to-earnings ratio (P/E) of around 15 times expected earnings, which is close to the long-term average. At this level, we don’t think the stock market is overvalued, given our outlook for ongoing profit growth.

We see investment opportunities within companies with sustainable growth strategies and/or exposure to higher-growth markets. Start by building appropriate diversification across both geographies and industries. We believe the recent improvement in cyclical investments – industrials, commodities, emerging markets and financials – indicates global growth improvement as well.

## Obstacles Will Emerge

Volatility has been near multi-year lows for most of 2013. Looking ahead, volatility could periodically shift higher as near-term uncertainties come and go. Likely catalysts for volatility include:

- **Washington budget debates** – The U.S. government will need to reach a budget resolution and debt ceiling agreement within the first two months of 2014. Washington theatrics have sapped market enthusiasm in recent years, and U.S. political dysfunction has a way of rattling the market for brief periods of time.
- **U.S. Federal Reserve (Fed) adjustments** – Speculation over U.S. Fed policy adjustments will remain front and center. While the markets are fixated on the timetable, in our view, the exact date for reducing the Fed’s bond-buying stimulus is not the most important issue. The bottom line is that less Fed stimulus will come in concert with a strengthening U.S. economy – which is a good thing.



Market pullbacks are unpredictable, so prepare your expectations and your portfolio. The S&P 500 is approaching 800 days and the TSX has gone more than 550 days without a 10% correction. While this doesn’t foretell an imminent sell-off, you should prepare for bumps in the road ahead.

Enhance your diversification and rebalance. Don’t wait on the sidelines for a pullback because staying out of the market can be expensive. For example, despite this year’s uncertainties over the Fed, the government budget situation and the sluggish economy, the market has delivered strong returns.

# 2014 Dashboard

## A Bumpier Ride for Bonds

After delivering an average annual return of 6.4% between 2008 and 2012, bonds have underperformed recently. As the economy gains traction, we expect rates to continue higher, led primarily by:

- **Inflation** – Core inflation has averaged 1.2% over the past year. But as the labour market and the economy improve, we anticipate inflation to trend toward 3% over the longer term. Creeping inflation should lead interest rates higher.
- **Monetary policy** – Central bank policies are helping keep rates low right now. We expect the U.S. Fed to begin reducing its stimulus in the first half of 2014, releasing some of the downward pressure on long-term rates. We don't expect the BoC to begin raising short-term rates until late 2014 at the earliest, with the U.S. Fed unlikely to institute a rate hike until even later.

Rates won't jump higher overnight, nor will they progress in a straight line. But rising rates will push existing bond prices down, suppressing fixed-income investments' total return, particularly long-term bonds. We suggest reducing long-term bonds to 25% and raising intermediate-term bonds to 45% of your fixed-income portfolio to address this interest rate risk.

From 2002 to 2007, GDP growth averaged 2.7% and 10-year interest rates averaged 4.5%. The current economy is growing more slowly than those levels, but our expectations for a gradual pickup in growth would be consistent with higher interest rate levels.

An increase in bond volatility would still leave price swings well below those of stocks. Since 1960, the average volatility of bonds was half that of stocks, even in years when bond prices declined. That's why we believe short-term jumps in rates offer a good opportunity to rebalance by adding to underweight bond holdings.



## Economy

- Domestic economic growth is likely to pick up slightly in 2014 but remain below average.
- Household consumption (the largest contributor to GDP) should remain positive but modest.
- Housing activity will probably be slower, while export demand remains a wild card.
- An upturn in the U.S. and Chinese economies could boost domestic GDP.

## Stock Market

- Our expectation for moderate earnings growth and dividend yields of 2% to 3% suggests that attractive stock returns continue to look attractive.
- Domestic and overseas stocks are trading at lower valuations than U.S. stocks.
- Rebounding global growth could lead strong performance from more economically sensitive stocks. Volatility may pick up from 2013's low levels.

## Inflation

- We expect lower commodity prices and wage growth to keep inflation below the Bank of Canada's (BoC's) 2% target rate in 2014.

## Interest Rates

- We expect the BoC to leave short-term interest rates unchanged for much, if not all, of 2014.
- We believe longer-term rates will rise further before then, prompted by a reduction in the U.S. Fed's stimulus.

## Canadian Dollar

- At-to-slightly below par appears to be a reasonable level for the Loonie for the time being.
- The potential for the Fed to begin tapering bond purchases and the lower demand for commodities both represent downward influences on the Canadian dollar. But an upturn in the U.S. and emerging markets could push commodity prices higher (particularly oil), which would offer support for the Canadian dollar.

## Looming Risks

- U.S. political uncertainties and changes from the Fed pose more of a threat to investor confidence than to economic or corporate fundamentals. Investors should position for higher volatility and the potential for short-term pullbacks.

## Stay Focused on Your Destination

In the year ahead, the global economy could shift to a slightly higher gear, paving the road for further, but modest, stock market gains and higher interest rates. With a positive but bumpier path ahead, it's important to focus on your investment horizon, not just 2014.

<b>1</b>	<b>3</b>
<b>Start with a well-constructed portfolio.</b>	<b>Review your bond investments.</b>
Review your portfolio and make any necessary adjustments, considering market risks and opportunities within the context of your long-term goals and risk tolerance.	Enhance diversification across maturities, ensuring that long-term bonds represent only 20% to 30% of your fixed-income portfolio.
<b>2</b>	<b>4</b>
<b>Consider equities.</b>	<b>Take advantage of opportunities as they come.</b>
We expect stock returns to stack up favorably compared to bonds and cash. The combination of earnings growth and healthy dividends should deliver solid returns in stocks. If appropriate, add dividend growers and stocks and mutual funds with exposure to global growth.	Short-term volatility can create opportunities for long-term investors, especially since we believe the fundamentals are headed in the right direction. Use a systematic strategy, such as dollar cost averaging, to take the timing and emotion out of ongoing investment decisions.

Spike in Volatility	Stock Market Return over Next Six Months
6/20/2013	14.1%*
6/1/2012	10.7%
8/8/2011	15.4%
5/20/2010	14.1%

\* As of 11/15/13.

Source: Bloomberg. Volatility measured by the CBOE Volatility Index. Stock market return measured as average of TSX and S&P 500 total return.



### Jonathan Sceeles, Financial Advisor Edward Jones Yorkville

Past performance is not a guarantee of future results.  
Equity investments carry risk, including the loss of principal.  
Dividends can be increased, decreased or eliminated at any point without notice.  
Bond investments are subject to interest rate risk such that when interest rates rise, the prices of bonds can decrease, and the investor can lose principal value.



**Craig Fehr, CFA**  
Investment Strategist

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Call today to schedule your portfolio review. This review can help provide a more complete picture of your financial situation. We also can discuss how including other investments can help balance your portfolio.

### **Jonathan D Sceeles, CFP®, FMA**

Financial Advisor

70 Yorkville Avenue  
Main Floor  
Toronto, ON M5R 1B9  
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# Gay Business & Economics



\* If you are a marketer who is targeting your products and services to the gay business community, this section would be a great place for your message.

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# How We Got the GLBT Expo Started

*Sharmayne Wesler - President of the RDP Group*

*Steven L. Wesler - Vice President of the RDP Group*



**Sharmayne Wesler**

**M**y husband, Steve Wesler has been in the tradeshow business since 1975. His original company was a decorating company that set-up all the shows throughout New England. He sold that business in 1983. I ran Barbizon Modeling School for 15 years and raised 2 children.

From 1983 to present, we have owned RDP Group, which produces and manages trade and consumer events throughout the US. In 1989, the company produced over 30 events yearly.

In 1990, Steve built, managed and was the director of the first privately owned convention center in the country that produced its own shows. He rented space to outside producers and also ran 10-15 events a year of our own productions.

In 1992, we were looking for some niche' shows that would be have a broad exhibitor base and a large attendee population.

We felt that niche' type shows would be easier to start, easier to identify the key companies and have a more direct advertising program. These elements were there when it came to the Gay Community. The population was easily identi-

fied and we thought the companies would be easier to approach.

