

“Dumlao’s book is a loving, empathetic ode to queer people and the emotional power they have to teach and guide their own families to make a better world.”

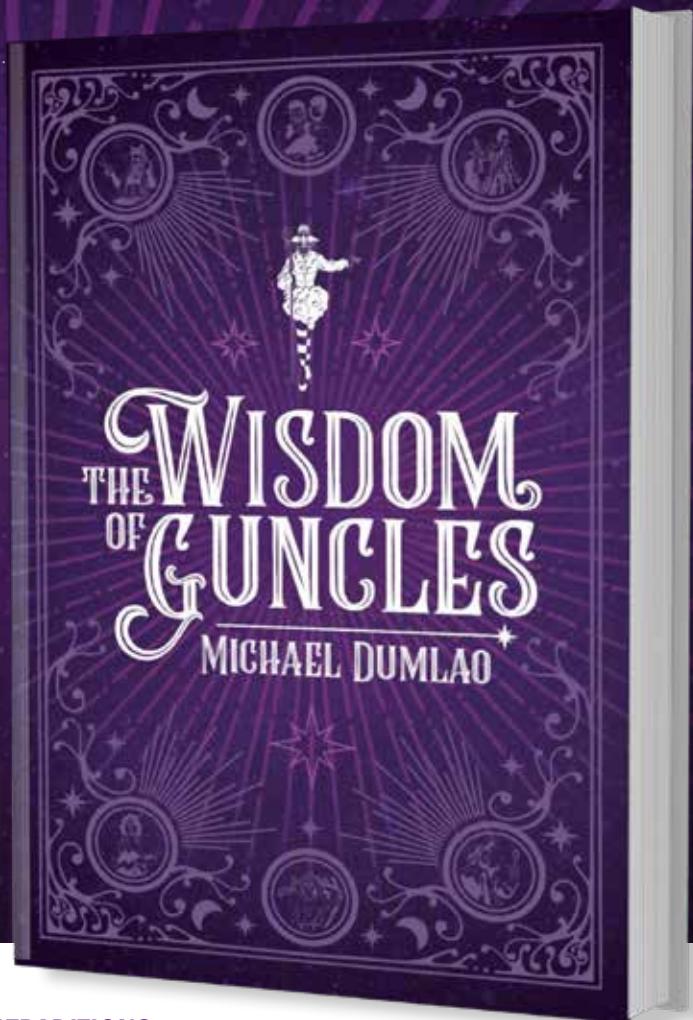
— Tom Fitzgerald and Lorenzo Marquez,  
authors of *Legendary Children*

“*The Wisdom of Guncles* gifts us ten stories of queer lives and celebrates the diverse perspectives and lived experiences they have to offer the next generation.”

— Steven Rowley, bestselling author of *The Guncle*

“Anyone who has experienced adversity will find tremendous strength in this guide to realizing that your adversity is your superpower.”

— Yancy Suissa, Founder, SineWave Ventures



## ARE YOU THE BLACK SHEEP IN YOUR FAMILY WHO CHAFES AT TRADITIONS AND SEEKS EXAMPLES OF HOW TO REDEFINE THEM?

*The Wisdom of Guncles* is about queer people and our relationship with family – however we choose to define it. Featuring a diverse pantheon of gay uncles (“guncles”) and other queer mentors, these stories offer unique perspectives about life, love, and personal empowerment.

With each chapter, I examine what various LGBTQ+ experiences teach about disrupting norms, exploring identity, and creating chosen families that affirm one’s truth. Readers will ponder questions such as:

- How do I challenge and change traditions that hide those that are different?
- If I choose to never dim my light, will I become a beacon for others lost in the dark?
- How will recovering past stories and unsung heroes help us create a better future?
- How can I leave a space more welcoming than how I found it?

*The Wisdom of Guncles* shares ten powerful journeys, each bearing knowledge honed through struggle and triumph, on living with audacious authenticity and compassion.

While these narratives are unapologetically queer, they hold universal lessons about the human condition that, like all stories about family, are grounded in love.

