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( JAN - MAR 2012 )

MIAMI-DADE GAY & LESBIAN CHAMBER OF COMMERCE BUSINESS MAGAZINE



## The Pink Flamingo Issue

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## Miami Beach Launches Gay Friendly Hospitality Program

Miami Beach, for years the destination of choice for LGBT travelers looking for a community that welcomes them without reservation, is going the extra step this fall in reaching out to LGBT visitors...

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## Feeling Safe and Welcome

In 2008, newly hired executive Steve Adkins of the Miami Dade Gay and Lesbian Chamber of Commerce (MDGLCC) met with Rachel Sottile, Executive Director of YES Institute, to share his vision for a truly inclusive Miami Beach...

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## President's Message

Happy New Year to all!

There is no denying that tourism is the market driver of our South Florida economy. The loyal global LGBT market has continued to prop up our tax receipts and, estimates project that we will spend in excess of \$1.7 billion locally this year soaking up the sun and, reveling in all the great things our destination has to offer.

Your Chamber in partnership with the GMCVB, MBVCA, GMBHA and, LGBT Visitor Center (sponsored by MetLife) has created the Pink Flamingo Hospitality Certification Program (details in this CLARITY) to ensure we do our best for our LGBT visitors. The program is One-of-a-kind and, sets Miami-Dade apart from all other destinations, worldwide.

Enjoy the Pink Flamingo edition of *Clarity Magazine* and, please pass it along to a friend! And, also, check out [ClarityMag.com](http://ClarityMag.com) for more articles, information, and many more photos!

**Steve Adkins**



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## TO CELEBRATING THE NIGHT OUT

Rallying friends and finding a place where everyone can get together is a perfect reason to celebrate with the exceptional taste of GREY GOOSE® vodka. Visit [facebook.com/greygoose](https://www.facebook.com/greygoose) for a selection of signature cocktails to order and add even more flavor to your night.



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(continued)

# Miami Beach Launches Gay Friendly Hospitality Program

## Pink Flamingo Hospitality Program Caters to LGBT Travelers

The Miami-Dade Gay and Lesbian Chamber of Commerce (MDGLCC) and the LGBT Visitor Center on Miami Beach announced the launch of the Pink Flamingo Hospitality Program on September 28<sup>th</sup>.

The Pink Flamingo Hospitality Program will be conducted by MDGLCC partner, YES Institute, the industry source for knowledge on gender and orientation. YES institute will provide one-hour educational workshops for hoteliers that address fears and misinformation that lead to discrimination by using a unique discussion method designed to turn "us vs.

them" into just "us," so no one is seen as an outsider.

"The goal of this program is to let our gay travelers feel just like any other tourists who stay on the beach," said Steve Adkins, president, Miami-Dade Gay and Lesbian Chamber of Commerce. "We don't just want them to feel welcome, we want them to feel like they can act the way they do when at home."

So as several hoteliers across the country are presenting deals to lure gay newlyweds, Miami Beach hotels will be taking it one step further. Several Miami Beach hotels will be offering love birds complete gay-friendly

## About Miami Beach

With an average year-round temperature of 75 degrees, and an unrivaled reputation for culinary offerings, nightlife, culture, fashion, and luxurious hotels, the City of Miami Beach was recently ranked as one of the Top 25 Beaches in the World and one of the Top 25 Destinations in the U.S. by Trip Advisor. Boasting seven miles of breathtaking beach, Miami Beach is easily accessible from the Port of Miami and Miami International Airport. The City of Miami Beach has just been named one of the top cities worldwide for 'walkability' and is equally easy to navigate by bike or by boat. Home to unique museums, to the New World Symphony and Miami City Ballet, to over 17,000 luxury, boutique and resort hotel rooms, 195 of public parks and to the Miami Beach Convention Center, Miami Beach is a destination for all seasons. Miami Beach is like no other place in the world!

