GUIDE



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GaySouthFlorida.com invites you to join us for The Power Lunch, our monthly networking event. It's a great way to meet business owners and professionals within the community who share a desire to network, make new friends and contacts, and develop new sources of leads and customers. In addition to the popular "self-introduction" portion of the event, each month features guest speakers like Miami-Dade County Mayor Alex Penelas, former U.S. Attorney General Janet Reno and Channel 10 anchor Kristi Krueger.









For more information, visit www.GaySouthFlorida.com or call (954) 563-3310, ext. 122.

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Welcome to the materialization of a dream!

In 1997 I had the idea to build a bridge between the local gay/lesbian/bisexual/transgender community and the companies that want our business. I envisioned a company comprised of people with lots of brains, lots of heart and lots of courage who loved calling South Florida "home" and wanted to see our community grow and thrive together.

Over the past six years, GaySouthFlorida.com (known as GayLauderdale.com during most of that time) has developed many avenues through which businesses can communicate with the GLBT community—website listings, Yellow Pages, networking luncheons, direct mail and more. But as we traveled further down the path, we always had one destination in mind: bringing the community together in one place for the ultimate meet-and-greet.

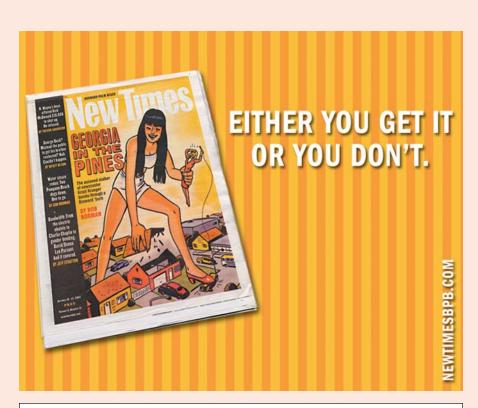
Let's face it: members of our community are much more particular than the average consumer about who we give our money to. And with good reason. We know there are still people—including people who run businesses—whose views of and feelings about our community are just this side of wicked. When we part with our hard-earned dollars, we want to know they are not going to those who stand against us.

With this in mind, I proudly welcome you to GaySouthFlorida Community Expo 2003. This is your chance to discover many of the businesses and organizations that support the South Florida GLBT community without having to look into a crystal ball. We can promise you a cyclone of activity, with nearly 100 exhibitor booths, lots of prizes and giveaways, an "Enchanted Holiday Village," and a stage show that even includes one of "Dorothy's" daughters.

Thank you for being a part of this dream.

Monte Guthrie President & CEO GaySouthFlorida.com





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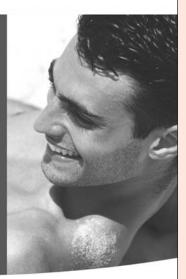
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To all Guests and Sponsors of the GaySouthFlorida Community Expo 2003

I extend a warm South Florida welcome!

I would like to express my personal appreciation to the organizers and business leaders of South Florida for their ability to identify the needs of our commercial consumers and trade partners.

It is my pleasure to have this opportunity to lend my support in your endeavor to promote the many incentives and opportunities available to our professional organizations and investors.

I wish you all a very successful and productive Expo.

Sincerely,

Diana Wasserman-Rubin Mayor, Broward County





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Dear Friends,

It gives me a great pleasure to welcome you to the GaySouthFlorida Community Expo 2003.

South Florida, as we all know, is the home of so many wonderful shops, businesses, galleries, restaurants, museums, travel agencies, and recreational and cultural opportunities. At the Expo, you will discover all of the exciting services and activities taking place in our neighborhoods. This is an extraordinary opportunity for the members of the GLBT community, attending the event, to be able to find so many great businesses, gathered in one room, letting the community know "We want your business!" And what a wonderful array of entertainment!

I invite you to visit West Palm Beach. From the sparkling waters of the Intracoastal to the edge of the Pristine Everglades, you will find our city rich in diversity and cultural heritage. In the heart of our city, take a stroll down historic Clematis Street. Browse its many boutiques, then savor in the culinary delights of its sidewalk cafes and cosmopolitan bistros. After hours, dance to the spiraling beat of its fashionably chic, late night clubs. A short, trolley car ride to the south of Clematis, you'll find City Place. Amidst its Mediterranean ambiance, enjoy its walking streets lined with international restaurants and elegant stores. Go north or south and tempt yourself on Antique Row with that rare treasure or collectible you're sure to discover.

I sincerely hope that each and every one of you at GaySouthFlorida Community Expo 2003 has a fantastic weekend.

Sincerely.

Lois J. Frankel

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MAYOR

OFFICE OF THE MAYOR MIAMI-DADE COUNTY, FLORIDA

Greetings!

