

Chris Lehtonen of The Asterix Group helps teach businesses how to market to the queer community.

work for every company," said Chris Lehtonen, owner and president of the Asterix Group. "If a company cares about people, they should care about reaching the GLBTQ community. And our community, generally speaking, tends to be trendsetters, fair-minded, socially conscious and fiercely brand-loyal. Marketing to our community is good business. It's good for brands who want to reach the whole marketplace. And it's a smart move for businesses who want to demonstrate their commitment to diversity."

Companies the Asterix Group has worked with to market to the queer community include the American Automobile Association of California, Washington Mutual and Olivia. The group suggests that a company support the queer community and its causes. They recommend that a company ensure diversity policies within the organization. A company should be inclusive and diverse, using language and imagery that is not hetero-exclusive.

neighborhood as much as I can," he said. As a culinary artist, Pierce takes pride in many of his dishes, including his smoked salmon eggs Benedict with pear and sage hollandaise sauce.

From the comfortable chairs and warm atmosphere to homemade hamburger buns, ketchup and organic potato chips, Pierce said he tries to have respect for people by feeding them a quality, healthy product.

Francis Restaurant is open from 7 a.m. to 3 p.m. Tuesday through Sunday and for dinner on last Thursdays. For more information call 503-288-8299 or visit www.francisrestaurant.com.

Business Promotes Queer Marketing


The Asterix Group, a gay-owned brand advertising agency, opened its Portland office in 2002. Since then, the group has helped companies build relationships with their audiences by marketing to the queer community.

"GLBTQ people represent about 10 percent of the population and belong to every family and

While queer images and themes are encouraged, Asterix Group advises that companies should avoid advertising with stereotypes. Lehtonen also suggests a company schedule professional sensitivity training for its employees about queer issues.

Lehtonen said that, like any other consumer segment, the queer community changes. To stay abreast of these changes, she and her diverse staff constantly ask questions of queer individuals and groups around the country. According to Lehtonen, 36 percent of Fortune 500 companies are marketing to the queer community and that number is rapidly increasing. She said this not only helps the companies but promotes our community.

"It increases our visibility and 'normalizes' us in the general market," said Lehtonen. "Someday it will be the norm to see gay images in advertising, not the exception. We'll be right there with all the smiling people in the bank windows—only we'll be queer."

For more information call 503-245-0039 or visit www.asterixgroup.com. 

northwest

PGE Delivers Diversity Summit

Portland General Electric's Diversity Summit 2007, "From Global Vision to Local Action," gives participants the opportunity to hear from leading voices on inclusive workplace environments. This year, a workshop by San Francisco-based Out & Equal Workplace Advocates offers insight into the impact of homophobia and other issues of importance to the sexual minorities community.

Ariana White, a spokeswoman for PGE, said the company has long advocated for promoting a welcoming environment for its employees. "As a Portland-based company, we have several people in our work force that are part of the LGBT community. It's important that they feel open and accepted."

According to White, the summit and workshop provides tools, steps and examples of how to create a more inclusive work environment. "We are

excited to have Amy Andre come and provide information on what to do to overcome the effects of continued homophobia," White said.

Andre, an Out & Equal training manager, said she conducts trainings for businesses from Fortune 500 companies to nonprofit organizations about the ways they can be at the forefront of creating workplace equality. "There is a portion in the training when I ask the audience, 'From a federal standpoint, can a person be fired for their sexual orientation?'" She said that 99 percent of the time, the attendees, who are mostly nonqueer people interested in becoming allies, answer no. "There is a gross misconception that we are legally protected," she added. Her training makes the case that it is good for business to create protection from discrimination where federal and most state laws do not.

Continued on Page 10

A Vista O' Mar
"A View of the Sea"
OCEANFRONT SUITES

Lincoln City's Only Inn Catering to the LGBT Community

- Intimate and quiet oceanfront suites.
- All suites have private balconies overlooking the beach, with free High-Speed Internet, and Satellite TV.

Visit our website for more information: www.avista-d-mar.com
or call toll free: (866) 776-8659

RitaDeco
PORTLAND'S TINY SHOP FULL OF BIG TREASURES



VINTAGE COLLECTIBLES
UNIQUE GIFTS
ARTIST GALLERY

7817 NE PRESCOTT ST. • PORTLAND, OR 97218
(503) 253-5793

It's Your Town. It's Our Town.
We're Bridgetown.



Proud Supporter of Just Out & Our Community

503.287.9370 bridgetownrealty.com

Great Healthcare...
Happy People!

Bridge City...
Your Clinic That Cares!



BRIDGE CITY FAMILY MEDICAL CLINIC, PC

By Appointment 503.460.0405 2821 NE 58th Avenue • Portland, Oregon 97213
(Cross Street is Sandy Boulevard)
www.bridgcitymedical.com Monday - Friday 8:30 - 5:00pm

INVEST IN YOUR FUTURE

Portland Development Commission (PDC) careers offer you a challenging, rewarding environment that encourages creative thinking and opportunities for growth.

View our current employment opportunities at www.pdc.us/jobs.

At PDC you'll work with a great group of smart, dedicated people in Economic Development, Real Estate, Development, Finance, Public Affairs and other fields on projects that make Portland one of the best cities in the U.S.

PDC values a diverse workforce and personal professional life balance. We offer competitive salaries, benefits and retirement. For information about career opportunities at PDC, call Ehren Buchanan at 503-823-3293, or go to our website www.pdc.us/jobs.



PDC
Portland Development Commission