Visit [GoGayMiami.com](http://GoGayMiami.com) for more information or contact Grisette Marcos at [Groquemarcos@miamibeachvca.com](mailto:Groquemarcos@miamibeachvca.com).

packages that can guarantee no questions asked when guests show up for their King-bedded suite and no raised eyebrows for holding hands poolside. Any demands to make their guest feel at home will be met.

on the MDGLCC website as a recommended stay for LGBT travelers and will receive tokens that guests can redeem for a gift bag at the LGBT Visitor Center. In exchange for the gift bag, visitors are asked to fill out a brief survey about their travel opinions. With the recent surge in gay marriage, Miami Beach hoteliers understand the many benefits of certification.

"I think this will be a great addition to the service program we already have in place," said Jeff Lehman, general manager, The Betsy Hotel. "The certification will solidify our commitment to the LGBT travel community on a nation-wide scale." ♦

The invitation-only Pink Flamingo Hospitality Program presentation took place on September 28<sup>th</sup> with a luncheon reception hosted by the LGBT Visitor Center at the Miami Beach Cinematheque. Representatives from the YES Institute, MBVCA, the GMCVB, GMBHA and MDGLCC were on hand to communicate details of the program to members of the hospitality industry. All training will be on-site and hospitality industry executives and managers must be members of the Chamber to participate. Once certified in the Pink Flamingo Hospitality Program, hoteliers will be promoted



## 3RD ANNUAL MGMC SOUTH FLORIDA CHORAL FESTIVAL

Bringing together a community in song, MGMC is proud to host our 3rd Annual Choral Festival. Taking place in the spectacular sanctuary of Trinity Episcopal Cathedral in Downtown Miami, this year's festival promises to be an unforgettable evening.

February 4, 2012  
Trinity Episcopal Cathedral  
464 Northeast 16th Street, Miami

\$25 General Admission  
Available at: [miamigaychorus.org](http://miamigaychorus.org)  
or scan the code at right with your mobile device.



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## HOTBOX

"If Facebook is the billboard of the digital age, and Twitter is an online cocktail party, then LinkedIn is the digital Chamber of Commerce."  
— Richard Murry, The Murry Agency, MDGLCC MEMBER

(continued)



# Feeling Safe and Welcome

—a city where travelers, Floridians, youth, and families could feel safe and welcome. Steve felt that communication and education on gender and orientation were essential to fulfilling this vision.

**“Training service professionals on gender and orientation, and giving them tools to respond appropriately to all people, is essential to create environments where all visitors and employees are welcome and Miami businesses thrive.”**

— Rachel Sottile, MS, Executive Director of YES Institute

In partnership, Steve and Rachel created the first proposal for the pioneering Pink Flamingo Hospitality Program, a system-wide training program for the hospitality and tourism industry aimed at creating

welcoming experiences for Miami Beach visitors, residents, employees, and families.

YES Institute is the sole provider of education on gender and orientation to member hotels and businesses seeking Pink Flamingo Hospitality certification. Our trainings provide an opportunity for employees to be open and honest about these topics and identify tools that create a greater relatedness with customers and co-workers. In addition to YES Institute training, MDGLCC will conduct site-visits and guest evaluations to complete the certification process. Participants will receive a **Pink Flamingo Moniker** to indicate to potential guests that they are a safe and welcoming property. ➔



READ MORE AT [CLARITYMAG.COM](http://CLARITYMAG.COM) OR SCAN THIS WITH YOUR SMARTPHONE



To participate in the Pink Flamingo Hospitality Program, contact **Steve Adkins** at 305-673-4440.

For more information on YES Institute you can contact **Rachel Sottile** at 305-663-7195 or e-mail her at [rachel@yesinstitute.org](mailto:rachel@yesinstitute.org)

## HOTBOX

Miami has always been a great destination for the LGBT community going back decades, but now that more and more gay and lesbian travelers are coming to Miami not just single or with partners but with their children or their legal spouses we need to educate our people on how we treat these new travelers.

We are honored to be one of the first of many hotels, restaurants and businesses that will be part of this great initiative to educate our staff and coworkers on how important it is to treat all our guests and visitors the same and make them feel welcomed when visiting Miami.

