



# 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 15th of every month.

## January 2018

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# Retrospective 2017

Thank you to all our stakeholders for another year! Diversity staff cannot believe another twelve months has passed, it has been quite the year! The past year has brought many new and exciting adventures to the Initiative.

While the Initiative said goodbye and sent off Chris Shultz (former Deputy Commissioner) and Melanie Ramil (former Chief) with well wishes in their new ventures, we also **welcomed** a new Deputy Commissioner of Community Programs and Policy Initiatives - Amorette Yang. Throughout her first year, Amorette has led the Initiative with steadfast expertise and skill.

In March, the Insurance Diversity Task Force convened the 1st Quarterly Meeting of the year in the State Capitol. As a part of this change of venue was to share with the Electeds and their staff as to what the Task Force does. And, this was an introduction of 2017 Legislation - including Senate

Bill 488 (Bradford) – which would have extended the insurance supplier diversity survey to 2025, expanded the diverse supplier categories to include LGBT & veteran-owned businesses, and codify the governing board diversity survey.



## Retrospective Issue

### September 2017: 10,000 Small Businesses



Build your next success with practical business education access to capital and a supportive network of advisors & peers. Goldman Sachs **10,000 Small Businesses** is a program for small business owners that links learning to

action. Through the program, you will receive the tools and support to develop customized growth plan that will take your business to the next level. You will also gain practical skills in topics such as negotiation, marketing, and employee management that you can immediately put into action.

Their program, designed by Babson College, the nation's top-ranked entrepreneurship school, is available **at no cost to selected applicants**. Through the program you'll be given access to the tools and resources you need to develop a strategic and customized growth plan for your business.

### TAKE YOUR BUSINESS TO THE NEXT LEVEL

**Education for Business Growth:** By partnering locally with colleges, they are able to help drive economic growth within



Also in March, the Insurance Diversity Task Force thanked emeritus Chair Melanie Shelby and Vice Chair Linda Akutagawa for their year of service as the presiding officers of the Task Force; while the Task Force members voted in Michael Keeley as Chair and Danielle Beavers as Vice Chair for the 2017 meeting year. Through their leadership, the dedication of the Task Force members, and execution by the Initiative staff, the 6th Annual Insurance Diversity Summit was a great success as the most attended (to date) and with the successful addition of a Resource Expo.

We look forward to continuing our efforts focused on progression and sustainable steps in both supplier diversity and governing board diversity!

## April 2017: New Online Tool Bridges Gap for Insurance Consumers



Insurance Commissioner Dave Jones announced Tuesday, April 4th, the launch of a new online [agent language locator service](#) created to make it easier for consumers to find insurance agents and brokers in their area who speak their chosen language. The service is also available for consumers searching for public adjusters and bail agents.

"Insurance agents are a trusted source in helping consumers determine how best to protect themselves and their assets," said Insurance Commissioner Dave Jones. "Having an agent who can communicate in your language results in a better understanding of the policies and helps ensure you get the appropriate coverage for your needs."

small business communities while also providing a curriculum that focuses on immediately applicable skills. Through the program you will learn how to:

- Identify and evaluate business opportunities
- Understand and manage the competitive business environment
- Analyze financial capital
- Become a more effective leader
- Become a more skilled negotiator

**Capital to Expand:** Goldman Sachs **10,000 Small Businesses** will work with local, regional, and national Community Development Financial Institutions (CDFIs) and other mission-driven small business lenders to expand access to capital for local businesses. Through these partnerships, loans will be available to qualifying small businesses that lack access to affordable capital or may not qualify for traditional sources of credit.

**A Network of Support:** Through the program you will get opportunities to learn from other like-minded business owners, receive expert advice from business professionals and get one-on-one business advising.

### IS YOUR BUSINESS READY FOR WHAT'S NEXT?

The program is designed for small business owners who have a business poised for growth. They look for applicants who are passionate about growing their business and creating jobs in their communities, and generally meet these criteria:

- Owner or co-owner of a business
- Business in operation for at least two years
- Business revenues of at least \$150,000 in the most recent fiscal year
- Minimum of four employees, including the owner

### HOW THE PROGRAM WORKS

To get the most out of the program at Long Beach City College or Los Angeles City College you will be asked to invest your time to engage in the following:

- Attend a program orientation
- Complete 11 convenient learning sessions
- Participate in out-of-class activities, including completing assignments, attending networking events and business support clinics
- Develop a tailored plan for growth prior to graduation

Find out how to apply at <https://10ksbapply.com/>.

## November 2017: Disabled Veteran Business Alliance Embraces All Veteran Businesses



**Disabled Veteran  
Business Alliance**

By Marty Keller, Executive Director

Last year the Disabled Veteran Business Alliance expanded its 22-year mission by now including support of business success for all veteran businesses, while still keeping its historic core dedication to disabled veteran-owned businesses.

As our society begins the long transition from the Baby



The easy-to-use tool gives consumers access to information from over 11,000 agents and brokers in California allowing them to search for a nearby agent or broker who speaks the same language they do.