You don't have to be a genius to see that Metro New York has a large Gay population. Every affair that I attended, and many of the people I worked with were gay or had employees or friends that were Gay. In NYC, there were probably one million potential attendees. The potential for exhibitors was endless, as every company was a viable exhibitor.

I started to network with many of the non-profit Gay groups, the diversity departments of large corporations (of which there were very few), publications (Advocate and virtually no others), Lesbian & Gay Community Centers throughout the Northeast, Gay parades, dinners, meetings, etc. Our staff visited, called, and questioned many of the so-called "people in the know". Most people that we contacted were excited about the opportunity for the Gay Community to have their own Expo. But no one believed that it would happen. The comments were "Why would a company want to exhibit at a Gay Show?"; "I don't want to be around Gays"; "Gay men won't wake up in time"; "There will be a lot of trouble as the lesbians will beat up the men there." So much encouragement.

After accumulating a number of corporate leads and potential commitments, as well as publicity from a small number of Gay media, we decided to go ahead with the first Gay & Lesbian Business and Consumer Expo. What did we have to lose, except a lot of money and time?

We developed a selling brochure, telling how the Gay Community is one of the best-kept secrets left in the world. Highly educated, love to travel and eat out, double income—no kids, product loyal, etc. The brochure was sent to hundreds of companies and corporations, including American Airlines, 1010WINS, AT&T, SNET, Advocate, brokers, real estate, banks, etc. The initial response was awful. Every person who thought it was a good idea wanted to be a follower, and wanted to know who was in the show. No one wanted to be the first, not even people who were Gay, working for a Gay company!

The surprising thing was that nobody objected to Steven or myself producing a gay event. We never considered that response but it was out there. It was almost

“matter of fact” as we showed no bias or prejudices towards the community. We were interested in producing a show that demonstrated the economic power of the Gay Community. Years later some of our competitors tried to play the “Gay Card” saying that it mattered that we were not gay. Yet we found out that these Gay producers discriminated against lesbian media & other gay publications & organizations they didn’t like. Enough said about needing to be gay owned.

Day after day nothing was developing and my enthusiasm for producing the show was waning. But Steven & I persevered and started to get the right people in the right positions to start helping on pushing some of these companies to participate. After 2 months, we had 20 companies participating. Some small, some large, but a start. Part of our marketing strategy was to give away thousands of dollars of exhibit space to the non-profit gay/HIV/AIDS organizations, which promised to spread the word.

Some of the companies thought it was “safe to exhibit” as their straight customers would never know that they participated. One guy called us and was whispering that he wanted info on the business show. At the time we were producing six business oriented shows. He must have been intimidated on his end to speak louder and wouldn’t speak above a whisper. We sent information to a church and the Priest called that we had mistakenly outted him. A receptionist at CBS-TV answered and we asked to speak to someone in marketing that would handle exhibiting at a Gay Expo. The woman started to laugh, told us we were putting her on, and hung up on us. It was obvious CBS was not an exhibitor until many years later.



As part of the Expo, we offered seminars on wills, banking, mortgages, life insurance issues and how Gays were to handle these everyday problems. We had a number of local politicians open the first show, over 100 exhibitors, 22 non-profit organizations, nice displays, food court, and entertainment; but attendance was weak due to the location. The population was over in NYC, not in New Jersey.

That year's attendance was about 3500. Not bad but good enough that 4 other companies started to produce their own Gay Expo. 2 in New York, 1 in LA, and 1 in Miami. We decided to move the event over to NY and hold it at the Javits.

And basically the rest is history.

All of the other shows went out of business. But we have built the 21st Original GLBT Expo into the largest show of its kind in the world. Over 6000 companies have exhibited and over 400,000 people have attended our shows. In economic terms, we have brought into the Metro New York marketplace at least \$100,000,000 of new, fresh and non-polluting money. It possibly could be more but that is our impact on the New York economy.

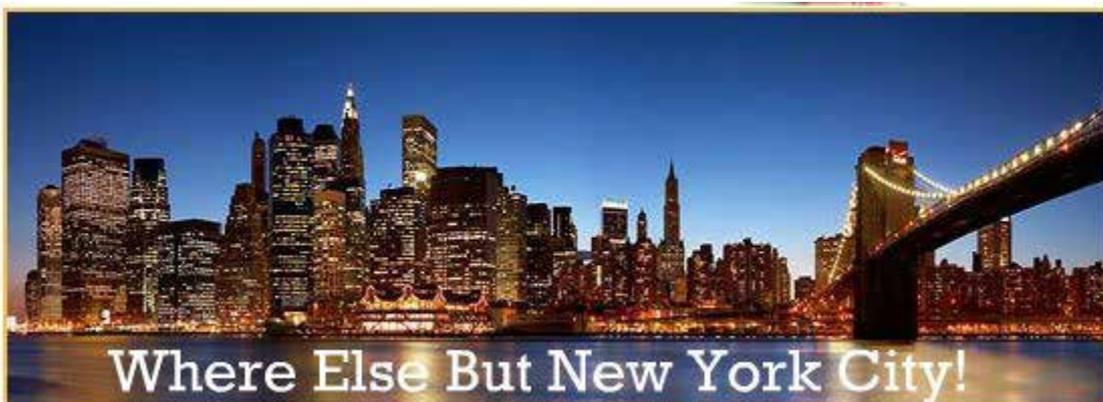
The other impact that we were part of and facilitated is the openness that companies have towards the GLBT Community. It went from whispers to excitement to now everyday business. Most large companies have diversity departments, Universities have Gay Clubs, travel agencies have Gay Resorts, brokers understand Gay Issues, TV has Gay programming, and adoption agencies have another source of parents.

Much has changed for the better. But Steven and I were there 21 years ago when no business would recognize the Gay Community as a true economic force. It was hidden. It was there but no one was willing to take the chance. But we did. We worked hard and had many obstacles but made it an annual event that is embraced by the entire community from 40 states and 22 countries. 

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### **Sharmayne Wesler**

RDP Group  
152 Simsbury Road  
Building #8  
Avon, CT 06001  
860-677-0094  
800-243-9774  
860-677-6869 fax  
[sharmayne@rdpgroup.com](mailto:sharmayne@rdpgroup.com)  
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# Tourism

Tourism

\* If you are a tourism marketer who is targeting your products and services to the gay traveller, this section would be a great place for your message.

# GETA

## Gay European Tourism Association

**T**he Gay European Tourism Association has recently been launched under the Directorship of **Carlos Kytka**, a veteran of gay tourism. He has managed five star hotels in Vienna, Berlin and London having earned degrees in Hotel Management and Tourism Marketing from Cornell University and the Universities of Rio de Janeiro and Vienna. For three years Carlos was the IGLTA's European Ambassador. He is fluent in seven languages.

### **Q. What is the main objective of GETA ?**

GETA is here to help all businesses and organisations involved in gay tourism in Europe to prosper and grow. Our membership currently stands at over 3800 businesses including gay and gay friendly hotels throughout Europe, travel agents and tour operators from around the world who arrange holidays for gay people in Europe and other interested companies and organisations.

GETA is totally inclusive. There is no fee for basic membership. All we ask is that members honour the GETA pledge to welcome gay, lesbian, bisexual and transsexual customers and agree to treat them with the same respect that they treat all their customers.

### **Q. Please specify the economic impact of your Membership to the Tourism world in general?**

One of GETA's main aims is to ensure that there is a greater understanding of the value of gay tourism in Europe. By

showing businesses, gay and straight, how important gay tourists are we can encourage them to do more to welcome us and make us feel good.

So we looked, for the first time ever in detail, at the amount that gay Europeans spend on tourism. We estimate this to be around 50 billion Euros each year. Add this to the estimates for the USA and the rest of the world and you are looking at a market that spends in excess 150 billion Euros each year on tourism.

And just as importantly, because most gay people don't have children, we have more disposable income to spend on holidays and we can travel all year round.

We are a great group of people for the tourism industry to welcome.

