

DEPARTMENT OF INSURANCE

300 Capitol Mall
Sacramento, CA 95814
(916) 492-3623
(916) 445-5280 (fax)
www.insurance.ca.gov



APPROVED AS AMENDED 09/22/20

**CDI INSURANCE DIVERSITY TASK FORCE (IDTF)
SUMMIT PLANNING MEETING**

**Tuesday, August 25, 2020
1:00 p.m. – 2:00 p.m. PDT**

I. Roll Call – Call to Order

Roll Call – Conducted by California Department of Insurance (CDI) staff, Amy Ives

TF Attendees: Linda Akutagawa, Imelda Alejandrino, Milton Dellossier, Jay Greene, Mark Morales, Sal Peinado, Jr., Cecil Plummer, Vikita Poindexter

CDI Staff: Uzma Rahman, Amy Ives

Public: Anthony Belcher (Wes-Tech Environmental), Venita Johnson (Wes-Tech Environmental)

II. Approval of Past Meeting Minutes

Mark Morales, IDTF Member – Asked if we can go back to old way of minutes being done where the ideas are listed by person. Thinks that is very valuable to be able to go back to the person and talk to them about it.

Amy Ives, CDI Staff – Advised that we can go back to that way, was not sure how much value was added by listing names. Will incorporate that into future meeting minutes.

Mark Morales, IDTF Member – Motion to approve meeting minutes as is.

Sal Peinado, IDTF Member – Seconded motion.

III. Summit Overview

Uzma Rahman, CDI Staff - Thanked everyone for attending today. Goal of the meeting would be to hone down the previously suggested workshop ideas and flesh out the ones that we think have the best potential.

Amy Ives, CDI Staff – Provided brief overview of the proposed VIDS agenda.

IV. Recap Past Meeting Workshop/Session Ideas

Cecil Plummer, IDTF Member – Asked how we planned to run the matchmaking sessions. Uzma explained that WHOVA is the platform and the small groups will be held via Zoom breakouts. Instead of a 1:1 meeting, the structure would be that of a virtual roundtable. Where there would be 2-3 buyers and suppliers within a breakout room. This is to ensure that if people attended the matchmaking sessions and the buyer that they hoped to meet did not attend, they would still have an opportunity to meet with other buyers.

Uzma Rahman, CDI Staff – First workshop proposed was the CA Laws on Board Diversity. This would provide a historical perspective on governing board diversity laws, where the gaps still are, and possibly discuss pending legislation (if any).

Cecil Plummer, IDTF Member – Is the goal of this workshop to bring more awareness for Diversity/Inclusion to take back to their companies?

Uzma Rahman, CDI Staff – Goal is to provide more general knowledge around this area, as well as to provide a conversation/jumping off point for board diversity. Historically, we've had more robust programming for the suppliers, but we want to engage the insurers, too.

Milton Dellossier, IDTF Member – Offered to moderate this workshop (via webchat).

Sal Peinado, Jr., IDTF Member - On the day of the Summit, how many sessions do they get to participate in?

Uzma Rahman, CDI Staff – The idea would be that they could pick one of two of the offered sessions within the breakout session time allotment on the agenda. Since all the sessions are being recorded, eventually everyone could watch every session.

Uzma Rahman, CDI Staff – Proposed workshop: Race and Diversity in the Insurance Industry. Advised that we are hoping to have the Commissioner conduct this session as the topic of the keynote on the first day of the Summit.

Sal Peinado, Jr., IDTF Member – Recommended contacting CEOs for Action as a possible panelist to join the Commissioner on the fireside chat. Believes that if we want to reach C Level executives, the discussion on race and diversity could very much be a draw.

Imelda Alejandrino, IDTF Member – Curious about the content given the current climate. Thinks there should be a focus on actionable things and not only lip service.

Uzma Rahman, IDTF Member - Workshop idea: Financial Benefits of a Diverse Board.

Mark Morales, IDTF Member – Can the two be combined? This could keep people interested the whole hour. In order to keep the momentum of the results, it would be a good idea to have the Commissioner speak right before the workshops.

Uzma Rahman, CDI Staff – It is my understanding that the Commissioner is scheduled for 10 a.m. on the 12th and historically, he has been the first main speaker of the event. Likely we will not be able to switch that. However, it's not a bad idea to engage the executives on a conversation that speaks to the bottom-line.

Uzma Rahman, CDI Staff – Proposed workshop topic: Pivoting Post Pandemic

Cecil Plummer, IDTF Member – What is the goal of this workshop? Thinks there is more opportunity to small business owners to understand things like: how to operate in a virtual world or how to quickly change your business model.

Mark Morales, IDTF Member – Thinks that we should change title to something like “Capital, Customers, and Capacity.” Could possibly have someone from Small Business Administration (SBA) to discuss: What resources are available now; connecting with customers virtually; how do you access product if it's not currently available (because of shipping from overseas)?

Uzma Rahman, CDI Staff – Asked if anyone has any ideas on who should moderate or specific speakers in mind.

