

Diversity Digest Est. 2011

Insurance Diversity Initiative

Diversity & Inclusion Advance Forward Together

Visit our Website



Email us at 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.



**March - In Celebration of
Women's History Month**

What's New

WELCOME TO THE DIVERSITY DIGEST Our New Look & Format



Welcome to the California Department of Insurance's Diversity Digest - Insurance Diversity Initiative. This monthly publication is committed to offering our subscribers and readership relevant supplier diversity and governing board diversity content. Whether it is via original content & articles, guest contributions, or posted events, our goal is to advance forward together with insurance companies, diverse business enterprises, and the advocates of diversity in commerce.

The Insurance Diversity Initiative was established by Insurance Commissioner Dave Jones in 2011 to address diversity issues within California's \$289 billion insurance industry. Specifically, these efforts are meant to increase procurement from California's diverse suppliers, as well as to increase diversity amongst insurer governing boards. To accomplish these goals, the Department conducts outreach, creates partnerships, hosts events, and most importantly, administers surveys to collect and publicly disseminate information about the state of diversity in the insurance industry.

WELCOME CHANDARA K. PHANACHONE Director, Insurance Diversity Initiative

As leadership roles have recently changed at the Department of Insurance, we are pleased to welcome a new Director of the Insurance Diversity Initiative! Please welcome Chandara K. Phanachone who joins the Department from CalPERS and previously the Department of Consumer



Affairs. She is also a partner of a woman- and minority-owned business, and brings with her a passion for diversity, and social & economic justice. Chandara possesses an MBA from UC Davis and BA in Political Science from UC Berkeley.



The California Department of Insurance (CDI) is seeking a California (CA) certified Small Business (SB), Micro Business (MB), Nonprofit Veteran Service Agency (NVSA), or Disabled Veteran Business Enterprise (DVBE) matchmaking vendor (Contractor) to provide matchmaking services for the following event held by the Insurance Diversity Initiative (IDI) as described herein:

7th Annual Insurance Diversity Summit

The goal of the Diversity Summit is to provide a space where insurance procurement representatives and diverse businesses (minority, women, disabled veteran, veteran and LGBT-owned businesses) can network and discuss potential business partnerships.

The purpose of the Summit's matchmaking session(s) will be to connect insurers and diverse businesses via short, one-on-one meetings. These meetings will be strategically setup based on the procurement needs of insurance companies and the types of goods and services each diverse business can provide. The Insurance Diversity Summit will take place October 1, 2018, at The California Endowment in Los Angeles, California.

Additional details are provided in the linked: [RFO 17034 - Matchmaking Services](#). Written/Email questions submittal deadline is: Friday, March 16, 2018. The due date for response to this RFO is: Monday, March 26, 2018. Responses to this RFO and any required documents may be submitted by electronic mail or regular mail, clearly labeled to the department contact. If you have questions please send them via email to Mark Valim at Mark.Valim@insurance.ca.gov.

NOTE: If you are not a DGS/OSDS certified Small Business, Microbusiness, Nonprofit Veteran Service Agency, and/or Disabled Veteran Business Enterprise, but think you could be eligible as one, please review the DGS certification process; expedited processes are available through our Agency.



WASHINGTON, Jan. 31, 2018 /PRNewswire-USNewswire/ – The Women's Business Enterprise National Council (WBENC) is proud to recognize 66 corporations with the prestigious America's Top Corporations for Women's Business Enterprises (WBEs) award.

WBENC's Top Corporations award honors corporations who have implemented world-class policies and programs to enable growth and innovation, while creating a level playing field for women-owned businesses. WBENC applauds the 2017 honorees for successfully driving the sustainable inclusion of women-owned businesses within their supply chains, providing equal access to business opportunities, and continuing to positively impact our nation and communities by fueling economic growth and job creation.

