



Chris & Monica Reed

Tracy: And to raise children that know it's not okay to hate.

Peter: Marriage equality is important too. It's a symbol of equality overall.

Lisa: It's a bigger issue here but access to healthcare for transgendered people is important too. We all need access. These are symbols of bigger issues.

On activism and advocacy.

Chris: You need to get out there and advocate. Just joining PABA or throwing a check at the Q Center is not enough.

Tracy: I've taken it upon myself to educate my family. My father was very [homophobic] but his first trip to Portland we took him to CC [Slaughters] and he loved everyone. My farmer father supposedly never met a gay person until his 60s, but that's all it took to turn him around.

Mark: When I was a kid I was sarcastic and chubby so I really know what it's like to be picked on. I identify with that. When any one group of people is made to feel less-than or discriminated against it sets me going. There's really only one group left that it's "okay" to do that to and it's wrong. In a generation we'll look back at that and know it's stupid but until then [my advocacy] has to continue.

Peter: We would do what we do here anywhere and in another city we might be considered activists but here we're just Portlanders.

Lisa: We donate a percentage of sales to non-profits and probably 70% of that goes to LGBT or AIDS related causes. It was kind of scary knowing that might alienate some of our customer base but the reward has been well worth anything we might have lost.

On what else keeps them busy.

Peter: CAP. Our House. Pear. Red Dress Party.

Chris: Q Center. HRC. BRO. GLSEN. I'm passionate about that one because it's for the kids. We donate to all sorts of organizations but to LGBT ones the most. And I get business from this community. I didn't start out with the great idea to create change. A friend told me if you get involved in this community you will have the most loyal customers you've ever had. He was right.

Lisa: At a marketing class given by Travel Portland about marketing to the LGBT community, they said that people will recognize if you're authentic, if you're doing it just for the business or if you really support these causes. It rang true to me.

Tracy: It's hard to break into this community. You have to be there and do your part, be a voice, have personal relationships.

Mark: When we first moved here we didn't know anyone and just wanted to meet like-minded people. This community was welcoming, and growing my business was just a great byproduct.

Tracy: These people have become more than friends. They're our family. \$