



MARTY DAVIS

Similarly, Portland Latino Gay Pride—co-founded by Munguia's late partner José Ornelas—is a perennial partner, and an organization that until this year held its primary base of operations at the Jupiter. The hotel has also served as host site for the Rose City Softball Association's Cascade Cup and Pride Northwest functions.

"We have a saying: 'As in God's house, all are welcome at the Jupiter,'" Munguia says. "We just don't care whether you're gay or straight, black or white, hipster or business suit-by-day. We want people to be able to come and feel accepted and free to be whoever it is that they may be and however it is they define themselves."

land's first TAG-approved property, and is also a member of the International Gay and Lesbian Travel Association (IGLTA).

"It really is about awareness," Munguia says. "It's about those micro-aggressions that we use on a daily basis that we may not really be conscious of in our speech, or in our body language as we interact with people."

Upon TAG certification, staff and management take an exam designed to assure they can deal effectively and positively with issues sensitive to the LGBTQ community—and, most importantly, says Munguia, have been trained not to make assumptions.

"We all grow up with prejudices, and pre-formulated ideas as to how people want to be treated," he says. "The certification just lets the LGBTQ traveler know that this property is aware of who they are."

Linking the entire community to the experience of the Jupiter was a cornerstone strategy for Munguia, and has established the property as a makeshift headquarters for many regional organizations and annual fundraising events. The Oregon Bears' Bear-Town has turned to the Jupiter as host hotel and event epicenter.

were recognized on a grander scale, when Governor John Kitzhaber appointed him to the Oregon Tourism Board. As a member of this administrative body, it's Munguia's duty to review spending strategies and allocate funds for grants to increase the state's viability as a tourist destination. The board's suggestions and decisions are then implemented by Travel Oregon.

Since Munguia's appointment came after the 2011-12 strategies were established, his input is likely to be felt more in the coming years of his four-year term.

"As a Latino, I bring that perspective of, 'What do we need to do from the Oregon perspective to really make Oregon attractive to this segment of the population?' Munguia explains. "And then as a gay man, I bring that perspective of, 'What are we as a state doing to promote LGBT tourism to the state?' Those are going to be my big focuses."

Under Munguia's wing, Oregon's widely touted hospitality isn't just hype. It's fact. **JO**

For more information about the Jupiter Hotel, visit jupiterhotel.com.



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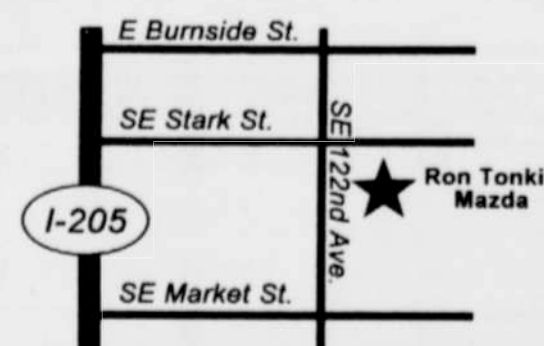
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