Consumers enter their preferred language and city or ZIP code into the tool and the agents and brokers listed following a consumer's search will be located near the consumer's selected city or ZIP code. The list provides consumers with the licensee's business telephone numbers, links to CDI's Check License Status webpage, and a Google map for each of the licensee's business locations. The service is also accessible from both mobile devices and desktop computers.

"The CDI Agent Language Locator website provides an invaluable service to our communities in locating agents that can speak in their primary language," said Public Policy Director, Julian Canete from the Sacramento Asian Pacific Chamber of Commerce. "All Californians should be able to feel confident in making their purchase of insurance products."

Currently there are producers available for 36 languages, including American Sign Language (ASL), Arabic, Armenian, Bengali, Bosnian, Cambodian, Cantonese, Croatian, Dutch, Farsi, Finnish, French, German, Greek, Hebrew, Hindi, Hmong, Italian, Japanese, Korean, Malay-Indonesian, Mandarin, Mongolian, Polish, Portuguese, Punjabi, Romanian, Russian, Serbian, Spanish, Tagalog, Thai, Turkish, Ukrainian, Urdu and Vietnamese.

The agent language locator service is an independent and unbiased source for locating agents. The department urges consumers to also [check the license status](#) of all agents or brokers, before contacting them to ensure there are no formal disciplinary actions against the agent. If a consumer has any questions or concerns they may contact the department's Consumer Hotline at 800-927-4357.

## August 2017: 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, and experienced counselors. Take a moment to explore the benefits you and your small

Boomers to succeeding generations, veterans from the Vietnam era, who helped initiate California's successful DVBE program in 1989, are also beginning to make decisions about their own futures. Over the next ten years or so, many will retire from and sell off their businesses, ending a generation of significant economic contribution that these veterans have produced for themselves, their families, and their communities.

In the meantime, their children and grand children went to war in the Persian Gulf, Iraq, Afghanistan, and other less well-known theatres in the war against terrorism and its supporters. By the millions they have begun repatriation and the return to civilian careers, including those that are choosing self-employment as their path.

Unlike in the aftermath of the Vietnam War, America has openly embraced its warriors returning from these more recent conflicts. Many governments and corporations have smoothed the way to provide job opportunities for these veterans. Similarly, there is now a move underway to also provide contracting and procurement opportunities in the business-to-business arena.

Thus this generational transition includes a significant opening up of business prospects for the younger veteran entrepreneur.

They will be the beneficiaries of decades of hard work by not only supporters of disabled veteran businesses, but by all those who developed supplier diversity initiatives to help all disadvantaged businesses get a leg up in the extremely competitive government and corporate contracting worlds.

State and federal programs aimed at bringing disabled veteran businesses into their supply chains have matured to the point where, in spite of on-going challenges, they are much more often meeting their goals than not. This required many years of dedicated effort to deal with both the procurement cultures in these various organizations as well as with the disabled veteran businesses—helping them prepare for, connect with, and deliver on contracting success.

At least by the California numbers, the core DVBE program has been a great success: it has met and exceeded its mandatory 3% participation goal every fiscal year since 2009/10.

The looming generational shift, however, requires us to think creatively about how these programs effectively serve our veteran business owners and justify the public commitment to them.

California Senate Bill 488, although unsuccessful in getting through the Legislature this year, makes this point by asking the insurance companies to begin counting and reporting both their veteran and disabled veteran spend. The Billion Dollar Roundtable, comprising 29 American corporations whose annual supplier diversity spend exceeds \$1 billion, recently voted to recognize the certification offered by the National Veteran Business Development Council (NVBDC), the first non-profit sector reliable veteran business certification. The DVBA has entered into a partnership with the NVBDC to encourage its members to consider NVBDC certification, and to work with those major corporations' supplier diversity programs to help promote veteran participation.

We celebrate all the business success that our state's DVBE program has helped create; the men and women who served our nation in Vietnam have set a high

counselors. Take a moment to explore the opportunities 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 tradeshows, 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!"

## November 2017: SAC BEE Opinion Editorial California Companies Have a Gold Mine in China



Insurance Diversity Task Force Member Pat Fong Kushida, President & CEO of the California Asian-Pacific Chamber of Commerce co-authored an opinion editorial with Board Chairman for the Chamber, Eugene Eng. This op-ed brings to light the opportunities the Chamber is opening to California minority-owned and small businesses to grow their overseas networks.

The op-ed was featured in the Sacramento Bee on Wednesday, October 18, 2017 and can be viewed online here:

<http://www.sacbee.com/opinion/oped/soapbox/article179389361.html>

*"A rising Asian middle class is driving consumer trends and economic activity. California is well positioned socially, geographically and historically to benefit from the economic power shifting to the Asia-Pacific, whose share of global GDP is expected to rise to almost 70 percent by 2050."*

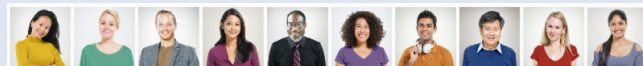
standard for succeeding generations of business owners to match and exceed. And in the great tradition of veterans-helping-veterans, the DVBA stands ready to help the next generation be even more successful in business in our ever-changing economy.