### **Q. How do you measure the success of your Association?**

We have a very clear way of evaluating our association's success. Do we help our members to grow their businesses? If the answer is yes, then we are doing well. If something is not going to help our members grow their businesses then we won't do it. We use this to assess everything we do before and after. So we have great communications with our members, listening to what they say and giving them the help, advice and support they ask for individually. It's a very personal service, tailored to each member's specific needs.

### **Q. Beside gay tourism companies you also attract members from the non-gay tourism industry?**

Absolutely. In Europe there are not as many exclusively gay hotels and resorts, as you tend to get in America. So our aim is to ensure that mainstream hotels welcome gay people just as much as they welcome our straight friends.



Carlos Kytka

**Q. What strategies you have adopted to get members ?**

We have three distinct elements to our activities which help to attract and keep members. First we help companies to understand the size, characteristics and importance of the gay tourism market so that they want to make an effort to welcome gay tourists. Secondly we advise members how to make their products and services welcoming to gay people. And thirdly we help them to promote themselves to gay tourists.

This last element is really important for members. They want to get more customers. So we have recently launched [www.gaywelcome.com](http://www.gaywelcome.com) which is the biggest and most comprehensive consumer website for gay tourists in Europe. It lists over 3,800 gay and gay friendly hotels throughout Europe, it has gay destination guides and the most extensive European events guide for gay tourists.

Over time our unique GETA Guru is building into a great resource of articles, research and advice for members on each of these three elements.

And our GETA Gay Media Guide gives our members all the information they need about all the major worldwide gay media.

**Q. Do you get enough support from government to promote tourism through your associations?**

It depends where you are talking about. Most governments see the benefits of tourism to the world economy. The communiqué following the G20 Summit in 2012 specifically highlighted the importance of tourism and the commitment of governments to work together to encourage and enable greater worldwide travel. And in Europe many governments and destinations, particularly in Western and Central Europe, have understood the importance of the gay tourism market and are keen to work with us. But in some places it is more difficult. Russia, for example, is currently taking backwards steps in gay equality. But it is up to us to keep showing the economic importance of gay tourism.

**Q. What can GETA offer to non-European companies?**

If your company relates in any way to Europe and tourism then you can join GETA. You may be a tour operator, travel agent or airline that operates into and around Europe. Or a gay magazine anywhere in the world who's readers are interested in Europe. Everyone interested in gay tourism in Europe is welcome at GETA.

You can see more about us at [www.Geta-europe.org](http://www.Geta-europe.org).





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**And I forgot to thank you for forgetting our swimsuits**



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# Reliving the Titanic

*By Mayer Tchelebon*



A perfect storm of circumstances made the 1912 sinking of the Titanic a one-of-a-kind event in history; an event not yet forgotten by subsequent generations. A succession of movies and books made sure of it.

We were not immune to its pull; we watched every movie and miniseries about the event. Our grandfather even painted the Titanic; it is hanging in our home. So, when the opportunity presented itself to relive that maiden voyage (minus the sinking) 100 years later, it was too good to pass up.

So, on April 8, 2012, a modern ship, about the size of the Titanic, with roughly the same number of passengers and crew (and twice as many lifeboats), sailed from the port of Southampton, England. The intent was to arrive at the Titanic site at the exact time (almost midnight on April 14, 2012) where 100 years earlier the event occurred. Unlike the Titanic, we were not aiming for a new speed record, so it took us two days longer to cover the same distance.

The sailing from Southampton was a media event – there were TV cameras and reporters. Many of the passengers boarded the ship wearing 1912 attire – it made for quite a photo-op.

Our ship's first port of call was Cobh, Ireland, which is where the Titanic's last group of passengers boarded in prior to crossing the ocean. The town, which was known as Queenstown in 1912, gave us a rousing welcome, with speeches by the mayor of the town and the master of our vessel. The souvenir shops nearby were doing a brisk business in Titanic memorabilia, and, of course, a pint of Guinness is a must on every visit to Ireland.

The first days across the Atlantic were quite eventful: the seas were rough, and we were bouncing sideways. We had to slow down, and some were wondering whether we would make it to the Titanic site in time. The seas finally calmed down a couple of days later, and we were able to make up the time.



### Ship which was chartered – replica of the real Titanic

The days at sea were spent immersing in Titanic history and lore. There were presentations by historians, descendants of passengers on the original voyage, researchers, and many others. The topics covered everything from the background of the most prominent passengers, the findings of the investigations into the sinking, the history of the White Star Line and its fleet of Titanic sister ships, and others. These events were filled to capacity, and were also available for viewing on the stateroom's TV.

The dining room menu provided an option to sample some of the same dishes that were served on the Titanic. The menu itself became a souvenir from the voyage. On the evenings designated as formal nights, some passengers donned 1912-style formal attire.

The highlight of our voyage finally arrived. On the evening of Saturday, April 14, 2012, after dinner, we assembled at the main theatre for an evening of remembrance. Scrolling one by one, on the main screen, were the names of all 1,500 who perished one hundred years ago. This was followed by a memorial service,

and then we all proceeded to the outside deck. At about 11:30 pm, we arrived at the Titanic site. Another ship sailing from New York also arrived at the same time, and the two ships stood a few miles apart, in full darkness, with just the light from the ships anchoring the site where the Titanic now rests at the bottom of the ocean. It was quite a sight.



**Vigil Service (April 12th 2012) at the location where it hit an iceberg and sank**



**Titanic Museum, Halifax NS**



**Titanic Grave Site, Halifax NS**



**Inside the ship entertainment**

We congregated on the deck at the prow of the ship. We assume that the same was happening at the other ship. At about 2:30 am on Sunday morning, which was roughly the time the Titanic began its descent into the ocean floor, prayers were said, hymns were sung, and wreaths of remembrance were cast into the ocean.

The commemoration was over, but our voyage wasn't. The next port of call was Halifax, where we toured the Titanic Museum, as well as the cemetery where some of the Titanic passengers were buried. The grave-stones are marked with the names of some of the passengers.

Our final stop was New York, the intended destination of the Titanic. As it happened, we checked into the Waldorf-Astoria Hotel, which has its own connection to the Titanic. The old Astoria Hotel was built by John Jacob Astor IV, who perished with the Titanic. Also, the investigation into that event was held there.

This was a once-in-a-lifetime experience for us, not only because we do not expect to be around in 2112, but also because of its historical significance and uniqueness.

For those concerned that the legacy of the Titanic would be lost in the future, it was reassuring to note that there was a large cohort of young people on this voyage. In addition, many nations, who did not send any passengers to the Titanic, were represented here, thus showing a rather wide interest in the subject.



# How Do You Target Gay Tourists?

**T**he third section of GETA Guru concentrates on how to best reach this exciting market. We give useful insights and practical advice and tools to help you develop marketing campaigns that are cost-effective. Our Gay Media Directory is a unique resource that pulls together the top gay publications from all over the world, so that you can plan your media spend quickly and effectively. Specifically within this section, we'll be looking at:



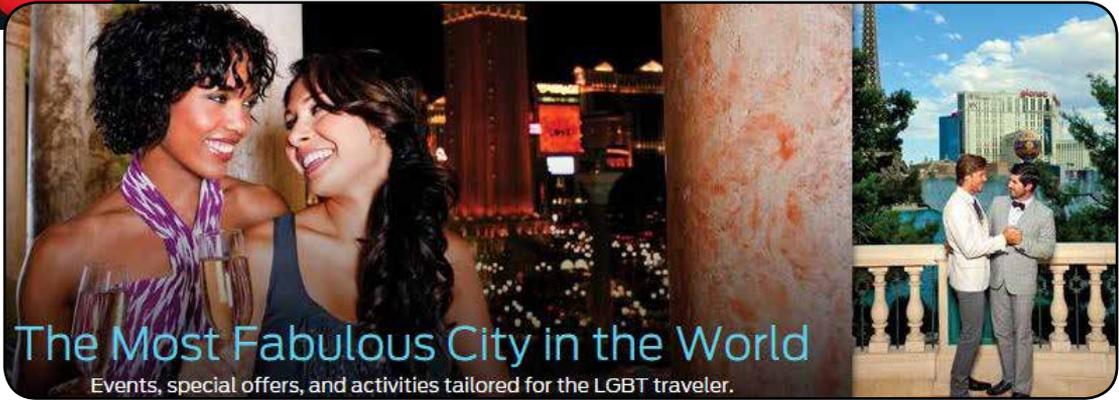
- Target groups within the gay community
- The effective use of different types of media to reach the gay traveller
- Developing convincing 'messages' for the gay tourism market
- Developing powerful promotions for the gay tourism market
- How to best use public relations to tap into the gay tourism market
- Developing great customer loyalty amongst gay travellers
- Using social networking to generate a loyal following amongst gay travellers
- Case studies of companies and organisations that have successfully targeted the gay traveler
- Advice from industry experts on marketing to the gay tourism market

## Sources:

[www.geta-europe.org](http://www.geta-europe.org)

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





The Most Fabulous City in the World  
 Events, special offers, and activities tailored for the LGBT traveler.

