

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.



February 2019

What's New



We wish you a prosperous new year ahead in celebration of the Year of the Pig!



GGBA Power Lunch V (Pictured L to R): Jay Greene - Insurance Diversity Task Force Member & GGBA Board Member; London Breed - San Francisco City Mayor; and Commissioner Ricardo Lara - California Department of Insurance

Congratulations to the [Golden Gate Business Association \(GGBA\)](#), the world's first LGBT chamber of commerce, on its 45 years of service to the community!

Guided by the theme of "Bridges," Power Lunch V celebrated the GGBA's commitment to building bridges across economic, geographic, cultural, and inter-community boundaries throughout the last 44 years. The event showcased several extraordinary people who personify our community's ability to expand opportunities, build collaborations, strengthen existing relationships and forge new and forward-thinking initiatives that lead to sustainable economic growth for our community and our businesses.

Commissioner Lara delivered keynote remarks, emphasizing his commitment to protecting the people of California, including the LGBTQ+ community so that they all have an opportunity to thrive and make positive changes in our society. Among the powerhouse line-up of speakers and honorees included Stacy Lenzl, LGBTQ activist and co-owner of the [Stonewall Inn](#) - the birthplace of the modern gay rights movements after the Stonewall Riots in 1969, and honoree Fabrice Houdart - Human Rights Officer of the United Nations who is leading the UN Free & Equal campaign for the equal rights and treatment of LGBT people, worldwide.

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[Golden Gate Business Association](#)

Founded in 1974, the Golden Gate Business Association (GGBA) is the nation's first LGBT chamber of commerce and the first business organization founded by LGBT entrepreneurs. With members who live and do business across the San Francisco, Alameda, Contra Costa, San Mateo, and Marin counties, and beyond, GGBA proudly serves as the voice for the San Francisco/Bay Area's LGBT business community.

Our mission is to champion opportunity, development, and advocacy for the LGBTQ and Allied business community.

[Learn more about the GGBA: https://ggba.com/](https://ggba.com/)



[Forbes.com 01/31/2019](https://www.forbes.com/2019/01/31/black-history-month/)

[February] marks the beginning of Black History Month in the U.S. As you work to continue to engage more deeply with your diverse customers and build campaigns that grow your business, it's a smart move to incorporate established celebrations of specific cultures, particularly those that highlight historically underserved communities.

Black History Month, International Day of the Woman, Women's History Month, Hispanic Heritage Month, and Pride festivities are all opportunities for your brand to showcase that you brand includes, celebrates, and supports those who are parts of these communities.

Here are three things to keep in mind to plan effective campaigns that will help you win the attention, respect, and appreciation from these increasingly more powerful customer groups.

1. Celebrate them

Don't go silent. Show the communities who make up parts of your customer that you see them, and honor them and their cultures. When you do, you'll send the signal that *they do belong* with you.

In 2017, the NFL did this well with their "[Feel the Orgullo](#)" campaign during Hispanic Heritage month. They built an online platform dedicated to the month's celebrations. There they highlighted Hispanic players and coaches within the league with content, and encouraged followers on social media to show their pride in their culture. They also recognized Hispanic community leaders in each of their 32 team cities, by donating \$2,000 to their charity of choice.

The way you celebrate these communities doesn't have to be as elaborate as what the NFL did. Start small if you need to, and as you learn more and develop a deeper degree of intimacy with the community, you'll get ideas for how to expand it moving forward.

2. Go beyond the surface level acknowledgments

Reject any urges to take a cliched or stereotypical approach to celebrate these communities. If you want to make a big impact, take the time to go deeper to find ways to show that you understand their plight at a deeper level, and want to be a true partner and supporter of the community.

A few years ago, Always did that with one of their campaigns. Instead of just highlighting women in history and their stories, they dove deeper to help challenge limitations that society places on girls that

negatively impact the way they show up in the world.

Invest time in thinking about the issues that the customer group you want to connect with deals with on a daily basis. Then as you work to celebrate them, brainstorm ways to advance the community. Your efforts can be as simple as encouraging others to have important conversations or to consider how we interact with others.

3. Don't limit your interaction with these communities to only one month

To avoid coming off as opportunistic, don't just show up when the world is celebrating a particular group. It's kind of like only showing up to celebrate with your friend on their birthday, and then disappearing for the rest of the year.

If you want to make a lasting impact and build deeper more emotional relationships with these customer groups, you've got to show up consistently and be a part of the community. Celebrate the communities when everyone else is celebrating yes, but stick around and continue to support all year long.

That's what Spotify is doing with their "**Black History is Happening Now**" campaign. It is a yearlong celebration, in collaboration with creative collective Saturday Morning, that serves to celebrate and amplify the voices of black creators, artists, and organizations throughout the year.

With this initiative, Spotify partners with African-American celebrities such as Janelle Monae and Pharrell Williams to curate videos, podcasts, and music that tells stories, raise topics and advance conversations that are important to the black community.

