

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.



May - In Celebration of Asian Pacific American Heritage Month

What's New

DEPARTMENT RECEIVES HONOR AS MODEL FOR DIVERSITY AND GENDER EQUITY

Commissioner Jones' Insurance Diversity Initiative Recognized as a Model Practice for Advancing Principles of Gender Equity



2018 Gender Equity Challenge Forum - San Francisco, CA (Pictured L-R) Dr. Emily Murase, Insurance Commissioner Dave

SAN FRANCISCO, Calif. —The California Department of Insurance today was honored at the **2018 Gender Equity Challenge Forum** for its commitment to increase diversity within the insurance industry through Insurance Commissioner Dave Jones' **Insurance Diversity Initiative**. The department is among one of the nine honorees and the only public agency to receive this notable recognition.

“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. “The doors of economic

opportunity have been opened to women-owned businesses, and we have witnessed significant progress in the insurance industry. We are honored to be recognized for our efforts and will continue to challenge the status quo to diversity the insurance industry."

Established by Commissioner Jones in 2011, the Insurance Diversity Initiative was recognized by the forum for advancing the principles of gender equity as a result of the transparency initiative that collects and disseminates data regarding the state of diversity in the insurance industry publicly. In an effort to focus on diversity issues within California's \$310 billion insurance industry, Commissioner Jones created the initiative to encourage increased procurement from California's diverse suppliers, such as Women Business Enterprises (WBEs), and diversity among insurer governing boards.

In the first Insurance Diversity Survey in 2012, insurance companies self-reported their annual procurement spend in California with WBEs at \$153 million. As of the last Insurance Diversity Survey collected for 2016, annual procurement spend from WBEs have increased over three-fold to \$506.4 million. The critical data provides key metrics for measuring the progress of women in the areas of supplier and governing board diversity.

Commissioner Jones delivered an acceptance speech at the forum highlighting the main components of the initiative and underscoring the progress in gender equity made since its inception through the administration of the surveys to collect and make public data regarding the diversity efforts of insurers, as well as through outreach, partnerships, and the department-hosted Annual Diversity Summit.



2018 Gender Equity Challenge Forum - San Francisco, CA

(Pictured L-R) Chandara Phanachone, Rebecca Ball, Amorette Yang, and Benjamin Phillips-Leseñana



After sending out thousands of invites to potential bidders on our RFO, we're happy to announce our search for the 7th Annual Insurance Supplier Diversity Summit business matchmaking contract is now closed.

Congratulations to K. Patrice Williams and her team at BrandGOV for

submitting the winning bid for this year's matchmaking contract! The 7th Annual Summit Planning Team looks forward to working closely with BrandGOV to continue to offer an inclusive Summit and Matchmaking opportunities to our Insurance Diversity stakeholders. This will be BrandGOV's second winning bid out of the five years where business matchmaking has been a component of the California Department of Insurance's Annual ISD Summit.

BrandGOV is a certified woman-owned, minority-owned public affairs firm. BrandGOV has developed a

particular expertise in working with a variety of association, agencies, and corporations to advance their conference logistics and planning, business matchmaking, attendee participation and outreach goals. The BrandGOV team understands the multifaceted nature of outreach campaigns and work with clients to create innovative program solutions.

On April 11, 2018 the State Compensation Insurance Fund (SCIF) hosted their 4th Annual Supplier Diversity Summit in Vacaville, CA. This was a networking event designed to facilitate connections with diverse suppliers and State Fund's sourcing team, internal business partners. State Fund aimed to increase procurement with diverse suppliers through the event's business matchmaking, B2B networking, and two workshops which covered - 1) Overview of State Fund Procurement Process and 2) Economic Benefit of Diversity Certification.