To underscore that achievement, the 2017 Top Corporations collectively spent more than \$39.3 billion on WBENC-Certified WBE suppliers in 2016, an increase of \$3.6 billion from the prior year. Helping to drive those results is a dedication and commitment to diverse suppliers — all 66 Top Corporations have a formal, written policy to support its supplier diversity program, and 95 percent have an annual diversity spend goal.

The 2017 America's Top Corporations for Women's Business Enterprises are (in alphabetical order):

- Accenture, LLP
- Adient
- Allstate Insurance Company
- Apple
- AT&T
- Avis Budget Group, Inc.
- Bank of America
- BMO Harris Bank
- BP America, Inc.
- Bristol-Myers Squibb Company
- Capital One
- Chevron
- The Coca-Cola Company
- CVS Health
- Dell Technologies
- Delta Air Lines, Inc.
- DTE Energy Company
- DuPont
- Entergy Services
- Ericsson
- Exxon Mobil Corporation
- EY
- FedEx
- Fiat Chrysler Automobiles
- Fifth Third Bancorp
- Ford Motor Company
- General Motors
- IBM
- Intel Corporation
- Johnson & Johnson
- JPMorgan Chase & Co.
- Kaiser Permanente
- Kellogg Company
- Kelly Services, Inc.
- KPMG LLP
- The Kroger Co.
- Macy's, Inc.
- Manpower Group
- Marriott International, Inc.
- Medtronic
- Merck & Co., Inc.
- MetLife
- MGM Resorts International
- Microsoft Corporation
- Monsanto Company
- Nationwide
- New York Life
- Nissan North America, Inc.
- Pacific Gas and Electric Company
- PepsiCo, Inc.
- Pfizer Inc.
- Procter & Gamble
- Raytheon
- ROBERT HALF
- Shell Oil Company
- Sodexo
- Target Corporation
- TIAA
- TOYOTA
- United Airlines
- UPS
- Verizon
- Vistra Energy
- Walmart Stores, Inc.
- The Walt Disney Company
- Wells Fargo & Co.

The Top Corporations will be honored during the 2018 WBENC Summit & Salute, a gathering of more than 1,500 entrepreneurs and business leaders taking place March 20 – 22, 2018 in Dallas, Texas. The event will showcase senior executives discussing their industries, anticipated changes and innovations in their supply chain, and the impact these will have on the WBEs who do business with them.

To learn more about the WBENC Summit & Salute and America's Top Corporations for WBEs, visit <http://summit.wbenc.org>.

###

About WBENC

WBENC is the largest third-party certifier of businesses owned, controlled, and operated by women in the United States. WBENC partners with 14 Regional Partner Organizations (RPOs) to provide its world-class standard of certification to women-owned businesses throughout the country. WBENC is also the nation's leading advocate of women-owned businesses and entrepreneurs. Throughout the year, WBENC provides business development opportunities for member corporations, government agencies and more than 14,000 certified women-owned businesses at events and other forums. Learn more at www.wbenc.org

SOURCE Women's Business Enterprise National Council

Related Links

<http://www.wbenc.org>

One of the last things most small business owners think of within their day-to-day activities is the emergency preparedness and planning for their business. Regardless of where a small business is located or what type of product/service it offers, contingency planning and readiness is crucial. Whether it is a natural disaster caused by earthquakes, wildfires, flooding, storms, power outages



& communication disruptions or human factors such as illnesses & fatalities, espionage & embezzlement, cyber-hackers/financial data theft, etc., knowing and understanding all of your exposures are imperative for the overall health and longevity of your small business. The better prepared you are, the higher confidence procurement buyers are when awarding contracts worth hundreds of thousands or even millions of dollars.