On behalf of the two million residents of Miami-Dade County, it gives me great pleasure to extend best wishes to all at the GaySouthFlorida.com Community Expo 2003. I recently had the pleasure of addressing GaySouthFlorida.com at the October Power Lunch, and I am confident the Expo will be another medium for quality business building opportunities.

I am encouraged that this Expo will showcase many business opportunities in Miami-Dade County.

I wish you a successful conference.

Sincerely,

Alex Penelas

Mayor



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On Stage

Gay South Florida Community Expo 2003 may be a trade show at heart, but what is a GLBT event without fabulous entertainment and surprises. Our own Sister Sadie, Sadie the Rabbi Lady will open the stage both days, and we'll be conducting many raffles and giveaways... not to mention the live performances by dance legends and movie stars!

Performance Schedule*

Saturday, November 22

12:00	Welcome from Sadie Claus
1:00	CeCe Peniston
2:00	Varla Jean Merman
	(Cameo Appearance)
3:00	Varla Jean Merman (Show)
5:00	Lorna Luft

Sunday, November 23

12:00	Welcome from Sadie Claus
1:00	CeCe Peniston
2:00	Varla Jean Merman
	(Cameo Appearance)
3:00	Varla Jean Merman (Show)
5:00	Martha Wash

^{*} Schedule as of press time. Please consult signage near the stage for updates.

GaysouthFlorida 2003 Community Expo



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The voice of Martha Wash has dominated the airwaves for more than two decades, and her charisma and spirit have embraced millions of people around the world. She is responsible for some of the top-selling, most recognizable pop hits of the '80s and '90s.

"It's Raining Men," the cult pop classic, is still heard everywhere: the radio, movies, commercials, TV – not to mention gay bars! "Sweat (Everybody Dance Now)" was the highlight of C&C Music Factory's career and sold 5-1/2 million copies worldwide. Black Box's Dreamland featured four #1 Billboard Dance singles and three Top 40 hits, including "Strike It Up," a single that continues to receive massive airplay and is still heard at every NFL and NBA game. All of the above have achieved major success, and all have one common



Martha Wash

denominator: Martha Wash, one of the most popular mainstays of dance music. Her presence has been instrumental in shaping popular music as we hear it today.

The highlights of Ms. Wash's career create a colorful history, telling the story of dance and pop music from the days of disco to the present. She has toured and performed with some of the world's top entertainers. In addition to her work with countless superstars, and her projects with Black Box

and C&C Music Factory, she was half of the magnificent duo Two Tons Of Fun, which evolved into the Weather Girls with the release of "It's Raining Men."

Ms. Wash began her musical career at the age of two in her parents' church in her native San Francisco. She went on to study opera and tour Europe while still in high school. Martha became part of a contemporary gospel group called N.O.W. (News Of The World). This mix of classical and gospel training and experience accounts for her seemingly effortless transition from ballads to dance music to pop. In addition to her vast career in pop music, Ms. Wash has also starred in major theater productions, and has recorded numerous jingles and movie soundtracks (Kiss Me Guido, First Wives Club, Gung Ho, Mighty Ducks).



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Lorna Luft is a vibrant, charismatic entertainer who traverses a number of careers—including award-winning producer, singer, actress and author—with intense depth and emotion. Most recently she began touring the country in her most ambitious project to date, the highly acclaimed multimedia production of Songs My Mother Taught Me—A Celebration of the Music of Judy Garland. The production, which will be presented November 19 – December 14 at Fort Lauderdale's Parker Playhouse, is a heartfelt tribute to the fabulous music and wonderful orchestrations of her mother's phenomenal concert repertoire.

Ms. Luft's professional debut was on the Christmas episode of her mother's landmark CBS television series, The Judy



Garland Show. Her long and varied list of theatre credits includes the Broadway musical Promises, Promises, for which she received the American Guild of Variety Artists: Rising Star of the Year Award, and the Jerry Zaks' national and world tour productions of Guys & Dolls, for which she earned the Carbonell Award for Best Actress.

Lorna Luft

Ms. Luft's concert career has included headlining appearances at The Hollywood Bowl, Rainbow & Stars,

Madison Square Garden, Bristol Hippodrome and Prince Edward Theatre, as well as performances for the Royal Family and for former President and Mrs. Bush. She has guested on numerous television series, including a 22-episode supporting role on CBS' Trapper John M.D. Her film work consists of lead roles in Grease 2 and Where The Boys Are '84, plus cameos in I Could Go On Singing, My Giant and '54.