State Compensation Insurance Fund's (State Fund) 4th Annual Supplier Diversity Summit - Vacaville, CA

(Pictured L-R): Imelda Alejandrino, Chandara Phanachone, Benjamin Phillips-Leseñana, and Cecil Plummer

It is an honor to have been appointed to the Insurance Diversity Task Force. Throughout my career promoting equality and inclusion has been one of my passions. As the owner of a marketing agency in San Ramon for the last two decades I am proud to call countless individuals in the API community my mentors. In addition, I relish mentoring others wishing to establish their own professional path in industries where their presence is in many instances still the exception. This Asian American Heritage month is an opportune time to reflect upon the opportunities California has offered so many and the promise it still has in store for all.

My story is similar to other Asian Americans who pursued opportunities in California. As the youngest of nine to an immigrant family from the Philippines I had a seemingly prescribed path to achieve success. The axiom implicit in my upbringing was: "You're in this country and state now. Just get educated and don't rock the boat." Actually, that phrase may have been verbatim. Rather than pursuing the orthodox professional path of first-generation immigrants, I went to art school, much to the consternation of my parents. Pushing the envelope in this way was thanks in part to my civics teacher Mr. Hirabayashi at Lowell High in San Francisco.

When I finally made the move to start my own firm, the independence it afforded me was gratifying, but had its attendant hurdles from being a Filipino Woman. It took a little more to be heard and extra grit to be recognized.

Upon reflection of what Asian American Heritage Month means I remember attending a client meeting at a prominent bank. While being ushered to the elevator banks of the office tower an older generation Filipino gentleman at the security desk gave me an expressive thumbs-up. In his day, it was not common for a

Filipino to be involved, let alone present, past the ground floor. I still well up with pride recalling that moment knowing diversity will ultimately be the norm in our society and it will in all likelihood be realized first in California. Now that the API community is seen and recognized I hope that recognition can be translated into action.

I am grateful to the strides my fellow API leaders have made in the Golden State and hopeful the foundation we leave for the future. That future would have an API community unified and capable of amplifying its voice.



Insurance Diversity Task Force Member - San Francisco, CA
(Pictured) Imelda Alejandrino

###

Imelda Alejandrino Brings with her over 20 years of producing result-driven and award-winning work as both an art director and creative director. As the founder and chief evangelist behind AP42, she has formed a top-quality team driven by a successful combination of creative quality, strategic focus and client services. It's a business model that has enabled her to maintain successful relations with a veritable Who's Who of leading brands: Pacific Gas & Electric, LeapFrog, Roche, Puritan Bennett, Genesys, Alcatel Lucent, Chevron, Wells Fargo, Jelly Belly Candy Company, Jose Cuervo, Pacific Bell/SBC, PeopleSoft, San Francisco Opera, Cisco, Siemens, Westin Century Plaza, and countless others.

Imelda has garnered Gold & Best in Show Awards from the American Association of Advertising Agencies (ADDYS), The San Francisco Show, the San Francisco Ad Club and International ECHO Awards.

She is on the board of the San Ramon Arts Foundation as VP of Marketing, a parent volunteer on the Special Needs Committee and the Community Advisory Committee for the San Ramon Valley School District, and is the Leadership Forum 2nd Vice Chair Global Service Team for the Women's Business Enterprise National Council (WBENC).

She holds a BFA, Advertising from the Academy of Art University and a liberal arts degree from the University of San Francisco. In 2012, she was selected to participate in the Tuck-WBENC Executive Program taught at the Tuck School of Business at Dartmouth and then was selected to participate in the Tuck-WBENC Strategic Growth Program in 2017.

Memorial Day 2018

"As America celebrates Memorial Day, we pay tribute to those who have given their lives in our nation's wars."



- 21st United States Secretary of the Army John M. McHuge

PHOTO by Steven L. Shepard, Presidio of Monterey Public Affairs

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 Story?
We Want to Hear from You!**

Take 1-2 minutes to fill out our [Diversity Success Story Survey](#) or contact us directly at diversity@insurance.ca.gov.