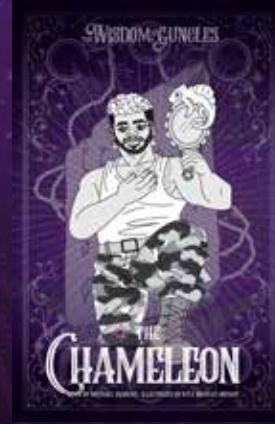


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**#1 Amazon best seller in**  
**LGBTQ+ Parenting & Families, Children's Non-Fiction**  
**Social Issues, LGBTQ+ Biographies & Memoirs**

PUBLISHED BY NEW DEGREE PRESS





## ABOUT THE AUTHOR

**Michael Dumlaو (he/they)**  
is an artist, author, and activist  
equipped with more than

twenty-one years of advancing  
diversity, equity, and social justice through award-winning brand strategy, digital marketing, and creative storytelling in corporate, federal, academic, and non-profit environments. He led the rebrand of a Fortune 500 company as its first Director of Brand, directed communications and organizational design for business resource groups, and serves as a senior advisor for leaders in defense and intelligence.

Michael was born in Manila, Philippines, raised in Sydney, Australia, schooled in Santa Barbara, California; residing in Washington DC with his Peruvian husband Daniel and their rescue dog, America. He is the proud guncle to more than fifty far-flung niblings and protégés to whom his debut book, *The Wisdom of Guncles*, is dedicated.

## EDITORIAL REVIEWS

### EDUCATORS

"A collection of wisdom that impacts youth that are on the LGBTQ+ spectrum or just feel like they are 'different.'"

*Dr. Analise Alvarez, Assistant Principal, Santa Barbara Unified School District*

"This book will help readers become comfortable with whomever they are, embrace their true identity, and will encourage them to celebrate the guncles they know."

*Judy Martin, Educator*

"What an achievement! From the illustrations to the emotionally moving stories, I highly recommend it!" - *Stephen Crisp, Educator*

### BUSINESS

"Chicken Soup for the Gay Soul, without the religious overtones."

*- Steve Munnely, Director, Salesforce*

"The Wisdom of Guncles will enrich you with deep knowing and kinship. The passionate

connection to the history behind these diverse stories shone through brightly." - *Laura Lange, Senior Global Project Manager, Genentech*

"Dumlaو's collected stories are multi-generational, relatable, and thoroughly inspiring. A book that leaves you wanting to make the world a better place for the next generation." - *Allen Devine, Senior Manager, KPMG*

"The stories are a wide selection of infinite queer realities. They create the sense of continuity and community that defines our lives as queer people and the need for a family in the absence of a traditional life."

*- Lazaros Chalkias, Manager, Avon*

### ENTERTAINMENT

"Dumlaو presents a deeply revealing conversation between cultures, countries, and generations about the universal complexity of all families." - *Ceci Ramirez Harris, author and former broadcast journalist, Univision Network*

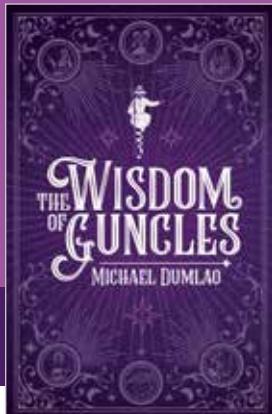


# MICHAEL DUMLAO

AUTHOR

ARTIST

ACTIVIST



## THE AUTHOR

Michael (he/his) is an artist, author, and activist equipped with more than twenty-one years of advancing diversity, equity, and social justice through award-winning brand management, digital marketing, and creative storytelling in corporate, federal, academic and non-profit environments. He recently led the rebrand of a Fortune 500 company as its first Director of Brand and currently serves as a Senior Advisor for leaders in government, defense, and intelligence in diversity, marketing, and creative strategy.

*“Never dim your light and become a beacon for those lost in the dark.”*

**The Wisdom of Guncles** is about LGBTQ+ people and our relationship with family – however we choose to define it. Featuring a diverse, multinational pantheon of guncles (gay uncles) and other queer mentors, their stories offer powerful perspectives about life, love, and personal empowerment. From challenging traditions, to redefining family, to examining what the journey of coming out teaches us about self-discovery and transformation, this book is about the evolution, affirmation and resilience of identity.

Key stories and wisdoms include:

- **The Black Sheep** who challenges traditions and disrupts toxic behaviors to make families more inclusive and equitable.
- **The Alchemist** who dismantles gender norms and creates the safe-space they never had to embolden others to come out.
- **The Chameleon** who chooses to never dim their light after a lifetime of code-switching and becomes a beacon for family.
- **The Nerd** who finds the love, affirmation and support they need from their chosen families.
- **The Elder** who honors all secretly queer relatives who were hidden away and creates a world where we can all come into the light.

