

The GLBT Business Convention Is Set To Launch In September 2004!

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Why You Can
Be The Next
GLBT Mogul

THE GAY INDEX
Excerpts From
Florida's Book
*The Rise of the
Creative Class*

GLBT Economic
Development in
San Francisco

**ENVIRONMENTAL
WASTE**
CEO, Mary
Catona Thrives
in a Man's
Industry

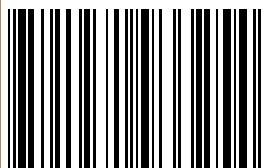


The China Syndrome

Bob Page - The \$70 Million
Dollar Gay Entrepreneur

\$3.99/\$4.99 Canada

ISBN 1-931933-25-1



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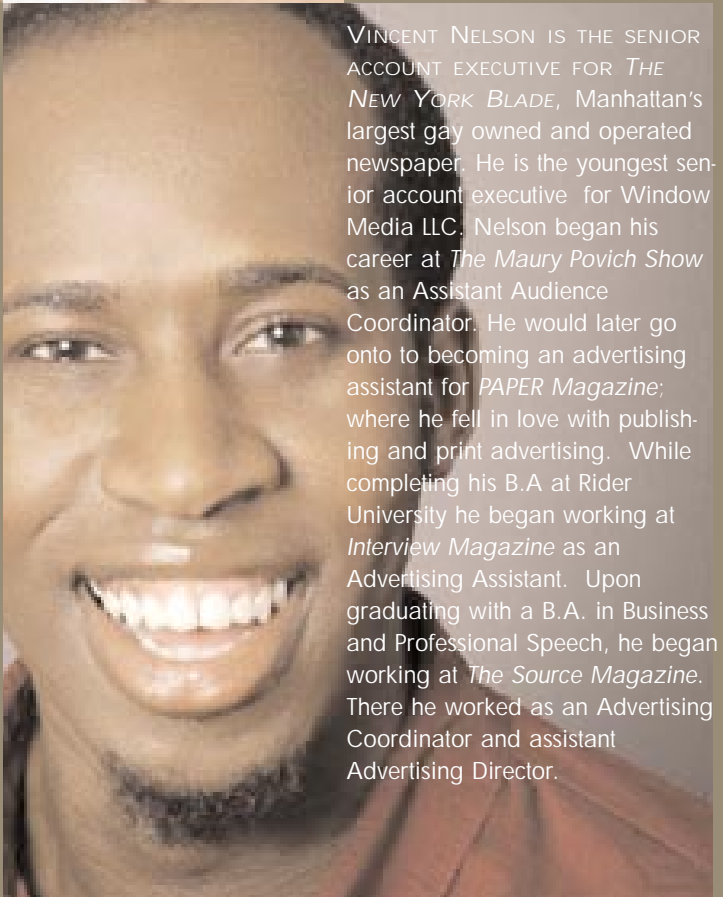
JEFF FISHER'S AWARD-WINNING GRAPHIC DESIGN CAREER began in 1980 after studies in the design of graphics, advertising and publications at the University of Oregon. As Art Director for the Multnomah County Medical Society he shared in winning the prestigious *Sandoz Award* - medical journalism's highest national honor. This was followed by a stint as Art Director of a Portland ad agency. After a move to Seattle in 1985 he was Creative Director for an international clothing manufacturer. Larger clients have included *The Governor Hotel*, *the Seattle Seahawks*, *Reed College*, *the Oregon Department of Environmental Quality*, *George Fox College*, *the Paul Allen company* *Action Sports Media*, *the Portland Trail Blazers* and many others.



CHIROPRACTOR, DR. THOMAS CRISTELLO, has been practicing in Manhattan since April, 2001. Upon graduation from Life Chiropractic College West, in Hayward California, he worked as an Associate Doctor in a 5th Avenue Spa, honing his skills. Then, on September 30, 2002, he opened his own Chiropractic Practice in Manhattan. Dr. Cristello is currently a member of the International Chiropractic Association, The Council on Applied Chiropractic Sciences, and the Council on Sports and Health Fitness. He regularly attends continuing education studies to better serve the community and will be attending seminars and workshops on an on-going basis.



KELLY McCOWN IS A CERTIFIED SPECIALIST IN IMMIGRATION AND NATIONALITY LAW, State Bar of California Board of Legal Specialization. Since 1994, Ms. McCown's business immigration law practice has focused on employment-based temporary visas, labor certification, and employment-based permanent residence applications. Her extensive experience also includes immigration issues for LGBT individuals, family-based permanent residence applications, naturalization, representing clients in immigration court, appellate practice, waivers, and asylum. Prior to forming McCown & Evans LLP, Ms. McCown was a partner at Tafapolsky Smith Evans & McCown and a Senior Attorney at Munro, Nelson, Pearl & McCown.