- In the event of any emergency, do you have a plan in place for you and your team to continually operate and deliver on your existing contracts, deliverables, and agreements successfully?
- If the failures are service related, what are your documented workarounds? Do you have alternatives on standby or redundancies in place for your physical work location, webhosting/emails, merchant/financial transactions, communications/data lines/document or file backups, or power/utility services?
- If the interruptions are due to Mother Nature, what actions are you expecting for you and your team to take and are everyone aware of their roles and responsibilities? Have you taken adequate steps to protect your business?
- Do you have access to do your work remotely 25%, 50%, or even 100%? And, for how long can you sustain this or can it even be done elsewhere?
- In all instances, are your assets, equipment, collateral/product, personnel, and financial interests properly protected, secured, and adequately covered by the correct insurance policies? Do you have virus/identity theft/financial protections in place? Would having monitored alarm security be appropriate or would you need patrolled security and video surveillance cameras? According to the State of California Department of Justice in 2016 for within the state there were 54,769 robberies, over 1M property losses, 188,162 burglaries, and 176,676 vehicle thefts.
- What happens if the key person in your business tragically or unexpectedly passes? Does your business still go on without this key person? Who is in the line of succession and are all the details taken care of to transfer the knowledge before it is lost.

The better prepared you are to answer any of these basic questions, the better chances you have at weathering an unexpected interruption in your day-to-day operations. If you are among the many who haven't included any of this in your operational planning, just think back to the tragic and near-tragic events of a single year: 2017 in the State of California alone. We saw the Oroville Dam evacuations of over 180,000 residents; 63 wildfires devastating over 1.2M acres and over 11,000 structures destroyed or damaged. Plus, there were the destructions caused by mudslides, landslides, bridge failures, gas leak explosions; as well as the inconveniences from electrical power grid outages.

The intention of this article is to prepare you about your potential liabilities so you may ensure you, your family and team, and your business are well prepared not in the event of but as to when something tragic does occur.



**By George Deeb, Managing Partner
Red Rocket Ventures**

(Originally published 10/27/2015 on www.entrepreneur.com)

If you are in the B2B space, odds are you will need to respond to requests for proposals (RFPs) from prospective customers throughout your normal course of business. But the RFP process is typically filled with potential pitfalls along the way. Here's how to identify, and more importantly, avoid them:

1. Understand the process.

RFPs basically lay out all the specific project needs and questions the customer has, in one document, which is sent to numerous competing bidders. From there, the customer typically narrows down the submissions to a handful of finalists. The finalists are then allowed to ask any questions they have, and the customer may also ask additional questions of the finalists, by way of comparing and contrasting the various proposals.

A final proposal is then submitted by each finalist, and the customer selects the winning bidder to move forward with. This process can take weeks to months, depending on the project's size and complexity. En route, enterprise customers may face a much more onerous process than do small-to-medium-size businesses, because the former have a procurement department involved (in addition to the businesspeople needing the solution).

2. Make sure you find out about RFPs in the first place.

You can't close sales if you're not aware of the RFPs in the first place. So, you need to identify all prospective customers in your space, and make sure you are on their radar; ask to be included in their RFP requests. Oftentimes, bigger companies will engage third-party RFP process-management companies to run the process for them. Uncover those third-party companies active in your industry, and make sure you get on their radar, as well.

3. Prepare for last-minute requests, and tight deadlines.

RFPs can often come in last minute, with tight deadlines for submission (e.g., two weeks). The more complex the project, the tougher it is to pull together a thoughtful response in such a short period of time. For this reason, you need to have a template RFP on the shelf. Then, when the RFP comes in, you have 80 percent of the standard materials all ready to go and can focus on the 20 percent that needs to be customized for that particular proposal. Prepare for RFP responses to be a big distraction while they are happening; the better prepared you are, the less of a distraction they will be.

4. Have ready a well-written, thoughtful response.

A good response will typically have the following sections: (i) information about your company; (ii) what makes you better than competitors; (iii) your specific thoughts on the RFP project, and how you are uniquely qualified to succeed; (iv) answers to any of the customer's specific questions; (v) your pricing section; and (vi) your "happy client" references.

Your response should also be visually appealing, with graphic images carrying more weight than dense paragraphs of copy. Most importantly, talk in the "customer's voice" and intersperse that company's logo and images throughout the presentation, so the customer knows you understand its business, and you look like you put customized work into your response, tailored just for your recipient.