INTERVIEW QUESTIONS

- Who is a Guncle and what does that word mean?
- Why is it important to celebrate the “Black Sheep”?
- What does it mean to live with authenticity and compassion?
- How do chosen families create safe space?
- What can LGBTQ+ Allies learn from these stories?

## EDITORIAL REVIEWS

*“Bold, powerful, and immensely inspiring. Through the stories in The Wisdom of Guncles I feel not just seen and accepted, but celebrated and valued.”*

*Andrew Gelwicks, Author of The Queer Advantage*

*“The Wisdom of Guncles is the cocktail party you don’t want to leave. Everyone attending is sharing hard-earned wisdom, the language is colorful and addicting, and you are devastated when it ends.”*

*Allen Gannett, Author of The Creative Curve*

*“The Wisdom of Guncles is a big warm hug of a book. Stocked with wisdom, it pays honor to its subjects through the sheer exuberance with which Michael Dumlao celebrates authenticity and heart.”*

*Marc Ambinder, Journalist, Author of The Brink and USC Annenberg Senior Fellow*

## SELECT PAST MEDIA INTERVIEWS & SPEAKING ENGAGEMENTS

### PODCASTS

- This Filipino American Life
- NPD Creator Community
- Lost Spaces
- Balut Kiki
- Talking With Experts
- The Wyatt Show
- ERG Power Talk
- and many more...

### SPEAKING ENGAGEMENTS

- OutWrite Literature Festival
- Capital Pride API Arts
- DC Library API Creators
- KPMG Pride
- AVON Pride
- RollWorks/NextRoll Pride
- Darden Pride
- and many more...



# THE WISDOM OF GUNCLES

AUDACIOUS AUTHENTICITY WORKSHOP



## THE SPEAKER

Michael Dumlaao is a seasoned speaker and creative executive equipped with more than twenty years of award-winning brand management, diversity strategy, and creative storytelling. He offers a proven record of helping large-scale organizations undergo transformations in their brand, creative direction, and marketing operations while continuously building the business of equality. A sought after speaker on audacious authenticity, brand elevation, and social equity, he is the author of "The Wisdom of Guncles."

*"Strive to leave a space more welcoming than how you find it."*

The **Audacious Authenticity Workshop** explores the critical role of the "black sheep" as entrepreneur and innovator, creating cultures of intentional inclusion, and the vital practice of making spaces more welcoming than how one finds them. Building on the themes from Dumlaao's "The Wisdom of Guncles," the workshop invites introspection into how organizations can celebrate and nurture those that dare to defy and redefine norms and traditions to make places more inclusive and innovative.

### Areas of exploration:

- Nurturing the black sheep innovator in all of us
- Personal branding, code-switching, and the cost/ benefit analysis of audacious authenticity
- What it means to 'never dim your light'
- What chosen families can teach about building community
- The importance of uncovering and recovering history
- Making, protecting, and expanding nurturing spaces
- How this all connects to corporate brand and diversity strategy

*"The most powerful aspect of your workshop was the weaving of real queer stories to tangible questions and experiences of my colleagues. We grappled with challenging queer thought in ways accessible to both LGBT+ and ally colleagues, in a widely international crowd. You introduced topics of conversation that I've never been able to have in my 5 years with the company and hopefully sparked comfort in many to open up and share more stories."*

**AVON International**

*"The balance between book focus and corporate discussion was just right with one building up the other. The stories selected served as a foundation to additional topics and having read the book I know there is so much more material available to choose. The structure presented a very natural flow, allowing for the participants to visualize the story and then connect to a work or personal experience at a good pace."*

**KPMG**

*"The workshop is as a very engaging session on queer story telling with particular ties to the workplace. I would encourage peers to have a similar talk with a broad audience of associates, or allow for an even more free and story-focused discussion with a mostly LGBT+ audience of their employee group. The book and workshop offers great direction for discussion either by archetype or core themes."*

**Booz Allen Hamilton**

• KPMG	• GMCW
• Booz Allen Hamilton	• Capital Pride
• AVON International	• AkitaBox
• NextRoll/ RollWorks	• Darden Business School