I feel that the Pink Flamingo project is the perfect tool to teach and train our people in equality and that these guests are not looking to be treated any different then we would treat a heterosexual couple traveling with their children or celebrating a honeymoon but have their stay be as pleasant as possible. Perhaps a few years ago registering a transgendered individual would be uncomfortable for both individuals (front desk agent and traveler) but today when everyday congress is passing more and more legislation on transgendered rights and equality it should be a comfortable and enjoyable experience for both parties.

I feel the Pink Flamingo Project here in Miami is just the beginning of a national and global initiative and hope to see soon the Pink Apple in NYC, the Pink Chip in Vegas and the Pink Eiffel in Paris!



### FRANK FUENTES

Director of Sales & Marketing, Z Ocean Hotel South Beach  
1437 Collins Avenue  
Miami Beach, FL 33139  
MDGLCC Member

## HOTBOX

### The Betsy Hotel Gets Pink Certified

The Pink Flamingo Hospitality Program - The Miami-Dade Gay & Lesbian Chamber of Commerce's partnership with the YES Institute on this program will insure Greater Miami's tourism industry is better trained and more prepared to meet and service the growing LGBT travel market.

As one of the attendees in the inaugural concierge association session, I was expecting discussion and exercises to help me understand the likes and preferences of my LGBT guest. What I enjoyed was a uniquely designed session on sensitivity and gender-based discrimination. The YES Institute team led an interactive, professional and very informative workshop that resulted in a better understanding of touch points that could excite and offend LGBT visitors, including our habitual pre-judgments. The YES Institute's suggested techniques should be used at work with our guests and co-workers and at play with our friends and family.

I encourage everyone in the hospitality and service industry to take the "Pink Flamingo" program course and earn their certificate. It will help staff our hotels, restaurants and attractions with more conscious communicators; all having the comfort and confidence to better serve the growing LGBT travel market. My attendance was well served, so will theirs.

### ED PONDER

Concierge, The Betsy Hotel  
1440 Ocean Drive  
Miami Beach, FL 33139  
MDGLCC Member



# THE CLEVELAND ORCHESTRA

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# MIAMI

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## BRONFMAN PLAYS BRAHMS — January 27 & 28

The Cleveland Orchestra  
Franz Welser-Möst, *conductor*  
Yefim Bronfman, *piano*  
BRAHMS • SHEPHERD • SHOSTAKOVICH

## VERDI AND PROKOFIEV — March 2 & 3

The Cleveland Orchestra  
Nicola Luisotti, *conductor*  
Dawn Upshaw, *soprano*  
VERDI • GOLIJOV • PROKOFIEV

