



# INSURANCE DIVERSITY INITIATIVE NEWSLETTER

Email us at  
[Diversity@insurance.ca.gov](mailto:Diversity@insurance.ca.gov)  
about any events or updates you'd  
like to share with the Initiative and  
our stakeholders!

Deadline for submissions is the  
25th of every month.

## AUGUST 2017

- Message from the Task Force Vice Chair
- 2017 NGLCC International Business & Leadership Conference - Photos
- Diversity Events Calendar
- 6th Annual Insurance Diversity Summit Sponsors
- Ready! Fire! Aim?
- Save the Date - 6th Annual Insurance Diversity Summit
- Do You Have a Success Story?

## Message from the Task Force Vice Chair



Vice Chair Danielle Beavers

It is my honor to serve on the Insurance Diversity Task Force. Our work here is a major opportunity to ensure this powerful industry is reflective of, attuned to, and beneficial for California's diverse communities.

As the newly elected Vice-Chair of the

## Ready! Fire! Aim?



Even though they plan on success, many small businesses today still experience the "Ready! Fire! Aim?" reality within their everyday operations. This month, we want to offer you TIPS to make existing books of business more fruitful and for these same TIPS to develop your future books of business.

**Coaching** - Have you opened up your mind and your calendar to receive affordable or no-cost assistance? Don't be so overconfident to not hear or rehear ideas from experts in the industry. Organizations like the Small Business Development Center (SBDC), Service Corp of Retired Executives (SCORE), and the U.S. Small Business Administration (SBA), are just a handful that provide helpful information, tools, courses,

Insurance Diversity Task Force, I look forward to working with Commissioner Dave Jones, supporting our incredibly passionate and visionary Chair, Michael Keeley, and the dedicated department staff to advance diversity and move the mission of the Task Force forward.

–Danielle Beavers

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Interested in serving on a board or committee?

Visit our [Boards and Committees](#) web page for information on how to do so!

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## 2017 NGLCC International Business & Leadership Conference August 1-4, 2017



At this year's conference, NGLCC celebrates 15 years of LGBT business success.



Justin Nelson, NGLCC Co-Founder & President on stage, this year's theme "Thrive LGBT"



Amorette Yang, Chief, Community Programs & Policy Initiatives with Justin Nelson & attendees

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and experienced counselors. Take a moment to explore the benefits you and your small business may get in your local region.

**Verbal Presentation** - Do you have an Elevator Pitch ready? 3 - 2 - 1... Pitch me. Try this out: In 60-seconds, explain to a friend not in your business on your company's service/product offering and the value proposition to the targeted (listener) buyer. If it takes longer than 60-seconds, you may have lost the chance to pique the interest of the intended buyer and miss out on the opportunity for a sit-down meeting. Many examples can be found on the internet.

**Physical Presentation** - Have you ever heard of the importance to getting one's work experience, regardless the amount of work history, onto a single-page resume? This is also true with a business providing services/products. The Capabilities Statement for your business should: be concise, describe you, show your qualifications and industry codes, list your services/products, and tell your value proposition to the targeted (reader) buyer. Give them a compelling reason not to throw away or set aside yours to just review your competitor's capabilities statement. *Diverse suppliers registered for business matchmaking at the 6th Annual Insurance Diversity Summit will learn more about this via instructional and informative webinars.*

**Networking** - Meet with potential buyers of your services/products. If you're unsure how to fit all the time, travel, and effort for individual meetings in different cities into your hectic schedule, copy the actions of successful entrepreneurs. Attend events like business expositions, industry tradeshow, conferences, and summits. Sign-up for the networking and business matchmaking sessions offered. This is your chance to participate in a speed-dating of sorts for suppliers and buyers. Yes, you may have invested on the time, travel, lodging and event. However, if you're truly prepared with being coachable, rehearsing your elevator pitch, and offering a can't be overlooked capabilities statement, you're exponentially increasing the opportunity for your business to generate the new revenues.

Instead of hoping to stumble upon your next opportunity, take the time weekly to get ready and invest in yourself and your business, set your aim on your target, and then fire away with your pitch/capabilities statement. "Ready! Aim! Fire!"

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## Diversity Events Calendar

### August - September

- [Hispanics in Energy - California Mexico Clean Energy Summit](#)  
September 5-6, 2017  
Sacramento, CA 95814
- [National Association of Minority and Women Owned Law Firms \(NAMWOLF\) - 2017 Annual Meeting & Law Firm Expo](#)  
September 17-20, 2017  
New York, NY 10036

To submit a request for your Supplier Diversity or Governing Board Diversity-related event added to our calendar or to see upcoming events, please visit our [events calendar](#).

## Save The Date 6th Annual Insurance Diversity Summit



Save The Date  
Tuesday, November 28, 2017

The University Union  
California State University, Sacramento  
6000 J Street, Sacramento, CA 95819

[Registration Opens in October](#)

## Do You Have an Insurance Supplier Diversity Success? We Want to Hear from You!



Take a quick moment to fill out our survey <https://www.surveymonkey.com/r/388MZ69> or contact us directly at [diversity@insurance.ca.gov](mailto:diversity@insurance.ca.gov).

## 6th Annual Insurance Diversity Summit Sponsors



The Insurance Diversity Initiative is seeking sponsors for the 6th Annual Insurance Diversity Summit. Total sponsorship amount is capped at \$7,000 which will cover all food and beverage expenses.

We are excited to announce the returning sponsorship of Air-Tech Environmental, Inc.; and, the new sponsorship of En Pointe IT Solutions, Macias Consulting Group, Mischler Financial Group,

and Trinus!

If you are interested in adding your logo to our Summit by sponsoring this year's event, [please submit a completed form](#) and/or inquiries via email to [diversity@insurance.ca.gov](mailto:diversity@insurance.ca.gov).

**Submission deadline for sponsorship forms & logos (high-res) is September 15, 2017.**

### **SPONSOR BENEFITS**

- Recognition at the Summit
- Brief moment to speak at the Annual Summit
- Sponsor table in the plenary ballroom
- Photo with Insurance Commissioner Dave Jones
- VIP Coffee reception with Insurance Commissioner Dave Jones
- Logo recognition on the Summit registration website
- Logo recognition in the Insurance Diversity Newsletter
- Logo recognition on the Insurance Diversity Initiative website
- Logo recognition on the sponsor board displayed prominently at the Summit

NOTE: Sponsorship may not be accepted from insurers, individuals and/or organizations that have a formal relationship with the California Department of Insurance. Including: if you are licensed to do business by the Department; currently serve as an appointee to a board/committee, etc.

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**INSURANCE DIVERSITY INITIATIVE**  
Office of Insurance Commissioner Dave Jones  
California Department of Insurance  
(916) 492-3623  
[www.insurance.ca.gov/Diversity](http://www.insurance.ca.gov/Diversity)

STAY CONNECTED