# Las Vegas Breakfast Meeting Recap – Toronto 2013

Representatives of Pink Tourism and Pink Digest were invited to a special event to promote Las Vegas as a premier vacation destination for the GLTB Community. We are delighted that Las Vegas is doing many of these promotional campaigns targeting the GLBT MARKET, and were very happy to attend this gala event.



Las Vegas has appointed a person to be in charge of reaching out to the GLBT market — Mr. Paul Larcher; and they have also built a unique web site for that purpose.

Pink Tourism is looking forward to working with the folks from Las Vegas and collaborating with our Gay Tourism Marketing Services.

Please visit [www.lasvegas.com/gay-travel](http://www.lasvegas.com/gay-travel). For more information contact Mr. Paul Larcher, LVCVA Toronto/Canada office – Tele. 416.935.4896 (ext 226).



# Pink Fashion

Pink Fashion

\* If you are a fashion marketer who is targeting your products and services to the gay community , this section would be a great place for your message.

# Fashion Design by Ignatius

**Fashionable outfits for party, dance, cocktails and theater**

Label: "Ignatius Exclude"

Models: Aubrey, Jamie, and Ricco

Ignatius fashion designs are popular with both gay and non-gay men, and much loved by anyone who wants to escape the boring conventional look of decades gone by. These trendy fashions are available for all ages and sizes, and are just boss for that special occasion—a night on the town or an intimate evening with that special someone.

These images by Toronto photographer **Dean Thompson** highlight the latest collection by **Tyrrel Ignatius** (who is also Chief Editor of this magazine.) Mr. Ignatius has always had a passion for fashion, and started designing clothing and accessories with a few friends at the age of twelve. His label "Ignatius Exclude" remained as just a hobby for many years, but whenever he wears his own designs in public, people approach him and ask, "Where did you get that outfit? Where can I buy it?" So, step-by-step, his label has come out of the closet (so to speak) and this year will be his to shine.

**Mr. Ignatius has a mission:** To change the status quo of professional business attire for men to be equally as flashy as women — no more button down collars and boring bow ties!

If you would like to order any of the items shown here, please contact Tyrrel at: [president@pinkdigest.com](mailto:president@pinkdigest.com).

