

## Helping You Navigate the LGBT Landscape

In today's dynamic policy and cultural environment, how a company incorporates LGBT issues into its internal and external outreach says a great deal about its commitment to market diversity and opportunity. LGBT issues impact a company in at least two key areas, the workplace and the marketplace – how a company succeeds in its human talent recruitment and retention, and how it expands its footprint in all households.

Witeck-Combs Communications works strategically and knowledgeably with clients to help them navigate the LGBT landscape regardless where they are on the LGBT/Diversity continuum.

Today, companies that also understand that understand how these intersections impact business strategies will maximize opportunities, manage risk and above all, position themselves for growth and resilience. Witeck-Combs Communications is your partner to ensure you develop the best strategy for your business.

### Consider these facts:

- As of August 2010:
  - It is legal now in five states and the District of Columbia for same-sex couples to marry.
  - NJ offers civil unions while some jurisdictions recognize legal same-sex marriages performed elsewhere such as New York and Washington DC.
  - CA and OR offer broad domestic partnership benefits.
  - HI, WA, and MD offer more limited domestic partnerships
- As of August 2010, it is legal for same-sex couples to marry in the following countries: **Argentina, Belgium, Canada, Iceland, Netherlands, Norway, Portugal, South Africa, Spain, and Sweden.**
- As of August 2010, 286 Fortune 500 and 7,149 private employers (including colleges and universities) provide **health insurance coverage to employees' domestic partners.**
- In 2009, federal legislation was introduced that would eliminate the tax on domestic partner benefits for LGBT people.
- The Human Rights Campaign Foundation's 2010 annual report card — the Corporate Equality Index — found that **123 of the 268 ranked Fortune 500 companies scored a perfect 100%** on a scale that measures seven key indicators of fair treatment for LGBT employees, growing fifteen times since 2002.



### Your Counselors and Partners

Corporations will increasingly face a challenging environment – one in which they must balance sound business practices and marketing opportunities with equitable employee policies. Today's multicultural marketing and planning means understanding how LGBT employees and customers fit into the fabric of a company's mission and vision.

To help executives make sound business decisions that are in sync with existing corporate philosophy, mission and vision, Witeck-Combs Communications provides strategic and actionable counsel that helps assess, analyze and plan in this fast-changing environment.

We also have developed a number of tools to help you not only prepare for today's challenges, but make smart business decisions that positively impact your bottom line. These include:

- **Communicating effectively about LGBT Issues**
- **Your Business and LGBT Public Policy**
- **How to tap the \$743 Billion LGBT Market**

Working closely with your management, Witeck-Combs Communications helps you accomplish these challenging tasks:

- **Developing and implementing marketing strategies** aimed at the buying power of the LGBT market – estimated to be \$743 billion in 2010.
- **Establishing a position on LGBT public policy issues** to ensure that your workplace is able to retain and recruit the best and brightest employees.
- **Enacting and modifying corporate policies** that provide equal protection for LGBT workers amidst rapidly changing legislation addressing gay issues.

### About Us

**Witeck-Combs Communications** is the nation's premier strategic public relations and marketing communications firm with unmatched expertise in the LGBT community. We welcome the opportunity to discuss how we can help guide you through this sometimes delicate process using experience, knowledge and trust.

For more information, contact:

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