In 1998 Ms. Luft became a New York Times best-selling author upon the release of her autobiography, Me and My Shadows: Living With The Legacy of Judy Garland. She later served as Co-Executive Producer on the ABC-TV miniseries Life with Judy Garland: Me & My Shadows, based on her memoirs. The miniseries garnered the highest ratings of the season and won five Emmy Awards.



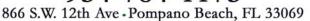
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HERTZOG RESEARCH, LLC 1401 N.E. 57th PLACE, STE. 4 FORT LAUDERDALE, FL 33334 mark@hertzogresearch.com With the release of her first single, "Finally," in 1991, CeCe Peniston was immediately thrust into the global music scene, and she has maintained her success ever since. She has had her presence and voice requested personally by such notables as Aretha Franklin (for Aretha's private birthday party); Pope John Paul II at The Vatican; and the country of South Africa, to be the first female entertainer to visit and perform after the abolition of apartheid.

Ms. Peniston's debut album, Finally, sold 1 million+ copies and achieved gold status. Her first single, the title track on Finally, achieved Billboard #1 chart status and has sold multi-platinum world-wide, in addition to being featured on



CeCe Peniston

more than 30 compilation albums. She also reached Billboard Top Ten status with singles including "We Got A Love Thang," "Keep On Walkin," "I'm Not Over You" and "Lifetime To Love."

Ms. Peniston subsequently released three additional albums, including the gospel compilation "Good News In Hard Times," and has toured in countries around the globe. She

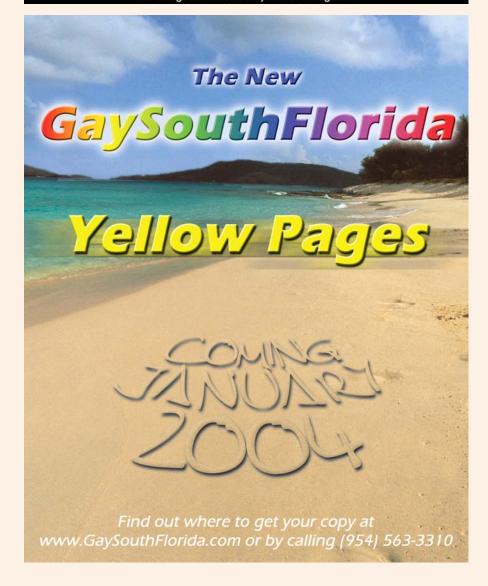
recently toured with Grace Jones, Peabo Bryson, Tasha Scott and Tony Terry in the hit musical The Wiz, fulfilling a personal dream. She was personally requested to perform by former President Bill Clinton at both of his presidential inauguration ceremonies.

Her amazing talent has garnered Ms. Peniston numerous awards, including: Billboard Best New Artist and Best New Song of The Year; ASCAP Song of The Year, Pop Songwriter of The Year and Most Performed Song of The Year; the Annual Winter Music Conference's Best New Dance Artist, Best Dance Artist Solo and Best 12" Dance Record; and BMI Urban Award of Achievement. She was also bestowed the Governor's Key to The State of Arizona in recognition of her status as a role model and her personal achievements.





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Jeffery Roberson, aka the irrepressible Varla Jean Merman, recently shared the 2003 Outfest Film Festival "Best Actor" Award and the Aspen HBO Film Festival "Best Actress" Award for his featured performance as "Varla" in Girls Will Be Girls, which was released nationwide last month. He made his network television debut this past February on ABC's All My Children, in the recurring role of lady of the evening "Rosemary Chicken." He also played the role of "Mary Sunshine" in the musical revival of Chicago on Broadway and with the First National Touring Company.

Mr. Roberson's other film and TV credits include HBO's Dragtime, E!'s Fashion Emergency, E! Goes to Cannes and MTV's True Life: Mardi Gras. He has appeared in



Varla Jean Merman

many TWEED Fraktured Classiks productions, including The Mailman Always Comes Twice, Screen Door, CAGED! (with Lily Tomlin, Joan Rivers and Isabella Rossellini), Lypsinka is Harriet Craig, The Miracle Worker (with Charles Busch) and Varla Jean Merman is The Bad Seedling. This past summer he opened for Jennifer Holliday in Provincetown, and he has also shared the stage with Tony-winner Betty Buckley, singing excerpts

from the notorious Broadway flop Carrie as part of Ms. Buckley's cabaret act at the Bottom Line.

Mr. Roberson made his Carnegie Hall debut with Varla Jean Merman: A Christmas Concert. He wrote and starred in many hit shows, including The Very Worst of Varla Jean Merman, for which he received the Garland Award for Best Performance in a Musical; Enough About Me: An Unauthorized Autobiography; I, Who Have Nothing; Peel Me A Grape, and Varla Jean Merman is All Washed Up.