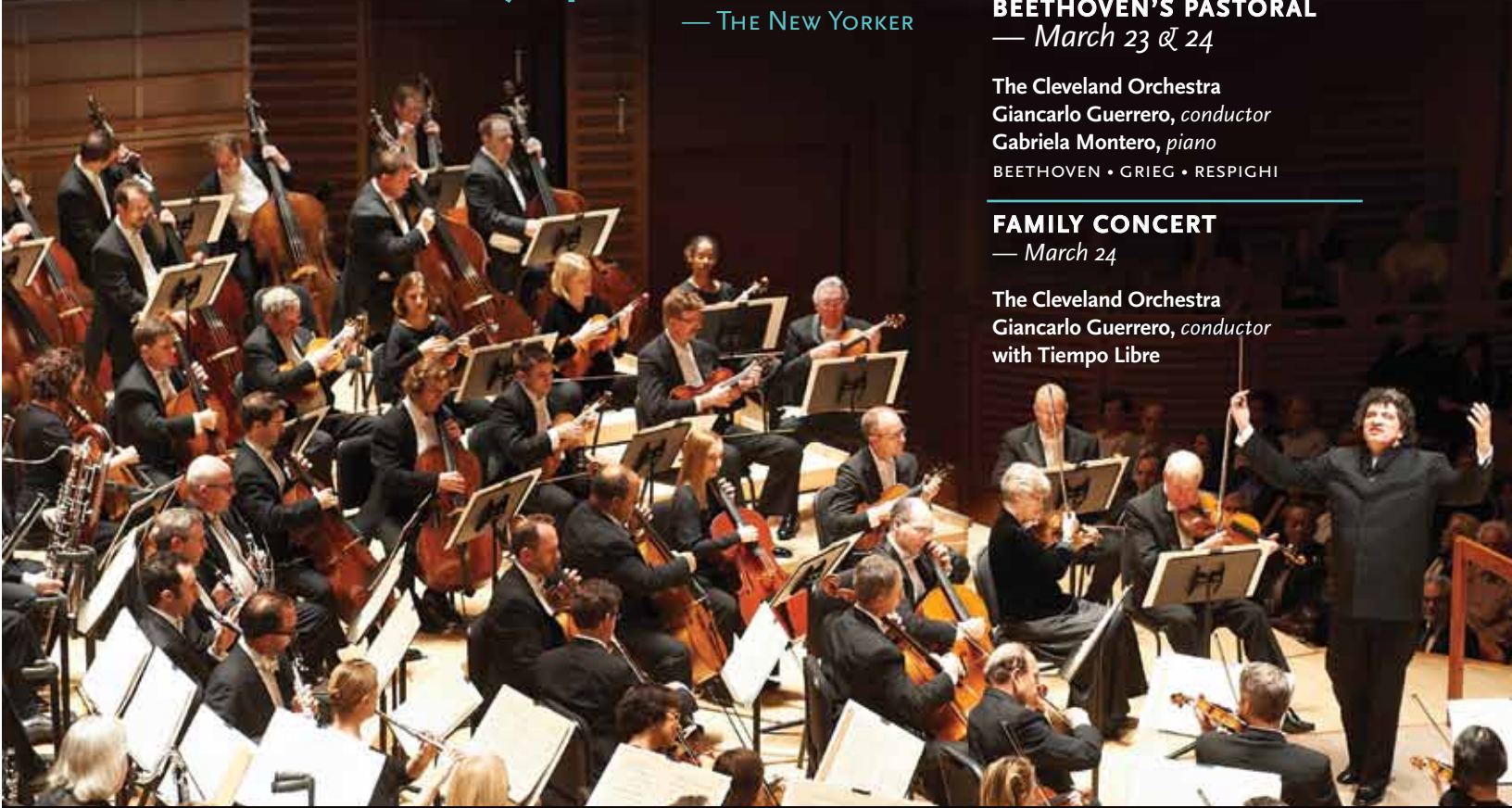
## BEETHOVEN'S PASTORAL — March 23 & 24

The Cleveland Orchestra  
Giancarlo Guerrero, *conductor*  
Gabriela Montero, *piano*  
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## FAMILY CONCERT — March 24

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*Music Director*

GIANCARLO GUERRERO  
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**Adrienne Arsht Center**  
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

# The Cleveland Orchestra Miami Shines in its Sixth Season

The Cleveland Orchestra Miami is back in the spotlight for its sixth season, co-presented by the Adrienne Arsht Center for the Performing Arts of Miami-Dade

County. Music Director Franz Welser-Möst will lead the Orchestra in concerts on January 27-28; Nicola Luisotti will make his Cleveland Orchestra Miami

debut conducting on March 2-3, and Giancarlo Guerrero will lead the programs on March 23-24 as Principal Guest Conductor in Miami. Launched in 2007, with five successful seasons completed, the performances are held at the Arsht Center. Equally central to the Orchestra's Miami-Dade mission

are a broad array of local partnerships and collaborations focused on education and community engagement. ▶

READ MORE AT [CLARITYMAG.COM](http://CLARITYMAG.COM) OR SCAN THIS WITH YOUR SMARTPHONE



The Cleveland Orchestra Miami **MDGLCC Member**  
For tickets or more information, call (305) 949-6722 or visit [www.arshtcenter.org](http://www.arshtcenter.org).