Cecil Plummer, IDTF Member – Advised that he will be thinking of some people and let us know.

Uzma Rahman, CDI Staff – Workshop idea: Benefits of Certifying Your Business. Could have the diverse certification organizations attend and explain the benefits.

Mark Morales, IDTF Member – If we engage the leadership, we can engage the membership of these organizations.

Cecil Plummer, IDTF Member – Is this topic relevant and interesting? Want to make sure that we are still making it valuable and informative.

Imelda Alejandrino, IDTF Member – Based on her experiences and clients, what's she's hearing is more along the lines of "Are you corporate ready?" This could be a session on after you become certified as a diverse business, what else you need to prepare and sell yourself to prospective contracts. Specifically, how to use the numerous resources that are available from certification agencies.

Cecil Plummer, IDTF Member – Agreed that many newly certified or those that have been certified for a long time never realize how many resources, workshops, trainings are available when you work with a certification agency.

Mark Morales, IDTF Member – What about something like "Maximizing Your Diverse Business Certification?"

Sal Peinado, Jr., IDTF Member – Thinks that there are a couple of things that are valuable if you as a buyer are using someone that is certified. 1) You know that they have been vetted and had to meet criteria in order to become certified; 2) You know that they have a number of resources available to them as to how to prepare for meeting with buyers and how to put your best foot forward. As a buyer, it means so much more when someone spends the time to get to know the company and what they are looking for rather than receiving a generic capability statement. Very few suppliers know how to do their homework before meeting with a potential buyer.

Cecil Plummer, IDTF Member – Thinks that these are two very important topics: leveraging certification and how to be corporate ready.

Mark Morales, IDTF Member - This is so much content to cover in just one hour.

Venita Johnson, Public – Thinks there is benefit in both of these programs being offered. Possibly include someone who is already corporate ready and established in the space. In the past, she held a workshop of business owners who were successful in the contracting with companies and the attendees said that it was very valuable. The session at the Summit could also be good to talk about the benefits of a diverse supply chain. Since the survey results will be released in early November, she would also like a workshop on Cal-CRIS Rating System.

Uzma Rahman, CDI Staff – Potential workshop topic - Commissioner Lara with executives to discuss importance and value of a robust supplier diversity program and value of diverse boards. Again, the purpose is to advance both prongs of our diversity initiative—governing board and supplier diversity.

Sal Peinado, Jr., IDTF Member - Thinks this topic is a good idea as long as we keep it high level and tied to the attendees: the Diversity and Inclusion staff from companies, the Supplier Diversity teams and the diverse Board of Directors or executives.

Uzma Rahman, CDI Staff – Proposed workshop: Suppliers sharing best practices of what has worked well for them.

Cecil Plummer, IDTF Member – We would just need to be mindful of how we curate the panel. Can we find suppliers that have successfully identified changes in the market and adapted to the current climate? Perhaps we can merge the Payroll Protection Program and the suppliers sharing best practices into one session.

Mark Morales, IDTF Member – In the past, there have been trainings/webinars ahead of the Summit where the goal would be to teach attendees how to create the best capability statement and elevator pitch, so they would be ready at the Summit to put that into action. Additionally, for Summit registrants that previously uploaded capability statements, there were many that changed or reuploaded after they had the training. He is not sure if they were recorded and made accessible to attendees if they didn't attend his session.

Chandara Phanachone, CDI Staff – In the past, the Summit audience was much smaller. Now that we are hoping to have many more attendees, might be better to hold the session once and then record. Then we can make it available for playback ahead of the Summit.

Sal Peinado, Jr., IDTF Member – As someone who meets with many buyers, always thinks that a generic capability statement is a disappointment. Appreciates it much more when it's personalized.

Anthony Belcher, Public – In the past, he recommended uploading a 1-minute capabilities statement/pitch video during the registration process for the buyers to see.

Uzma Rahman, CDI Staff – We appreciate that idea, but we may be limited by the capabilities of the WHOVA platform, but will look into how we can engage attendees during the registration process.

Venita Johnson, Public – Where would the Cal-CRIS Rating System fit in the Summit?

Chandara Phanachone, CDI Staff – We will review all of the topics and continue to work towards finalizing a plan.

Cecil Plummer, IDTF Member – **(AMENDED 09/22/20)** *Does not believe that he is in a position to support the Cal-CRIS as the best way to promote the designation at this time. It would be misleading to represent to Summit attendees that the Task Force and Commissioner Lara approve of the Cal-CRIS as it stands because it's not a fully formulated concept. This idea needs more thought.*

Venita Johnson, Public – Agreed that she would like it to be in the general session as well.

Uzma Rahman, CDI Staff – Thanked everyone for their insights. The CDI Staff will take their recommendations and flesh them out. Please send any more potential speakers/topic ideas, should they come to you post-meeting. Advised that we had hit our time limit, thanked everyone for attending and their participation.

V. Meeting Adjournment

Mark Morales, IDTF Member – Motioned to adjourn.

Cecil Plummer, IDTF Member – Seconded motion.