More information about the Disabled Veteran Business Alliance can be found at [www.dvba.org](http://www.dvba.org).



Marty Keller  
Executive Director

## December 2017: Insurance Industry Increases Spending with California Diverse Suppliers by Nearly \$670 Million



Sacramento, CA - At the 6th Annual Insurance Diversity Summit, Insurance Commissioner Dave Jones announced California diverse businesses supplied \$1.6 billion in goods and services to insurance companies last year—a \$670 million increase since 2012.





Pat Fong Kushida  
President & CEO



Eugene Eng  
Board Chairman

Jones also announced the 2017 Multistate Insurance Diversity Survey, launched last years as the first ever national survey of the insurance industry around supplier and governing board diversity with insurance commissioners from four states—California, District of Columbia, Oregon, and Washington, found insurers spent \$7.8 billion with diverse suppliers nationwide in 2016.

Commissioner Jones hosted the summit convening more than 300 insurance company executives, business organizations, chamber representatives, diversity advocates, and leaders from minority, women, LGBT, veteran owned and disabled veteran owned businesses at California State University, Sacramento. By providing a platform for diverse suppliers and insurers to meet, and encouraging insurers to embrace supplier diversity programs and corporate board diversity, Commissioner Jones is leading the nation in establishing supplier diversity in the insurance market while moving towards a board that reflects its diverse consumer base.

"The California Insurance Diversity Initiative started a conversation among insurers, diverse suppliers, governing board members, advocates, and stakeholders that has translated into action," said Insurance Commissioner Dave Jones. "I am pleased with the progress in California and throughout the nation and I commend those insurers who continue to be leaders by proactively implementing strategies to diversify their boards and expand their outreach to our nation's talented diverse businesses."

The hosted its first ever resource expo with 28 organizations showcasing useful tools and mentorship programs to diverse suppliers, insurers, and stakeholders to help increase supplier and governing board diversity. The department also conducted the annual matchmaking session where nearly 70 diverse suppliers were paired with over a dozen insurance companies for about 150 matches. The sessions, coordinated in partnership with BrandGOV, a women and minority-owned business that facilitates matchmaking, offered California's diverse suppliers the opportunity to present their company's goods and services to insurers, in hopes of competing for upcoming contract bids.

2017 Diversity Awards - CSAA Insurance Group received the Insurance Commissioner's Award for Excellence in Diversity for is exceptional diversity on both their governing board and supplier diversity efforts. Kaiser Permanente was presented the Supplier Diversity Champion Award for its commitment to supplier diversity, its successful approaches to diverse supplier development, and for increased opportunities for diverse suppliers. Prudential Financial received the Governing Board Diversity Champion Award for its example of successful board diversity and for its successful and innovative approaches to diversifying its governing board. The Western Regional Minority Supplier Development Council (WRMSDC) received the Insurance Diversity Trailblazer Award for being a champion of diversity and an advocate for diverse businesses for 40 years. CalPERS and CalSTRS, both speakers at the Governing Board Diversity workshop, were also nominees for the Trailblazer Award.

"CSAA Insurance Group, Kaiser Permanente, Prudential Financial, and the Western Regional Minority Supplier Development Council are leaders in the field of diversity within the insurance industry, and I commend them for furthering the goals of the initiative and partnering with us to ensure success," Jones added.

The summit was sponsored by the National Gay & Lesbian Chamber of Commerce (NGLCC), JT2 Integrated Resources, Air-Tech Environmental, Inc., Macias Consulting Group, Inc.,



## 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).



Diversity Events  
Calendar

### January

- [Western Regional Minority Supplier Development Council \(WRMSDC\) - MBE Pre-Certification Workshop](#)  
January 9, 2018  
Workshop Webinar
- [Southern California Minority Supplier Development Council \(SCMSDC\) - Pre-Certification Workshop](#)  
January 9, 2018

Los Angeles, CA 90017

- [National Association of Women Business Owners - California \(NAWBO-CA\) - Advocacy Webinar - Featuring Keith Meyer](#)  
January 16, 2018  
Workshop Webinar
- [Women's Business Enterprise Council - West \(WBEC-West\) - Learning the Ins & Outs of Certification](#)  
January 24, 2018  
Workshop Webinar
- [Pacific Southwest Minority Supplier Development Council \(PSMSDC\) - Pre-Certification Workshop](#)  
January 25, 2018  
San Diego, CA 92106

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](#).

En Pointe IT Solutions, LLC, Mischler Financial Group, Trinus Corporation, Blaylock Van, LCC, WesTech Environmental, LLC, Paragon Subrogation Services, Inc., Equilar, and Jay Greene Law Firm.

**SAVE  
THE  
DATE**

### Save the Date

#### 7th Annual Insurance Diversity Summit

Monday, October 1, 2018  
California Endowment  
1000 N. Alameda Street  
Los Angeles, CA 90012



**INSURANCE DIVERSITY INITIATIVE**  
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