**HOTBOX**

## Our Cover Girl Heather

Heather Davis is a highly motivated event coordinator, serial net worker, actress, model and hotel proprietor ([www.ranchoalegre.com](http://www.ranchoalegre.com)) with a bachelor's degree in broadcast journalism. Currently she is co-CEO of VH2 Public Relations, specializing in health, beauty, fashion, and fitness and CEO of Heather Davis Productions Inc. As an event planner she has experience with red carpet parties, shows, and five star events. Event planning from concept to completion with exclusive guest lists.

With twenty years of experience in the professional modeling and acting field she has developed an expeditious clientele base. At this time she is actively involved in numerous charitable organizations such as "Big Brothers Big Sisters", University of Miami Sylvester Cancer Center, and "Mothers Voice's". ▶

▶ **Heather Davis Productions Inc.**  
(305) 803-5884  
[heatherdavisvh2@aol.com](mailto:heatherdavisvh2@aol.com)  
P.O. Box 403642 Miami Beach, FL 33140  
**MDGLCC Member**

▶ Hair and Make Up for Heather's cover shot by **Darren Thompson**.  
Darren can be reached at 305.528.7959  
*"If your hair isn't becoming... then you should be coming to Me!"*

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# Gay & Lesbian Program - 2012

## Calendar of Trade Shows & Events

The Greater Miami Convention and Visitors Bureau is committed to promoting and showcasing Miami as the premiere gay & lesbian tourist destination. George Neary is the Associate Vice President and travels the globe highlighting Miami at Gay & Lesbian trade shows, international conferences and forums. Here is a comprehensive list of the local and national events the Bureau is promoting around the world from January to March.

### FEBRUARY 7:

#### GLBT Travel Expo Tour / Ft. Lauderdale, FL

The GMCVB's Gay & Lesbian Program will showcase the destination at events during this trade show with 5,000 attendees. Embassy Suites Hotel.

### FEBRUARY 12:

#### Greater Miami Gay & Lesbian Chamber Trade Show / Miami, FL

The GMCVB's Gay & Lesbian Program will showcase the destination at this trade show. This inaugural event will highlight businesses, events, and hospitality and travel venues that welcome gays and lesbians.

### FEBRUARY 29-MARCH 5:

#### Winter Party / Miami, FL

The GMCVB's Gay & Lesbian Program will partner with the National Gay & Lesbian Task Force to showcase the destination and include the Boutique Hotel Guides in the event gift bags.

### March 10-11:

#### PrideFest 2012 / Oakland Park, FL

The GMCVB's Gay & Lesbian Program will showcase Greater Miami's signature GLBT events by staffing a trade show booth and showcasing the destination to more than 20,000 attendees.

### MARCH 17-18:

#### The 19th International Gay & Lesbian Business & Entertainment Expo / New York, NY

This two-day event attracts more than 15,000 attendees including tour operators, journalists, tour professionals and consumers. The GMCVB will be exhibiting at this important trade show promoting the destination and all its assets.



**George Neary**  
Associate Vice President, Cultural Tourism & Gay and Lesbian Programs, Greater Miami Convention & Visitors Bureau  
701 Brickell Avenue, Ste. 2700  
Miami, FL 33131  
**MDGLCC BOARD MEMBER**



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## 4<sup>th</sup> Quarter 2011 Recap

Business Builders Luncheon @ Soyka

Business Builders Luncheon @ Steve Haas City Hall Restaurant

Business Builders Luncheon @ Seasons 52

GALLA Luncheon @ Truluck's

Support Our Cultural Arts Members - "Hairspray"

Sandpiper's Networker over Cocktails @ Angler's

Women's Empowerment Lunch @ Biltmore Hotel

Gay & Lesbian Tour of South Beach

Networker Spotlight Mixer @ Epic Hotel

Networker Spotlight Mixer @ Lucky Strike Lanes Miami Beach

Dolphins Game Experience @ SunLife Stadium

LGBT Holigay Celebration & Toy Drive @ LGBT Visitor Center (sponsored by MetLife)



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## Upcoming Events

### 1<sup>st</sup> Quarter 2012

Business Builders Luncheons (1<sup>st</sup> Wednesday, 3<sup>rd</sup> & 4<sup>th</sup> Thursday of each month)