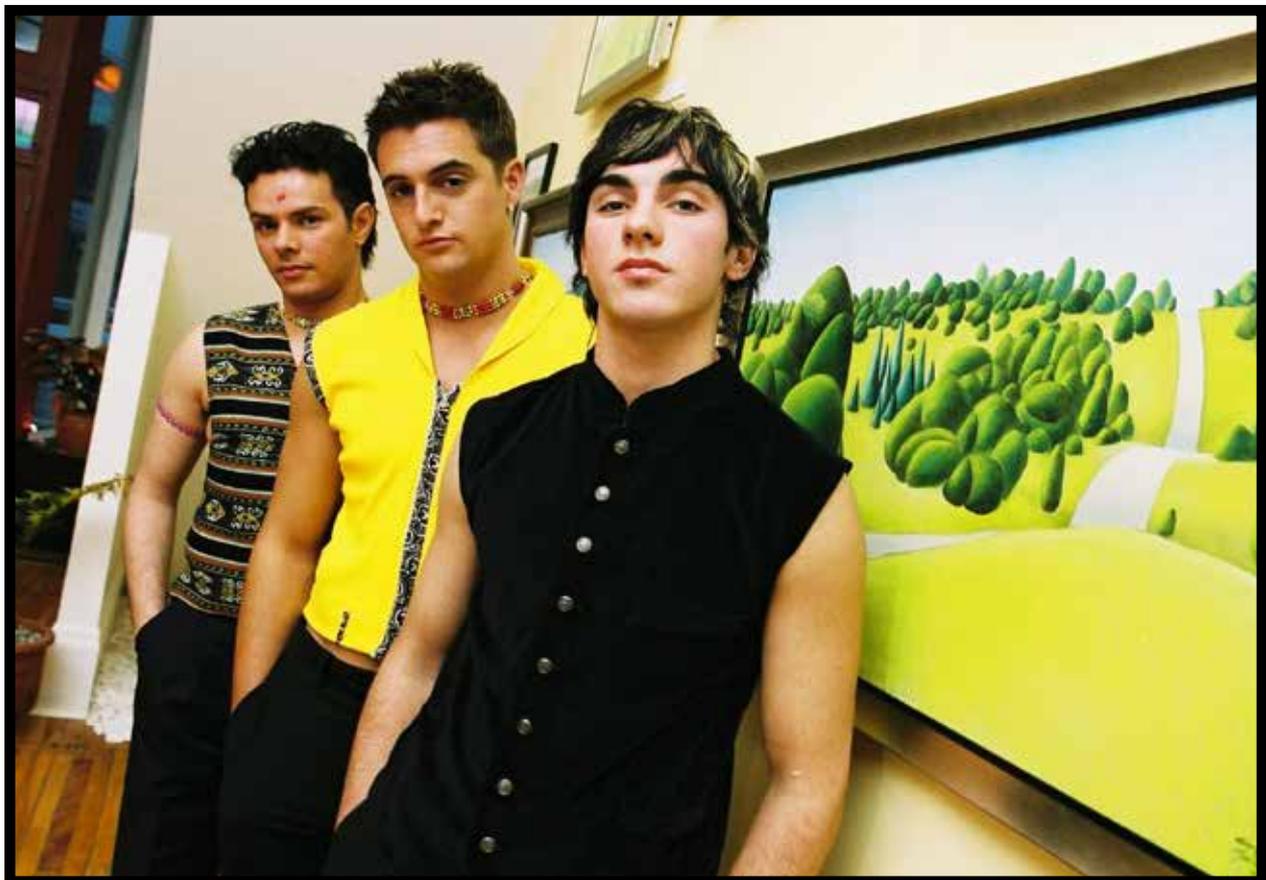


photo credit: Mr. Dean Thompson, Toronto Canada

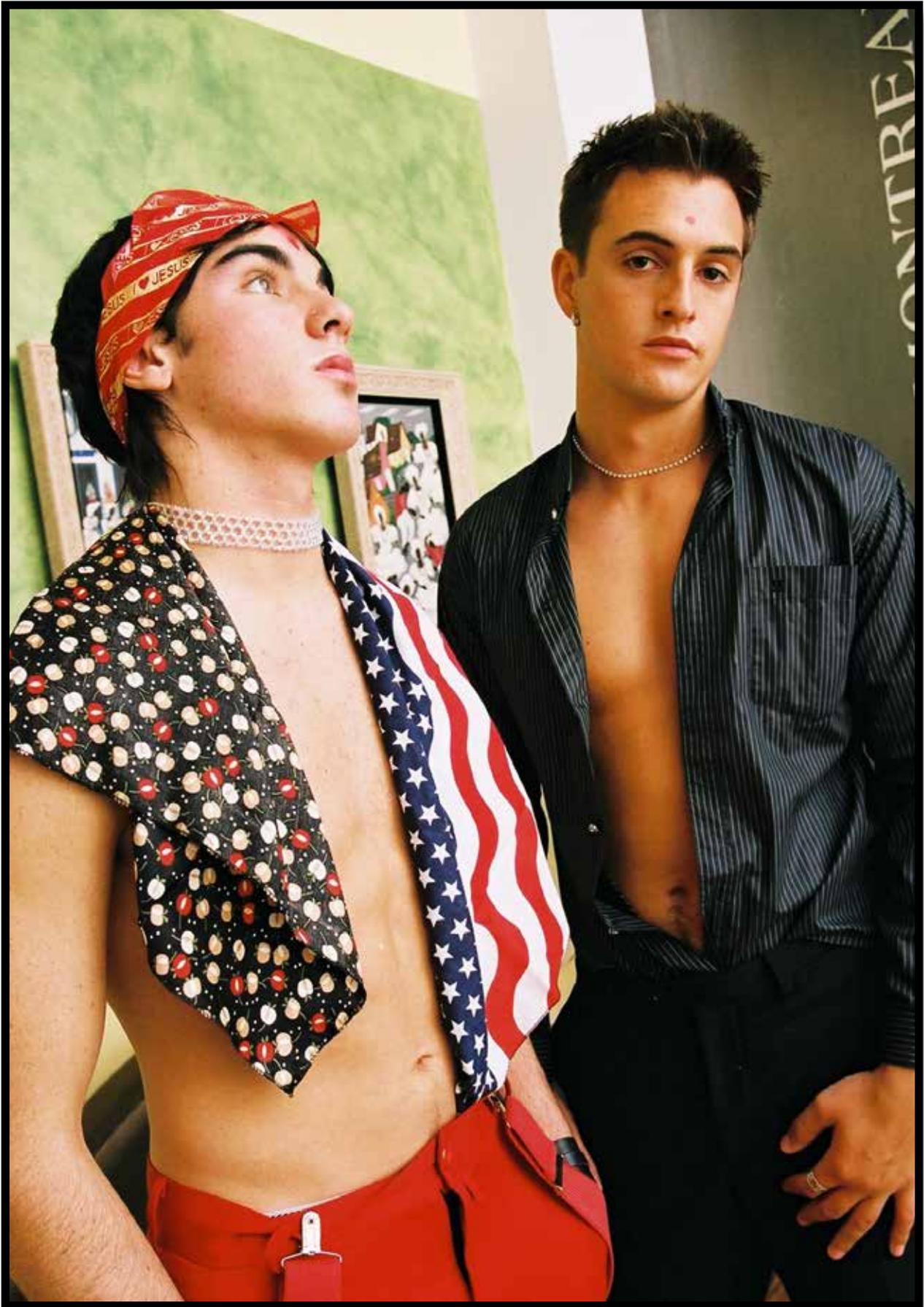


photo credit: Mr. Dean Thompson, Toronto Canada

Pink Fashion

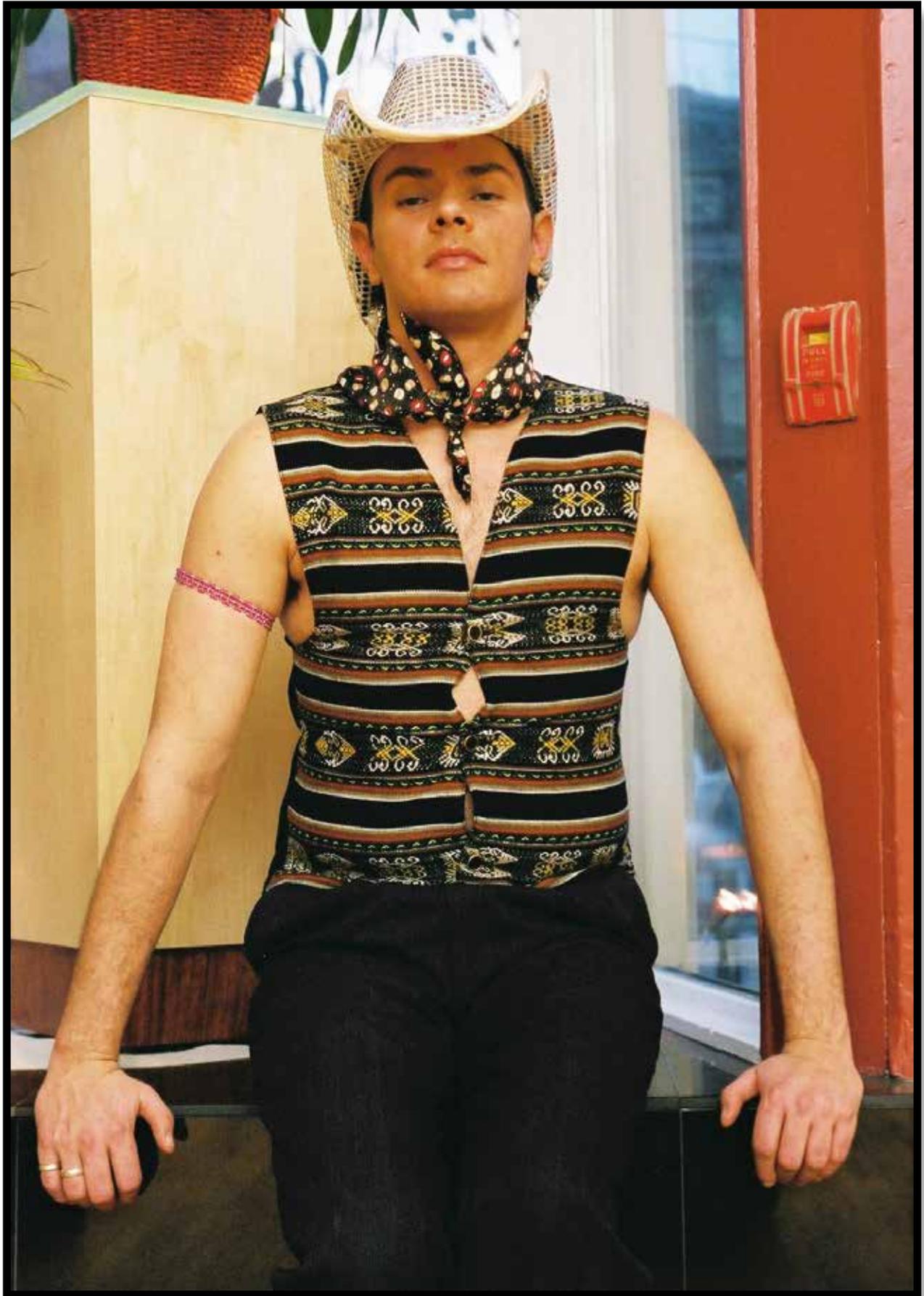


photo credit: Mr. Dean Thompson, Toronto Canada

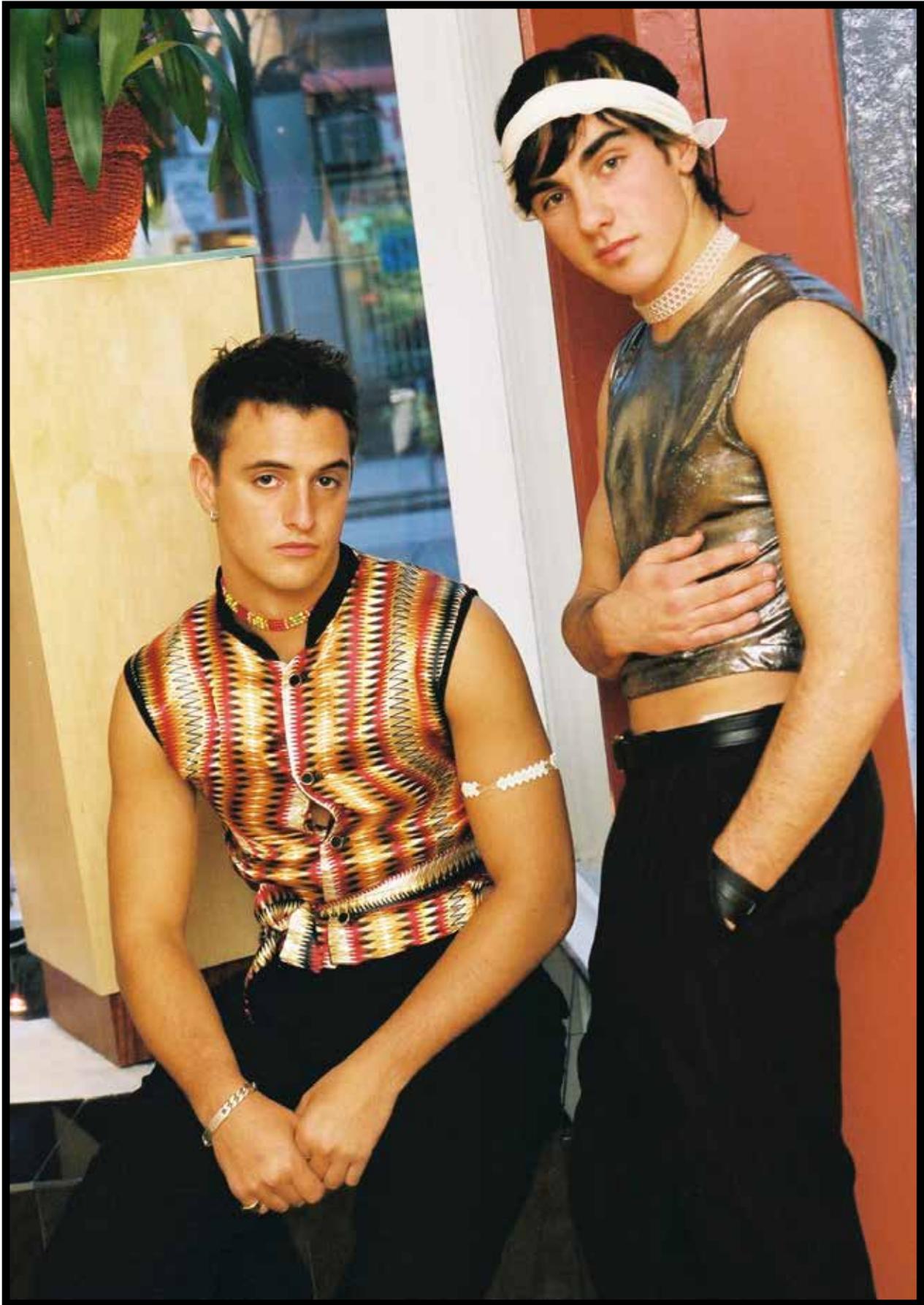


photo credit: Mr. Dean Thompson, Toronto Canada

Pink Fashion

# Fashion News

By Tyrrel Ignatius

Recently, IGNATIUS EXCLUDE - fashion label - was asked to supply fashionable clothing for the dancer in a new musical video for a song which will be released soon. This new song is a “rythermix” version with a new type of dancing style: “HOLLY BOLLY” (East-meets-West).

The new CD and video (produced by video producer and photographer **Mr. Kirill Koluzanon** of Toronto, Canada) will be out early in 2014. You can contact Kirill at [koluzanov@gmail.com](mailto:koluzanov@gmail.com).

The Promoters (Pink Talent) hope to establish a new fashion trend along with this new dancing style.



**Kirill Koluzanon**



## Short Takes

• PINK DIGEST congratulates the **Society of Internet Professionals** (SIP) on their 16th anniversary! We wish SIP continued success. Find out more at [www.sipgroup.org](http://www.sipgroup.org).  
— Tyrrel Ignatius - SIP Business Director



• Congratulations as well to the **Ontario Gay & Lesbian Chamber of Commerce** (OGLCC) on their 15th Anniversary! All the best in the new year, and continued success with their “open door” business policy and other programs. Please visit [www.oglcc.com](http://www.oglcc.com).  
— Tyrrel Ignatius - Founding President OGLCC

• PINK DIGEST & PINK MARKETING/TOURISM wish the very best for **WORLD PRIDE** in Toronto and **GAY EXPO** in New York this year. We are happy to be a part of its success with our marketing services and this publication.

# Health & Wellness

Health & Wellness



*Interview with Laurie Simmonds:*

# Green Living Show 2014

**Q1) PD:** Please tell us about the history of the GREEN LIVING SHOW.

**GL:** Now in its 8th year, the Green Living Show is North America's largest consumer show dedicated to providing simple solutions for leading a healthy and sustainable lifestyle. With over 450 Green Living approved companies exhibiting, visitors can shop thousands of products and services across all lifestyle categories. The Green Living Show is the one stop shop for all things healthy and green.



**Laurie Simmonds**  
**President and CEO**  
**Green Living Enterprises**

In 2013, a record-breaking 38,000 visitors attended the show and enjoyed delicious local and sustainable food and drink, took in a trend setting fashion show, watched live animal demonstrations and crafts in the Kids Zone, participated in yoga demonstrations, and learned at several interactive forest and water pavilions, and from an impressive lineup of health and eco-experts on seven different stages.





Each year, the Business Forum showcases the latest thought leadership in eco and sustainable innovations with the country's leading executives and decision makers. In 2013, for the first time, the Green Living show presented the inaugural Canadian Green Car Award showcasing the importance of this growing automotive sector. In all, this three-day event offers inspiration for all ages and features influential speakers, innovative products, educational demonstrations and fun activities for the entire family.