VINCENT NELSON IS THE SENIOR ACCOUNT EXECUTIVE FOR *THE NEW YORK BLADE*, Manhattan's largest gay owned and operated newspaper. He is the youngest senior account executive for Window Media LLC. Nelson began his career at *The Maury Povich Show* as an Assistant Audience Coordinator. He would later go onto to becoming an advertising assistant for *PAPER Magazine*; where he fell in love with publishing and print advertising. While completing his B.A. at Rider University he began working at *Interview Magazine* as an Advertising Assistant. Upon graduating with a B.A. in Business and Professional Speech, he began working at *The Source Magazine*. There he worked as an Advertising Coordinator and assistant Advertising Director.

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Excerpts from **the**
Richard Florida's **GAY**
"The Rise of the **INDEX**
Creative Class"
(Insert Publisher)

While immigrants are important to regional growth, there are other types of diversity that may be even more important.

In the late 1990s, Gary Gates, now at the Urban Institute in Washington DC, used information from the United States Census of Population to figure out where gay couples were located. He discovered that particular cities were favorites among the gay population. When I came back from my leave at Harvard's Kennedy School of Government, I happened to mention to my dean the research I was conducting on the location decisions of people and high-tech industry. He suggested I meet Gates, then a doctoral student at the Carnegie Mellon who was working on the location decisions of gays. As soon as we met, the parallel became obvious: the same cities that were popular among gays were also the cities where the high tech industries were located. Gates and I quickly became collaborators and friends.

Working with the economists, Dan Black, Seth Sanders and Lowell Taylor, Gates had created a new measure he called the *Gay Index*.¹ Before this, nobody really had a good statistical handle on where gay people were located. The U.S. Census Bureau



Author, Richard Florida in Amsterdam

collects detailed information on the American population, but until the 2000 Census it did not ask people to identify their sexual orientation. Gates and his collaborators came up with an ingenious solution. A student in public policy with interest in gay issues, Gates had two advantages over other researchers. He was a "sworn Census Investigator," meaning he had access to the raw

census data. He also had extensive experience in computer programming. The 1990 Census allowed couples that were not married to identify as "unmarried partners," different from "roommates" or "unrelated adults." By determining which unmarried partners were of the same sex, he identified gay and lesbian couples. The Gay Index divides the

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BY
KATHLEEN
TANEY

IBM introduces America's first GLBT Vendor Program

big changes AT BIG BLUE

IBM has changed drastically in the last 20 years. Once known for its stodgy corporate environment and its employees' conservative blue suits, IBM is now both a business partner and advocate for the GLBT community.

In July 2003, IBM announced that it would partner with the National Gay & Lesbian Chamber of Commerce (NGLCC) to launch a procurement and diversity development program directed at the GLBT-owned companies. Through this program, IBM hopes to purchase and use more products and services provided by gay and lesbian run businesses.

"We realized that it just makes good business sense," said Irwin Drucker, program director for IBM's Gay & Lesbian Supplier Relations. "We also wanted to say to providers out that you don't need to hide who you are to do business with IBM."

A HISTORY OF DIVERSITY

IBM's support for the GLBT community dates back to 1984, when the computer industry mogul added sexual orientation to its non-discrimination policy. Since then, IBM has spearheaded many policies that recognize and benefit gay and lesbian employees. In 1997, it began offering its U.S. employees same-sex domestic partner benefits and that same year, *Out magazine* named IBM one of the "Top 100 Best Companies for Gay

and Lesbian Employees." *Girlfriend* and *The Advocate* have also praised IBM's commitment to its GLBT workers. As a result, dated stereotypes of IBM as a conservative, corporate behemoth have been challenged and altered.

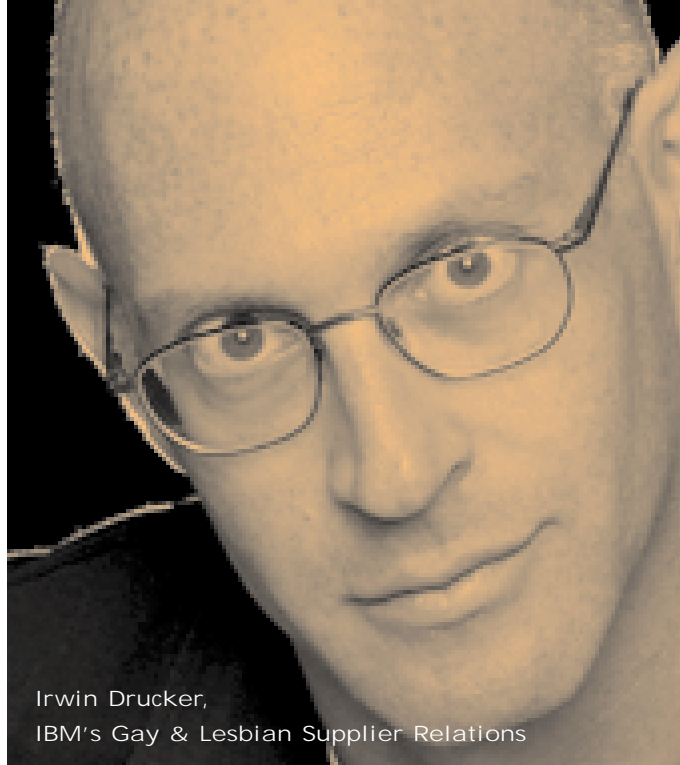
"People are quite shocked," said Drucker of IBM's transformation into a forward-thinking advocate of the GLBT community. "The change really has been tremendous."