Varla Jean Merman's I've Got The Music In Me ran for three sold-out weeks at the Soho Theatre in London this past June, and Mr. Roberson spent the summer performing his new circus-themed show, Varla Jean Merman's Under A Big Top, in Provincetown.

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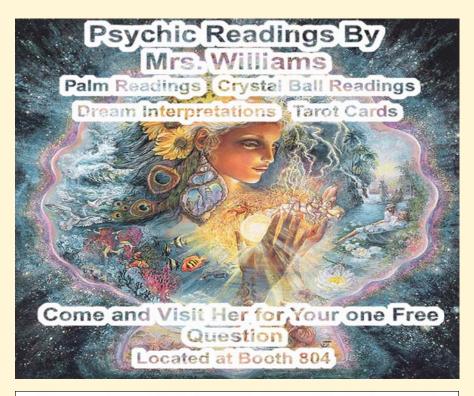


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10100 West Sample Road, Suite 401, Coral Springs Phone (954) 757-2920 Fax (954) 757-2924 Some people may think the holiday season is a drag, but the folks behind GaySouthFlorida Community Expo 2003 think it's a drag queen! That's why we've asked our own Sister Sadie, Sadie the Rabbi Lady to don her gay (holiday) apparel and hold court in Sadie Claus' Enchanted Holiday Village. Throughout the two days of the Expo, you are invited to visit the Village (located all the way to the right as you enter the auditorium) and sit on Sadie's lap. You can tell her what you want to find in a gift-wrapped



Sister Sadie Claus

package, and she'll tell you if you've been naughty or nice. (Or maybe naughty and notquite-so-naughty.) She'll also share her version of the season's music, including ditties like "I Saw Tommy Doin' Santa Claus" and "Sadie Claus is Comin' Tonite." And while you're there, check out Sadie's hunky elves. This isn't exactly the North Pole your parents told you about.

> Sadie, Sadie, the Rabbi Lady is the world's only

Gay Male Jewish Nun!!! After twenty years as a San Francisco Sister of Perpetual Indulgence and a nationally known activist (seen on Donahue!, CNN, MTV, The Today Show, etc.), gadfly and performance artist Sadie has semiretired to Fort Lauderdale — but steps out on special occasions to sing simply fabulous naughty tunes and tell kneejerk reactionaries where to shove it while spreading joy and good wishes to everyone else.

Set design for the Holiday Village provided, in part, by A Christmas Place, located at 800 NE 13th Street in Fort Lauderdale.



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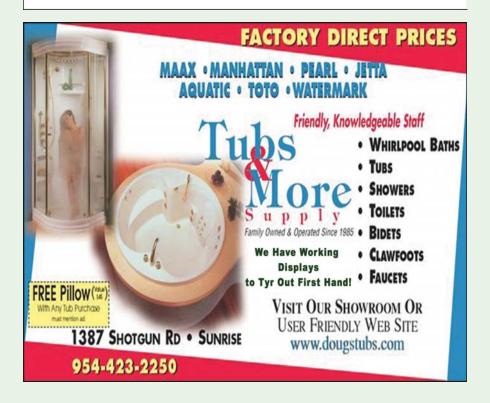
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12/02



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Since 1997, GaySouthFlorida has been a bridge between the South Florida GLBT community and companies that want to do business with it. We are a multimedia company offering Internet, e-mail, print, direct mail and face-to-face networking exposure opportunities.

The products and events we offer include:

- **GaySouthFlorida.com**, a website with approximately 100,000 visitors each month, featuring news, information and an online directory
- **GaySouthFlorida Yellow Pages**, the annual publication through which 300,000 GLBT consumers identify the companies that want their business
- **GaySouthFlorida Weekly News**, our e-newsletter distributed to over 7,000 subscribers every Thursday
- **The Power Lunch**, a monthly networking event featuring excellent food, great speakers and tremendous businessbuilding opportunities
- **Q-Values**, our direct mail coupon magazine delivered quarterly to homes in affluent GLBT neighborhoods

In 2004, GaySouthFlorida will launch many new products to better serve our community. For more information, log onto www.GaySouthFlorida.com or call (954) 563-3310.



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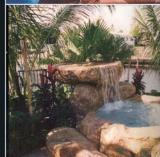
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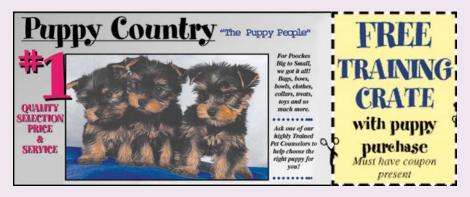
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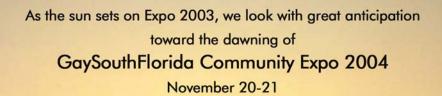




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