The 2014 show runs **April 25- 27** at the Direct Energy Centre, Toronto.



visitors can shop, learn, taste and play. From international acclaimed celebrity speakers to the latest in new learning and innovations, the show has something for all ages.



**2) PD:** What is the main objective of the GREEN LIVING SHOW ?

**GL:** The Green Living Show is the forum in which to share, showcase, and support a sustainable and healthy lifestyle. For three days, in one location,



**3) PD:** Please specify the Economic impact of GREEN LIVING SHOW.

**GL:** The Green Living Show provides a platform for over 450 companies to showcase their products and services to motivated consumers, and engaged media. It also provides companies the opportunity to network and build partners with other like-minded businesses.



**4) PD:** How do you measure the success of your show?

**GL:** Success is knowing that for eight years, the show continues to inspire change. Each year, the show increases in attendance, as well as the companies who exhibit. Over the years, we have seen a 20% increase each year in attendance, and approximately 70% renew from year to year.



**5) PD:** Do you think corporate Canada, small businesses and the public now understand the importance of Green Living which you promote?

**GL:** The interest in living a sustainable and healthy life continues to build, and is becoming more mainstream. The Green Living Show is the forum to bring the most innovative, companies, products, and services together with inspiring speakers so that we continue to make an impact.



**6) PD:** What strategies have you adopted to get sponsors?

**GL:** The show is unique and the largest of its kind in North America, meaning this is the show for sustainable and healthy lifestyle products. Further, we know that visitors like knowing all the products being displayed or for sale are “green-screened” to ensure their sustainable authenticity in support of healthy living. Our sponsorship success is based on being able to develop customized programs that meet the specific needs of our partners.

The Green Living Show connects sponsors to their target audience, generates buzz and excitement with strong marketing and PR support that delivers a good return on investment.







**2014**  
**GREEN**  
**LIVING**  
**SHOW**  
**APR 25-27**  
**DIRECT ENERGY**  
**CENTRE, TORONTO**  
[GreenLivingShow.ca](http://GreenLivingShow.ca)

a healthier you, a healthier planet



**Natural health. Fitness. Organic food.**

**PLUS: Shop** at more than 400 exhibits full of healthy products.  
**Taste** the best in local food and drink. **Play** in the EcoKids® Zone.  
**Test** drive the most innovative vehicles. **Learn** from experts and inspirational speakers... **And more!**

[GreenLivingShow.ca](http://GreenLivingShow.ca)

[/GreenLivingPage](https://www.facebook.com/GreenLivingPage)

[@GreenLivingPage](https://twitter.com/GreenLivingPage)

# International Gay Community

\* If you are a marketer who is targeting your products and services to the international gay community, this section would be a great place for your message.