A PATTERN OF ACCEPTANCE

IBM's most recent and aggressive attempt to reach out to the gay community is the GLBT Supplier Diversity Program launched in July.

IBM's internal objective for working with GLBT businesses is growth. As stated on their website, IBM hopes to be the IT solutions provider for GLBT business around the world. The company's mission for the program goes beyond that, says Drucker.

"We want to help these businesses grow, offer advice and to make it easier for small companies to find larger companies, and vice-versa," Drucker said. "We used these providers before we knew they were gay-owned businesses, and we believe



Irwin Drucker,
IBM's Gay & Lesbian Supplier Relations

we can use these newly discovered connections to both our advantages."

One of IBM's plans for initiating networking between their GLBT vendors is through online trade fairs, the first of which is being held this November. So far, 90 GLBT businesses have set up "virtual booths", where they can describe and display their products and services while learning about, and communicating with, other GLBT businesses. Drucker hopes that new business connections and greater communication amongst GLBT companies will result from these electronic trade shows.

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Bob Page
Grows His
Basement
Hobby Into A
\$70 Million
Dollar
Company

the CHINA syndrome

BY
K. E. WATT



What does it take to become the world's largest supplier of old & new china, crystal, silver and collectibles—to the tune of \$70 million in sales? Bob Page, founder and president of Replacements, Ltd. is the man who would know, although he'll tell you that being the world's largest supplier of anything was never his intention.

Thirty years ago, as a North Carolina state auditor, Page was just a guy who loved going to flea markets, collecting china and crystal as a hobby on weekends. In fact, he was so devoted to his hobby—and so good at it—that when friends needed to replace lost or broken pattern pieces, they turned to Page. Eventually his own attic filled up with precious pattern pieces, the paperwork began to overtake his bedroom, and Page found himself with barely time to continue auditing. So, in 1981, he quit his day job, hired a part-time assistant, and founded Replacements, Ltd., to continue doing the work he loves. At the beginning, “no one was interested” in investing in the china replacement business, so Page kept Replacements, Ltd. afloat by reinvesting every dollar he earned. Using the technology of the times, Page recorded customer requests on 3 x 5 index cards, placed small ads in national magazines, and watched his business grow to \$150,000 in its first year. It was a dramatic increase, and way better than auditing, but it was still just the beginning.

By 1984, Page had moved the Replacements, Ltd.

customer records from 3 x 5's to a computerized database, and sales reached almost \$4 million. By June of 1998, Replacements, Ltd. was ready to go digital. The launch of Replacements.com enabled customers for the first time to identify and register their own patterns online, and receive free information regarding tableware and collectible products. The site received 1,991 unique visitors in its first month online.

Developed internally by a team including owner Bob Page, www.replacements.com helps customer's determine their own needs, with pattern identification tools, a large image library, and an in-depth dinnerware knowledgebase. To date, nearly 2 million customers have registered their china, crystal and silver patterns, and/or ordered online. In just a little over five years, the web site is getting nearly 900,000 hits per month, and sales from the site now account for approximately 50% of annual revenue.

Web watchers have taken notice. The site was selected by Internet Retailer Magazine as a “Best of the Web/Top 25” web site for 2002. That puts Replacements, Ltd. in the company of 2002 winners Amazon.com, L.L. Bean, Williams-Sonoma, E-Bay,

Circuit City, and Eddie Bauer. Not bad. In independent benchmarking performed in October 2002 the Benchmark Portal web site research team at Purdue University, Replacements.com outscored the Fortune 50 Web Site Composite Average in categories including home page design, navigation, and overall design.

(above)
Quality Control
at Replacements
Ltd. (right) Bob
Page in the
warehouse.





Tools of the Trade

Trying to win domestic partner benefits?

Angling for a slice of the gay, lesbian, bisexual and transgender market?

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HRC WorkNet, the workplace project of the Human Rights Campaign Foundation, has all the tools you need. HRC WorkNet can help you make the business case for equality. HRC WorkNet has the latest, best information on reaching the GLBT market. And HRC WorkNet's Corporate Equality Index rates the biggest U.S. employers based on how they treat GLBT employees, consumers and investors.

Visit us on the web at www.hrc.org. Call us at 202/628-4160. Or send us an e-mail at hrcworknet@hrc.org.

Working for gay, lesbian, bisexual and transgender equal rights. | www.hrc.org



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