5. Don't disclose your "secret sauce."

At the same time you are trying to distinguish yourself from your competitors, be very careful not to give away your "secret sauce" in your response. There are high odds that the customer will spot your unique advantage in your response, and may ask the other bidders if they can provide the same thing. That does two things: (i) educates your competitors on what you do; and (ii) gives the competitor the chance to say, "Sure we can do that!" whether or not its people were actually planning to do that in their initial response.

6. Bundle price where you can.

The more details you provide in your pricing proposal, the more specific the line items that the customer can try to negotiate down. So, as an example, if you are a platform technology vendor, don't detail pricing for all your various features and functionality in isolation, line by line. Instead, aggregate pricing for the platform as a whole.

You want to make it as hard as you can for the customer to "turn the screws" and truly understand your net margin on the project. Understand, your customers will do everything they can to try to break out the details. So, tread carefully and dig in where you need to.

7. Don't quote your lowest price.

I have previously written about [the art of negotiation](#). The point is, you need to leave the customer room for a "win." And that win typically means letting the procurement department look smart to its boss, by having its members negotiate further price savings from the original quote. So, let's say you normally like to price your business with a 50 percent gross margin. Instead, put a quote into your RFP with 60 percent, knowing that procurement will be expecting at least a 10 percent haircut from there during the process.

8. Strategically leverage the Q&A process.

There are two parts to consider when asking and answering questions during the Q&A process: (i) protect yourself, and (ii) make life miserable for your competitors. As for the former, all questions asked and answers answered will normally be shared with all the competing bidders. So, be careful not to ask any question where the questions themselves, or the answers therefrom, will educate your competitor on how exactly you do your work – an advantage you want to keep secret.

And, on the flip side, if you know you are materially better than your competitors in certain areas the customer desires, answer questions with answers you know will far outshine those of your competitors. This is really a fine line to walk: You want to show off your strengths, but not all your strengths, which will give your competitors intelligence.

9. Beware the procurement department

There are typically two departments involved in the purchase decision: (i) the businesspeople needing the solution; and (ii) the procurement department negotiating the contract. Procurement's job is to save the company money, and oftentimes, its staffers' personal bonuses are tied to the quantity of those savings.

This means that, even if you are the 100 percent ideal solution for the businesspeople, the procurement department's people may start "lobbying and biasing" a different solution, if it makes them look smarter to their bosses.

Typically, the businesspeople win out on small price differences, but the procurement department gains a lot more leverage the higher your prices are versus others', even if the businesspeople selected you. So, make

sure you make friends with the procurement team at the same time you are working the business team; and keep a close eye on your competitors' pricing.

10. Leverage back channels.

During the RFP process, you are typically disqualified if you reach out to the customer, trying to push or promote yourself. The customer's people don't want to be distracted by numerous bidders while they are trying to do their work. But, you need intelligence during the process, so you can act on that information before it is too late.

Make sure you have "friendly" people in your back pocket who are aware of the process and the discussions thereto, but are not directly involved in the process. For example, let's say you are pitching a social media technology solution to a brand. Maybe you are friendly with someone at the target company's social media agency or on its digital marketing team, and that someone is a colleague of the decision-makers and can sniff around for "inside information" on your behalf.

Just be careful: These have to be very close friends of yours, with whom you are sure your intelligence gathering will not make its way back to the customer and disqualify you.

Bet you never realized how many moving pieces are wrapped up in a successful RFP response, right? Hopefully, you are now better educated on the process, to help you win the next one.

###

George Deeb is the managing partner at Chicago-based [Red Rocket Ventures](#), a startup consulting, financial advisory and executive staffing firm, and author of [101 Startup Lessons - An Entrepreneur's Handbook](#). Red Rocket is also a founding member of [Ensemble](#), an all-star powered 'Digital Services Suite.'