GALLA Luncheons (or) Networker Mixer (mid Wednesday of each month)

Sandpiper's Networker (mid Wednesday of each month)

MDGLCC Networker (monthly)

Women's Empowerment Lunch (quarterly)

Support Our Cultural Arts Members (quarterly)

Gay & Lesbian Tour of South Beach (last Saturday of each month)



Contact **Jorge Richa**, Marketing & Programming Director if you have any questions or comments. Jorge can be reached at [jorge@gaybizmiami.com](mailto:jorge@gaybizmiami.com) or 305-673-4440.

Join Us!

[WWW.GOGAYMIAMI.COM](http://WWW.GOGAYMIAMI.COM)  
FOR UPDATES AND DETAILS

# Jeffrey Bercow Named Miami Best Lawyers Land Use & Zoning Law 'Lawyer of The Year' For 2012

**Best Lawyers**, the oldest and most respected peer-review publication in the legal profession, has named Jeffrey S. Bercow as the “Miami Best Lawyers Land Use & Zoning Law Lawyer of the Year” for 2012.



After more than a quarter of a century in publication, *Best Lawyers* is designating “Lawyers of the Year” in high-profile legal specialties in large legal communities. Only a single lawyer in each specialty in each community is being honored as the “Lawyer of the Year.”

*Best Lawyers* compiles its lists of outstanding attorneys by conducting exhaustive peer-review surveys in which thousands of leading lawyers confidentially evaluate their professional peers. The current, 18<sup>th</sup> edition of *The Best Lawyers in America* (2012) is based on more than 3.9 million detailed evaluations of lawyers by other lawyers.

The lawyers being honored as “Lawyers of the Year” have

received particularly high ratings in the publication’s surveys by earning a high level of respect among their peers for their abilities, professionalism, and integrity.

“We continue to believe – as we have believed for more than 25 years – that recognition by one’s peers is the most meaningful form of praise in the legal profession,” said Steven Naifeh, President of *Best Lawyers*. “We would like to congratulate Jeffrey Bercow on being selected as the ‘Miami Best Lawyers Land Use & Zoning Law Lawyer of the Year’ for 2012.”

Bercow is the senior partner of Bercow, Radell & Fernandez, P.A., and has practiced land use and zoning law for more than

25 years. His practice covers all aspects of local, state and federal real estate permitting and licensing, including zoning approvals, amendments of local government comprehensive plans, developments of regional impacts (DRIs), due diligence reviews, growth management, concurrency and environmental matters.

Bercow is a member of the Environmental Law and Land Use Section of the Florida Bar, has served on the Regulation of Land Use Committee of the American Bar Association’s Section on Real Property, Probate and Trust Law, and has served as the reporter for the Eleventh Circuit for the Committee’s national newsletter on land use law.

He has lectured on zoning and other land use issues to real estate and trade groups and has written extensively on growth management and land use issues. ♦



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Bercow, Radell & Fernandez, P.A.  
**MDGLCC Member**

## HOTBOX



# Cover Story

- » Photographer: **Juan Saco Mironof**
- » Model: **Heather Davis**
- » Hair & Makeup: **Darren Thompson**
- » Art Direction: **Tana Martin Llinás**
- » Location: **The Shore Club** is one of the most beautiful South Beach hotels in Miami Beach, and it is redefining the boutique hotel experience. Located at 1901 Collins Avenue, Miami Beach, FL 33139 you will thoroughly enjoy SKYBAR, the Spa at Shore Club, NOBU, and, of course, the extraordinary pool with direct access to the beach. [www.ShoreClub.com](http://www.ShoreClub.com).
- » Thank You: **Tricia Thomas**, Carmapr (public relations & marketing)

# Getting Lucky

The MDGLCC Spotlight Mixer was held at Lucky Strike Bowling Lanes on 11.17.11. Members and guests mixed and mingled, and enjoyed a fun night of bowling, pool tables, games and music to the tunes of DJ Vertigo. There were drawings for great prizes; complimentary food items and an open bar.