# International News Briefs

## IGLTA now accepting board nominations

• IGLTA is seeking at least four visionary, enthusiastic and dynamic leaders to join the board of directors. These individuals will work closely with other board members and staff to help IGLTA realize its mission, meet its goals and deliver on its priorities. Complete the application at: [www.iglta.org/media/1006992/bod\\_application\\_2013.pdf](http://www.iglta.org/media/1006992/bod_application_2013.pdf) and then submit to [nominations@iglta.org](mailto:nominations@iglta.org). The application deadline is 5 p.m. EST on 27 January, 2014.

## San Diego LGBT chamber works to expand community

*U-T San Diego*

• The Greater San Diego Business Association may operate out of San Diego County, but its reach goes a lot further. The nonprofit organization is dedicated to ensuring businesses and business owners in the lesbian, gay, bisexual and transgender community have a fair chance to succeed. To accomplish this, the organization offers networking opportunities, social activities, business-related advocacy and more.

## Convention early-bird registration open!

*IGLTA*

• Please join IGLTA 8-10 May, 2014, at the Hotel Melia Castilla in beautiful Madrid for the premier educational and networking event in the LGBT tourism industry. Our 31st Annual Global Convention will be our first in Spain. This edition will include the debut of an appointment-driven Buyer/Supplier Marketplace (with free registration for qualified buyers) and a keynote presentation from the World Travel & Tourism

Council and the United Nations World Tourism Organization. Please visit [www.igltaconvention.org](http://www.igltaconvention.org) for complete details. Early-bird registration is available until 15 January, 2014.

## International LGBT Business Expo returns to Puerto Vallarta

*By Steve Lee, Associate Editor, LGBT Weekly*

• International LGBT Business Expo, Latin America's leading lesbian, gay, bisexual and transgender travel business conference and consumer expo will return to its birth town, Puerto Vallarta, from June 12-14, 2014 with the host hotel being **Casa Magna Marriott Puerto Vallarta Resort & SPA**.



More than 400 international, Mexican and local business who are interested in targeting the LGBT market are expected to gather during the three-day B2B trade show and networking events, including representatives from airlines, hotels, tourism offices, tour operators, travel agents, international media, international organizations and governmental offices.

The only Mexican destination to be a member of the International Gay and Lesbian Travel Association (IGLTA), Puerto Vallarta made its debut as a tourism destination in the 1960s when celebrity visits by Elizabeth Taylor and Tennessee Williams

launched the destination into the eye of international media, and has since developed into the country's leading LGBT destination. Puerto Vallarta offers an all-inclusive atmosphere in its Romantic Zone area which is home to many businesses that are LGBT-owned and/or target the consumer, including beaches, tours, activities and restaurants bars and clubs to choose from.

Oct. 31 the state of Jalisco, where Puerto Vallarta is located, approved a civil union law that allows couples co-habiting to register their union with the state and allowing for certain rights, including that of inheritance, property ownership, and medical rights among others.

Vallarta Pride will take place from May 22-26, 2014, the three-day celebration of LGBT culture and Puerto Vallarta's welcoming community will include music festivals, beach parties, fashion shows and activities in participating bars and clubs.

Courtesy: GLBT News Wire, San Diego – Filed Under: Around the World

### Relevant Links:

<http://lgbtweekly.com/category/thisweek/world/>

[www.marriott.com/hotels/hotel-information/travel/pvrmx-casa-magna-marriott-puerto-vallarta-resort-and-spa/](http://www.marriott.com/hotels/hotel-information/travel/pvrmx-casa-magna-marriott-puerto-vallarta-resort-and-spa/)

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

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



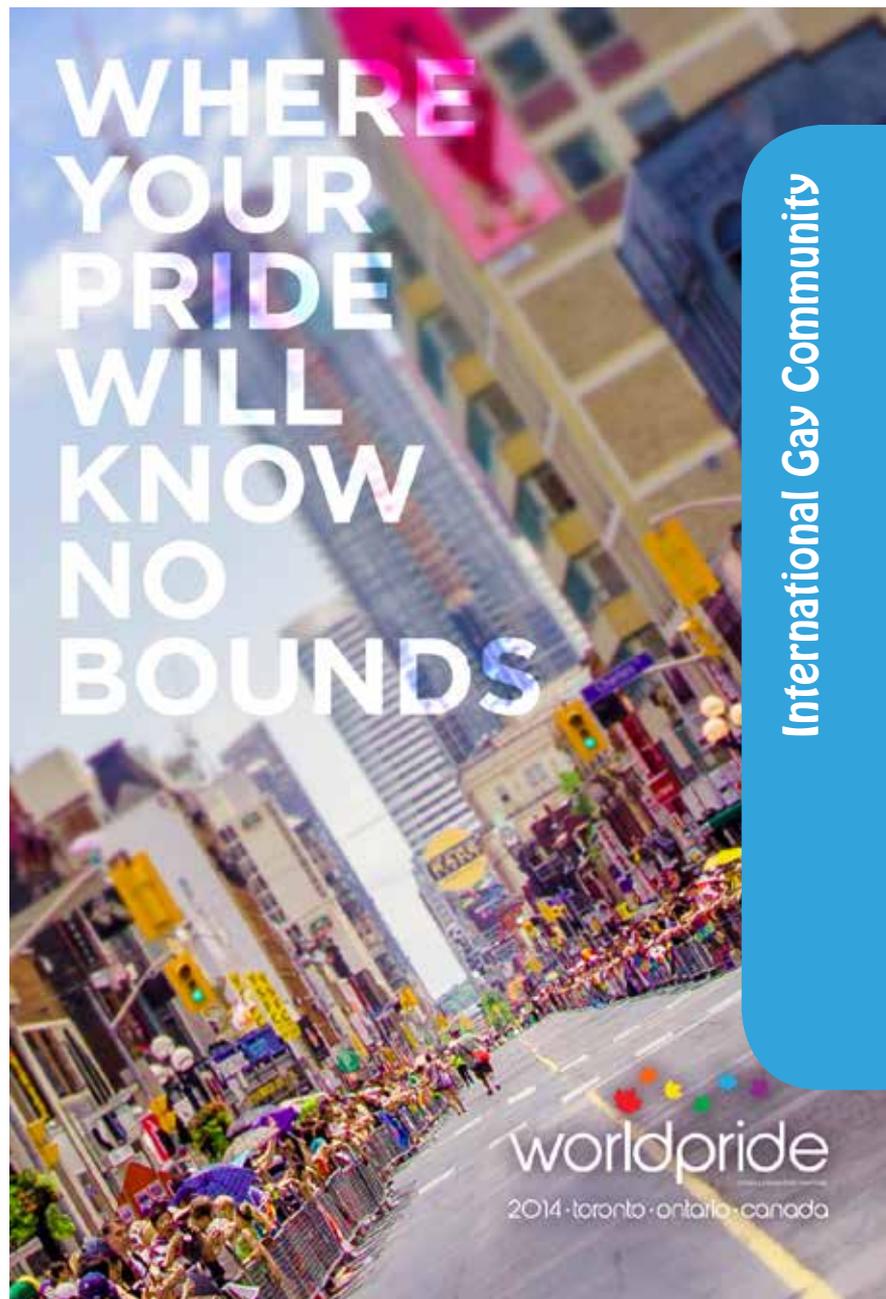
# WorldPride to Wow Toronto in 2014

By Trevor Hampden

**W**orldPride 2014 Toronto is a ten-day international celebration incorporating activism, education, and the history and culture of global LGBT-TIQQ2SA\* communities. It highlights Canada's continued progress in human rights, and the diversity and dynamism of Toronto.

WP14TO brings people together from around the world to honour our past, celebrate the present, and inspire a better future for LGBTTIQQ2SA\* communities everywhere.