SOURCE Entrepreneur (www.entrepreneur.com)

A Message from our Diamond Sponsor 6th Annual Insurance Diversity Summit



By Justin Nelson & Chance Mitchell, Co-Founders



As Commissioner Dave Jones said at the launch of the Multistate Insurance Diversity Initiative in 2016, "Minority, women, LGBT, and disabled veteran owned businesses are a big part of our national economy and they simply want the opportunity to compete fairly for business." We at the NGLCC couldn't agree more, and continue to applaud Commissioner Jones and the California Department of Insurance for recognizing, as we do, that economic visibility, just like social visibility, is essential in building a diverse and inclusive society. The California-led diversity survey and its related inclusion efforts are powerful statements that diversity is good for our country, and essential for good business.

Money talks. And now, more than ever, the private sector is listening to the collective voice of the LGBT community. In many ways, our dollar is as strong as our votes at the ballot box. We have fought hard to secure our rights in the name of equality, but our true equity and ability to bring about change for our community lies with our economic power. Our buying power and impact on the nation's gross domestic product have given us tremendous leverage to advance political advocacy and global human rights. As is true with our social visibility, our economic visibility is essential in building a diverse and inclusive society - and the power of the LGBT dollar is becoming more and more visible every day.

That was the impetus for the formation of the National LGBT Chamber of Commerce 16 years ago. In 2002, we realized no one had truly considered the economic equality of LGBT people or the impact economics could have on the equality movement. With over 1.4 million LGBT business owners (and growing) behind us, we have seen the LGBT community earn its place at the table of economic opportunity.

This business case for LGBT economic inclusion has resulted in LGBT-inclusive advertising being visibly

seen year-round not just during Pride season. The companies who are scoring top marks on the Human Rights Campaign's Corporate Equality Index (an annual report rating American businesses on their treatment of LGBT employees and consumers) see us, hear us, and have placed a premium on doing right by us. Yet, as Bob Witeck (head of Witeck Communications, which has consulted with brands like Walmart on reaching LGBT consumers) said during the release of NGLCC's groundbreaking report America's LGBT Economy, "While LGBT spending power highlights our market clout, the jobs, tax revenues, and profits we create as employers and entrepreneurs define our full economic value to America. We are just beginning to scratch the surface of our potential."

In fact, if the total contributed value of the estimated 1.4 million American LGBT business owners is considered, our input to the economy is over \$1.7 trillion. That would make LGBT Americans the 10th largest economy in the world.

And thanks to efforts like those being conducted by the California Department of Insurance, our impact as a diverse community is being tracked beyond the marketplace. By making diversity among executive leadership, boards of directors, employees, and suppliers, both public and private sector agencies are collecting the data and setting the benchmarks we need to ensure every voice is heard with a fair and equal seat at the table.

###

JUSTIN NELSON and CHANCE MITCHELL are cofounders of the National LGBT Chamber of Commerce (NGLCC). NGLCC is the business voice of the LGBT community, the largest global advocacy organization specifically dedicated to expanding economic opportunities and advancements for LGBT people, and the exclusive certifying body for LGBT-owned businesses. www.nglcc.org @nglcc

Reminders

**SAVE
THE
DATE**

**7th Annual Insurance
Diversity Summit
Save the Date**

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

[More Information
Found Here](#)



**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.



Insurance Diversity Task Force

**Upcoming:
1st Quarterly Task Force Meeting**
Thursday, March 22, 2018
10:00 AM - 12:00 PM Pacific Time

California Department of Insurance
300 Capitol Mall - Check-in on 17th Floor
Sacramento, CA 95814

Interested in serving on a board or committee? Visit our [Boards and Committees](#) web page for more information on how to do so!

Video conferencing is available from the CDI offices located in San Francisco and Los Angeles. You may also join us via teleconference.