Join us in 2012 for another amazing MDGLCC Spotlight Mixer! We look forward to seeing you at one of your Chamber's great networking events.



Photos by: Juan Sacko Mironoff



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## HOTBOX Why 'Pink' is Important



On behalf of Global Spectrum at the Miami Beach Convention Center, I would like to applaud the Pink Flamingo Hospitality program and YES Institute. We fully support its mission and best practices through their training, workshops, and orientation. These programs are a tremendous asset to the South Florida community and will strengthen us by educating providers and consequently improving our hospitality and service industries in the City of Miami Beach.

We are thrilled to have two of our team members as part of the PFHP committee and, as a venue, have already begun implementing the programs qualifications at the Center. We are excited to be part of this program and look forward to continuing to build awareness in our community through "Pink Flamingo."

**BOB BALSAM**  
General Manager,  
Miami Beach Convention Center,  
Proudly Managed By Global Spectrum  
MDGLCC Member



## Ho Ho Ho HOLIDAY



The 2<sup>nd</sup> Annual Holiday Celebration & Toy Drive was held December 15, 2011 at the LGBT Visitor Center (Sponsored by MetLife). Delicious food courtesy of local web surfing magic BeachWitch.com, along with complimentary 42 Below vodka, with spinning by DJ Myguel.

Members and guests entered this special event free with a donation of an unwrapped toy benefiting the Miami Beach Police Department's Toy Drive.

There was a very special appearance by Santa Claus!

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# EXPLORE / EXPO

*The Most Important Next-Step is for the Community to Respond*

## It's all about business...it's all about visibility.

The focus of any chamber is to provide products, opportunities, and programming that will showcase its members and their goods and services. As the Miami-Dade Gay & Lesbian Chamber of Commerce (MDGLCC) is a "community" -based chamber, our focus is less about supporting a particular governmental entity (i.e. Kendall or Miami Lakes); rather, our focus is to expand the understanding and business prospects for the community that we serve... LGBT owned businesses and those desiring to do business with this market. During the past 3 years, our goal has been to bring awareness to the size and purchasing power of the local LGBT market (recent estimates reveal our Miami-Dade GDP at \$8 billion annually).

The most important annual event MDGLCC holds to achieve this "market showcase" is our Explore/EXPO. For this 4<sup>th</sup> edition we have partnered with Steven Levenberg's Productions, LLC who will be including its GLBT Travel Expo in this great event. The Explore/ EXPO will take place on Sunday, February 12<sup>th</sup>, 2012 from 12pm-5pm at the Moore Building located at 191 NE 40<sup>th</sup> Street (in the Design District) in Miami. Expo's are a means of bringing market focus to a large group of businesses in one place with an express desire to engage a target demographic group ... in this case the LGBT and allied community. As the U.S. marketplace has become increasingly more competitive, companies are always looking for new demographics to which they can expand their reach. For large corporations who have been engaging the

LGBT community for years, the next step is to validate the 3<sup>rd</sup> party buying statistics they have come to rely on. For newbie's stepping into the market for the first time, it is the Chamber's responsibility to help guide them towards the success they hope will follow.

The most important next-step is for the community to respond! If the LGBT community expects business support, we need to be a visible participant in commerce. One great way to do this is to patronize those businesses that show their support for the community ... purchasing from a MDGLCC member and telling them why you are supporting them is the best way to ensure continued support from business. Showing up at the Explore/ EXPO in mass is another great way to be visible as a community. If companies feel that their contribution in our Community is being met with support, they will expand their investment to other organizations and embrace the equality we so ardently seek. ➔

Written by **Steven N. Adkins** (President & CEO, Miami-Dade Gay & Lesbian Chamber of Commerce) & **Jorge Richa** (Marketing & Programming Director, Miami-Dade Gay & Lesbian Chamber of Commerce)



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## WHY EXPO'S ARE A GREAT NETWORKING OPPORTUNITY...