- **June 20:** Spectacular Opening Ceremony, including Flag Raising
- **All festival:** Arts and Culture with major cultural organizations, celebrities, local and international artists in various mediums
- **June 25-27:** WorldPride Human Rights Conference and Program
- **June 25:** WorldPride Gala and Awards
- **June 27-29:** Streetfair
- **June 27:** Trans March
- **June 28:** Dyke March, Stonewall 45th Anniversary
- **June 29:** WorldPride Parade Closing Ceremony, including WorldPride 2014 Tea Dances and so much more.



## Trevor Hampden

Communications Manager

WorldPride Toronto 2014 | Pride Toronto

*Proud to Bring WorldPride 2014 to Toronto!*

14 Dundonald Street

Toronto, ON M4Y 1K2

Tel: 416-927-7433 (Ext. 206)

Fax: 416-927-7886

[Trevor@pridetoronto.com](mailto:Trevor@pridetoronto.com)

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





# TORONTO. FEEL WELCOME EVERYWHERE.

Get ready. WorldPride is coming. We've invited the world to an international celebration of LGBTQ culture and human rights. For ten days, Toronto will completely transform - streets will turn into parades, parks into parties and strangers into friends. Because next year when we celebrate WorldPride, our pride will know no bounds.

Visit [WP14TO.com](http://WP14TO.com) for a chance to win a trip to Toronto for WorldPride.



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**JUNE 20 - 29, 2014**

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Pride  
TORONTO

TD

toronto\*

ONTARIO  
CANADA

# Real Estate



\* If you are a real estate marketer who is targeting the gay community, this section would be a great place for your message.

# Real Estate News

**P**ursuing a job opportunity in a new city can evoke a variety of emotions. This month's article offers some advice that'll help make your life easier if you're facing a relocation decision.

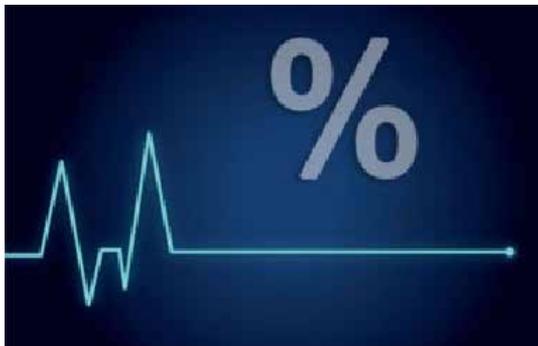
Thanks so much for checking out this month's newsletter. Please get in touch if you have any questions or comments regarding the articles, or real estate in general — it'd be great to hear from you!

*Tim*

## Bank of Canada Expects Soft Landing for Housing Market

The Bank of Canada announced on December 4th 2013 that it was keeping its trend-setting overnight lending rate at 1 per cent. It has been at this level since September 2010.

Consistent with its previous announcement and Monetary Policy Report (MPR) in October, the Bank is no longer indicating that its next move will be an increase in interest rates.



The Bank has also indicated that it is more comfortable with the situation in the housing market and “continues to expect a soft landing.” The Bank also noted that recent strength in the housing market is “consistent with updated demographic data and a pulling forward of home purchases in light of favourable financing conditions.”

Third quarter growth in the United States was stronger than the Bank had forecast. However, some of that pickup was due to temporary factors and the global economy is still expanding at a modest rate as the Bank had predicted in its October MPR.

Despite a pickup in Canadian GDP growth in the third quarter, the Bank acknowledged that “its composition does not yet indicate a rebalancing towards exports and investment.”



**Tim Gerrior**  
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The Bank still expects that the output gap will close by the end of 2015, but dropped any mention of when the inflation rate is expected to return to the two per cent target.

The most recent reading of the Consumer Price Index put inflation at 0.7 per cent in October, which is below falls outside of the Bank's official target band of one to three per cent.

In the final paragraph of the release the Bank noted that the "risks associated with elevated household imbalances have not materially changed, while the downside risks to inflation appear to be greater."

This tips the balance of their next move slightly towards a decrease in rates rather than an increase. However, unless the economic outlook deteriorates further the most likely scenario is that the Bank will keep interest rates on hold for quite some time yet.

As of December 4th, 2013, the advertised five-year lending rate stood at 5.34 per cent, unchanged from the previous Bank rate announcement on October 23rd. The next interest rate announcement will be on January 22nd 2014 and will be accompanied by an update to the Monetary Policy Report.

### ReLocation, ReLocation, ReLocation

The prospect of a work relocation means you'll need to be well organized as there's usually not much time to get acquainted with your new area.

First off, determine the cost of living in the new community. There's no point in relocating for a higher salary if the extra income's eaten up by increased living expenses.

Make sure you also consider other factors such as work load, expense accounts and travel expectations. Here are a few other points to keep in mind:

1. **Get to Know the Location** - Plan a trip to familiarize yourself with the local area. If it's too far to preview in person, check out a few community websites.
2. **Select a Real Estate Agent** - Choose a real estate agent to list your home and ask them to refer you an agent who can help you become familiar with the market in your new city.
3. **Create a Moving Checklist** - A detailed checklist will help ensure your move goes smoothly and will reduce the stress that's associated with a major move.
4. **Relocation Benefits** - Employers will often provide relocation packages to help offset expenses such as temporary housing and moving costs.

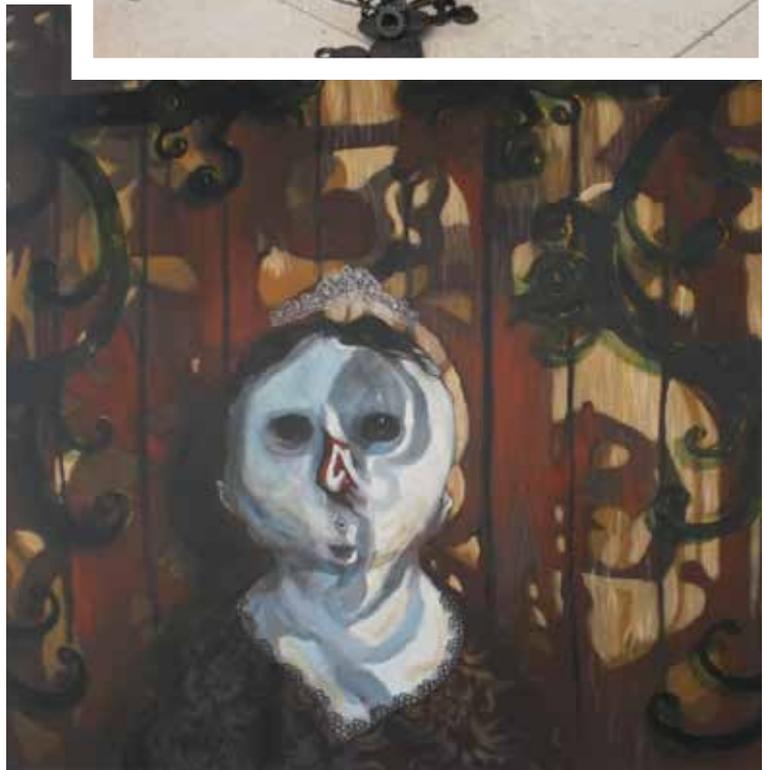
Deciding whether or not to relocate can be very stressful. Not only are you trying to negotiate a career move but you're also starting a new life in an unfamiliar place. If you approach this process by paying close attention to all the details, you'll enjoy a much more positive relocation experience. Please get in touch if you have questions or need any real estate advice.



# Photo Supplement

## Annual Toronto Outdoor Art Show

Held at Toronto City Hall 2012



photos by Tyrrel Ignatius



photos by Tyrrel Ignatius



- A must read for all gay & non-gay professionals, business leaders, and marketers
- Ranks number one on Google search due to its excellent content / creativity / departments which are educational, useful, and entertaining, for all readers.
- Marketers: We hope you will not miss this unique opportunity to market your products & services to both gay and non-gay consumers.
- Many thanks for reading this publication! Please be a part of our success by promoting it to others. We welcome your valuable feedback.