[More Details to Follow.](#)

Diversity Events Calendar: March 2018

[Veterans Business Outreach Center - SBA Sacramento District Office - Business Basics Webinar - Business & Economy, Managing a Business, Starting a Business](#)

March 1, 2018

Webinar

[National Association of Women Business Owners \(NAWBO\) - Virtual Connect & Learn: Top 3 Tools to Power Your Sales Funnel in 2018](#)

March 8, 2018

Webinar

[California Hispanic Chambers of Commerce \(CHCC\) - 2018 CHCC Economic Summit](#)

March 10, 2018

San Jose, CA 95125

[Western Regional Minority Supplier Diversity Council \(WRMSDC\) - MBE Pre-Certification Workshop](#)

March 13, 2018

Webinar

[Southern California Minority Supplier Development Council \(SCMSDC\) - Pre-Certification Workshop](#)

March 13, 2018

Webinar

[Women Business Enterprise Council - Pacific \(WBEC-Pacific\) - Central Oregon Women Business Enterprise Summit](#)

March 14, 2018

Bend, OR 97703

[Western Business Alliance \(WBA\) - WBA LGBT Economic Summit & Conference 2018](#)

March 15-16, 2018

San Francisco, CA 94111

[California Asian Pacific Chamber of Commerce \(CAPCC\) - API Legislator Dinner](#)

March 19, 2018

TBD

[Women's Business Enterprise National Council \(WBENC\) - WBENC 2018 Summit & Salute - Big Business Happen Here](#)

March 20-22, 2018

Dallas, TX 75207

[National LGBT Chamber of Commerce \(NGLCC\) - National Legal Industry Council Roundtable Discussion & Networking - Advancing LGBT Inclusive Supplier Diversity in the Legal Profession](#)

March 26, 2018

Orlando, FL 32801

[California Capital Women's Business Center - Small Business Tax Panel](#)

March 29, 2018

Sacramento, CA 95815

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

NGLCC
LGBTUNITY
2018 INTERNATIONAL BUSINESS & LEADERSHIP CONFERENCE PHILADELPHIA
AUGUST 14-17



3 DAYS OF LGBT BUSINESS SUCCESS
OVER 1,200 ATTENDEES
200+ INCLUSIVE CORPORATIONS
OUTSTANDING KEYNOTE SPEAKERS
INCREDIBLE NETWORKING
THE BEST BUSINESS DECISION YOU WILL MAKE ALL YEAR



VISIT NGLCC.ORG/NGLCC18 TO LEARN MORE AND REGISTER

Save The Date
Monday
10.01.18

7th Annual Insurance Diversity Summit

Hosted by the
California Department of Insurance

Mission

Ensure Economic
Opportunities & Equal
Access Through
Transparency Efforts

Goals

Increase Insurer
Procurement From
Diverse Suppliers

Increase Diversity on
Insurer Governing
Boards

ids2018
Insurance Diversity Summit 2018



Monday, October 1, 2018
The California Endowment
Los Angeles, CA

- ▷ Business Matchmaking
- ▷ Resource Expo
- ▷ Diversity Survey Results
- ▷ Workshops
- ▷ B2B Networking
- ▷ Awards Luncheon

Contact Us:

California Department of Insurance
Insurance Diversity Initiative
300 Capitol Mall, 16th Floor
Sacramento, CA 95814

For More Information:

Visit - www.insurance.ca.gov/diversity
Email - diversity@insurance.ca.gov

###

The Insurance Diversity Initiative was established by Insurance Commissioner Dave Jones in 2011 to address diversity issues within California's \$289 billion insurance industry. Specifically, these efforts are meant to increase procurement from California's diverse suppliers, as well as to increase diversity amongst insurer governing boards. To accomplish these goals, the Department conducts outreach, creates partnerships, hosts events, and most importantly, administers surveys to collect and publicly disseminate information about the state of diversity in the insurance industry.

INSURANCE DIVERSITY INITIATIVE
Office of Insurance Commissioner Dave Jones
California Department of Insurance
(916) 492 3623
diversity@insurance.ca.gov
www.insurance.ca.gov/Diversity

STAY CONNECTED