- Exhibitions are one of the most effective mediums for establishing and maintaining customer relations. In an increasingly digital age, they are the only media where buyer, seller and product physically come together — a potent force for business.
- Unlike magazines and direct mail, exhibitions involve a two-way communication process. Visitors can question, challenge, and debate. Exhibitors can give and seek information. Most importantly, business is conducted face to face — the most persuasive form of selling and of building customer relationships.
- Exhibition visitors are pro-active rather than passive recipients of your sales and marketing messages. They make a conscious decision to attend and set aside valuable time to do so. Many are specifiers and influencers who it might otherwise be impossible to identify.

To reserve a booth at the Explore / EXPO or for inquiries please contact us at 305-673-4440, [mdglcc@bellsouth.net](mailto:mdglcc@bellsouth.net), or [www.gogaymiamiexplore.com](http://www.gogaymiamiexplore.com)

## HOTBOX

**DONOR WALL OF TILES** @ the LGBT Visitor Center (sponsored by MetLife), 1130 Washington Avenue, 1<sup>st</sup> Floor North, Miami Beach, provides **PERMANENT BRANDING OPPORTUNITY FOR YOUR COMPANY**; \$250.00 per Tile (6" x 8") for MDGLCC members, and \$500 for non-members; includes a Business Level membership in MDGLCC.

➤ Please e-mail [mdglcc@bellsouth.net](mailto:mdglcc@bellsouth.net) with a jpeg of the art you want to showcase in the tile.

Photo Credit: Dale Shinn, MDGLCC Member



*"Thanks for including us in on the donor wall of tiles. We are glad to be one of the businesses represented and will point to our tile with pride."*

**VALENTINO ERIKSEN**  
TWIST, General Manager 1057  
Washington Ave.  
Miami Beach, FL 33139  
MDGLCC Member



# SHORE CLUB

FOR RESERVATIONS PLEASE CALL 800 606 6090 OR VISIT [MORGANSHOTELGROUP.COM](http://MORGANSHOTELGROUP.COM)  
A MORGANS ORIGINAL. 1901 COLLINS AVENUE MIAMI BEACH FLORIDA 33139

# SOMA *Support Our Members Always*

As a community chamber (versus a civic chamber), we encourage both our gay and gay-friendly family to support those who support us. One of the benefits of membership in MDGLCC is the knowledge that a \$6 billion local LGBT market searches our roster of members first when making purchase decisions about goods and services. With a list of over 400 companies comprising our membership, more likely than not you will find what you are looking for.

As corporate America looks to diversify its revenue stream, the LGBT market is increasingly being looked to for growth. The best way we can make the greatest impact is to speak with our pocketbooks and use Chamber Members whenever possible.

## The SOMA Membership Directory & Resource Guide

- » With the generous support of Bacardi®, MDGLCC has printed a directory of all its members.
- » Over 20,000 copies will be distributed throughout South Florida. You can obtain a copy at the MDGLCC's office and LGBT Visitor Center (*sponsored by MetLife*) located at 1130 Washington Avenue in Miami Beach.
- » This is THE book that the entire community will refer to for its goods, services, lodging, and restaurants.



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*Clarity Business Magazine* is a quarterly publication of the MDGLCC. Each issue has a theme, as well as subsequent information relevant to current interests and activities. Content is provided by members with the unique perspective of the community.

Acceptance of articles is based on availability.

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## HOTBOX

The Greater Miami and the Beaches Association is very proud to partner with the Miami-Dade Gay and Lesbian Chamber of Commerce and the LGBT Visitor Center, YES Institute and the GMCVB in the Pink Flamingo Hospitality Program. The gay, lesbian and transgender traveler is a huge market for our destination and this program

enables our hotel human resource directors to provide a training program for our hotel employees to understand and provide high quality guest service to our visitors. It also provides the employees a platform to feel comfortable to ask questions. I participated in the training with our hotel members and did not realize the potential discrimination issues that could occur without this program.

I commend all of our partners and look forward to having all of our employees across Miami-Dade County participate by the end of 2012.

**WENDY KALLERGIS**  
Executive Director, Greater Miami & The Beaches Hotel Association  
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