Diversity Events Calendar: May 2018

Women's Business Enterprise Council - Pacific (WBEC-Pacific) - Supplier Diversity Standard Best Practices
May 3, 2018
San Francisco, CA 94105

Institute of Supply Management (ISM) - ISM2018 Annual Conference - Global Vision. Peak Performance.
May 6-9, 2018
Nashville, TN 97214

Western Regional Minority Supplier Development

Pacific Southwest Minority Supplier Development Council (PSMSDC) - Minority Business Certification Workshop
May 22, 2018
San Diego, CA 92106

U.S. Small Business Administration (U.S. SBA) - Boots to Business Entrepreneurship Course - Camp Pendleton
May 23, 2018
Camp Pendleton, CA 92055

National Minority Supplier Development Council

Council (WRMSDC) - MBE Pre-Certification
Workshop
May 8, 2018
Webinar

Women's Business Enterprise Council - Pacific
(WBEC-Pacific) - Empow(her) Business Building
May 16, 2018
Sacramento, CA 95819

U.S. Small Business Administration (U.S. SBA) -
Boots to Business Entrepreneurship Course -
MCAS - Miramar
May 16, 2018
San Diego, CA 92126

Western Regional Minority Supplier Development
Council (WRMSDC) - Excellence in Supplier
Diversity Awards Gala
May 18, 2018
San Ramon, CA 94583

(NMSDC) - Leadership Awards 2018
May 24, 2018
New York, NY 10019

U.S. Pan Asian American Chamber of Commerce
(USPAACC) - CelebrAsian Procurement &
Business Conference 2018 and 33rd Anniversary
Excellence Awards Gala
May 29 - June 1, 2018
Rockville, MD 20852

U.S. Small Business Administration (U.S. SBA) -
Boots to Business Entrepreneurship Course - Naval
Base San Diego
May 31, 2018
San Diego, CA 92136

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



ADD TO CALENDAR

[iCalendar](#) | [Google Calendar](#) | [Outlook](#) | [Outlook Online](#) | [Yahoo! Calendar](#)

The image is a promotional banner for a gala event. At the top, the text "BACK IN BLACK" is written in a large, stylized, outlined font. Below this, "Black Tie Awards & Fundraiser Gala" is written in a smaller, white, sans-serif font. The central part of the banner features two silhouettes of people in formal attire. The man on the left is wearing a suit and tie, and the woman on the right is wearing a dress. Both silhouettes have a large, glowing white letter "W" on their chests. The background is dark with a subtle pattern of stars or dots, suggesting a night sky or a starry event theme. At the bottom of the banner, the text "27 Gala Tickets Left!" is written in a large, bold, white font.

Event Details:

Friday, May 18, 2018 – 6:00 PM to 11:00 PM
Roundhouse Conference Center
2600 Camino Ramon – San Ramon, CA 94583

[Register Now](#)

Certified MBEs: use the code **"MBE"** for a \$100 discount.
Corporate Members: use the code **"CORP"** for a \$40 discount.

**Come support your colleagues and friends competing
in our Excellence in Supplier Diversity Awards!**

See the award candidates on our [Gala website](#)

Wear all black to help us celebrate ending 2017 in the black.

NGLCC CHAMBER OF COMMERCE
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

7TH ANNUAL INSURANCE DIVERSITY SUMMIT

Hosted by the California Department of Insurance

SPONSORSHIP OPPORTUNITIES NOW AVAILABLE!

Summit Highlights

- Business Matchmaking
- Industry-Focused Workshops
- Resource Expo

Contact us at: Diversity@insurance.ca.gov for rates!

October 1, 2018

The California Endowment

1000 N. Alameda St., Los Angeles, CA 90012

California Department of Insurance | www.insurance.ca.gov/diversity | Email: diversity@insurance.ca.gov
Insurance Diversity Initiative: 300 Capitol Mall, 16th Floor, Sacramento, CA 95814

###

The Insurance Diversity Initiative was established by Insurance Commissioner Dave Jones in 2011 to address diversity issues within California's \$310 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

