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Deadline for submissions is the 15th of every month.

Retrospective Issue

September 2017:
10,000 Small Businesses

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.

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 the region while providing valuable educational courses.
searching for Commissioner Insurance

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."

November 2017:
Disabled Veteran Business Alliance Embraces All Veteran Businesses

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 Boomer generation to the next generation of leadership, it is our responsibility to ensure that all veteran businesses have access to information and resources. As a trusted provider of information and resources, the Disabled Veteran Business Alliance is uniquely positioned to help all veteran businesses navigate the economic landscape.

Find out how to apply at https://10ksbapply.com/.
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 re hear 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 benefit you and your small business could receive.

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
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!"

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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."

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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.
January

- Western Regional Minority Supplier Development Council (WRMSDC) - MBE Pre-Certification Workshop
  January 9, 2018

- Southern California Minority Supplier Development Council (SCMSDC) - Pre-Certification Workshop
  January 9, 2018

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.

Pat Fong Kushida
President & CEO

Eugene Eng
Board Chairman

Jones also announced the 2017 Multistate Insurance Diversity Survey, launched last year 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 stared 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 its 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 CalISTRS, 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.,
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.