As you work to become a more inclusive brand, there are simple on-ramps to help you get you started. Taking part in established celebrations of different groups of your customers is an easy way to get started. As you begin to take part in the culture, you'll get more ideas as to what role your brand can play to further establish your relationship with the communities.

Over time, as the customer groups see your brand consistently celebrating and being a relevant and value-added addition to the conversations and challenges that are present in their communities, they will start to trust you more, which will pave the way for you to earn their loyalty.

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Sonia Thompson is a marketing strategist and consultant focused on helping you deliver experiences that help you win customers. Tune into the podcast she hosts, The Customer Magnet Show.

Reminders

TRI-COUNCIL MINORITY BUSINESS MEGA SUMMIT

FEBRUARY 28 - 9:30AM TO 7:45PM
RIO HOTEL: 3700 W FLAMINGO RD | LAS VEGAS, NV

POWER OF THREE



GO TO
bit.ly/tricouncilsummit
FOR MORE INFO &
REGISTRATION

NEW OPPORTUNITIES, DEVELOPMENT & GROWTH

WHETHER YOU ARE A BUSINESS OWNER OR A CORPORATE SOURCING PROFESSIONAL,
IT'S TIME TO UP YOUR GAME!

Join the Northwest Mountain MSDC, the Pacific Southwest MSDC, and the Western Regional MSDC
as we bring three councils together for this dynamic, highly interactive 3- in-1 business gathering...

WHAT TO EXPECT

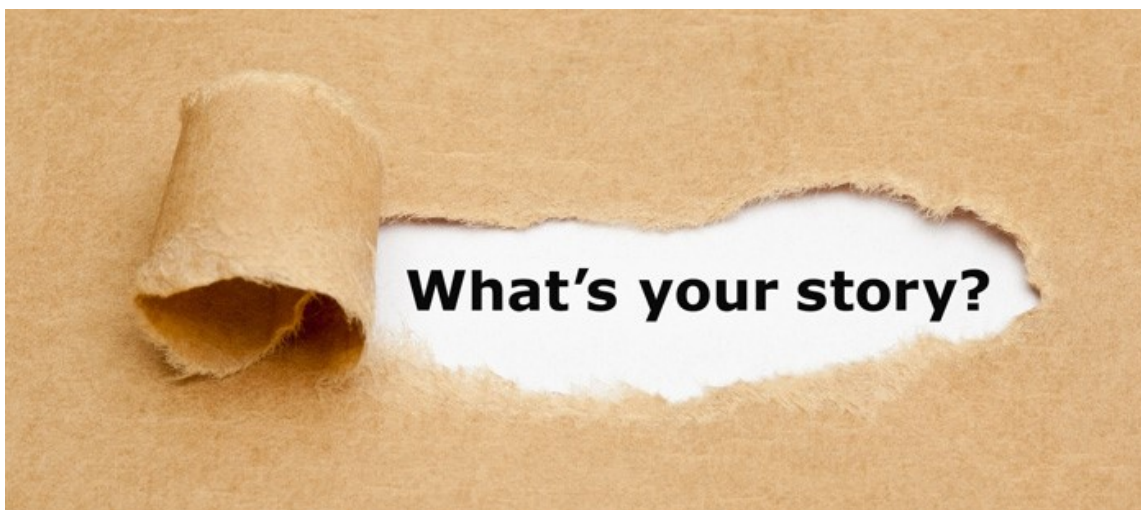
- Expand your supplier diversity footprint with exposure to MBEs w/different capabilities
 - Gain access to more suppliers
 - Increase your supplier base to fuel your supplier diversity initiatives
- Special Guest Speaker**
Adrienne C. Trimble, the newly appointed President and CEO of the NMSDC.
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- 9:30a-5:45p - A powerful day featuring:
 - Keynote Speaker: Bobby Herrera *"The Gift of Struggle"*
 - Rapid Fire "TED-Style" talks on how to advance your business
 - Premier Panel of "Real Talk" Conversations w/Q&A
 - Innovative Speaker: Madison Gunter *"Disrupt or Be Discarded"*
 - Meet-the-Buyer Roundtable Connections
 - 5:45p-7:45p - Intimate Networking Reception
 - Connect with corporations in Councils covering: Alaska, Idaho, Montana, Oregon, Utah, Washington, Wyoming, Arizona, San Diego, Northern California, Nevada, and Hawai'i
- PLUS:**
Hot Buffet Luncheon

EVENT SUPPORTERS



Want to be a sponsor of this event? Please contact your council president.

[Click Here for Registration Information](#)



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

Do you have NEW or RENEWED Business Relationship/Networking opportunity that has created opportunities for your business within the Insurance Industry?

Do you have NEW or RENEWED Procurement or Contract Opportunity(ies) within the Insurance Industry?

If you said, "Yes," to any of these questions - We Want to Hear from You!

Take 1-2 minutes to share your success story with us. Each step you take towards securing any insurer business for your company is a measure of your success, and we would love to hear about it! Visit [Diversity Success Story Survey](#) or contact us directly at diversity@insurance.ca.gov.

Diversity Events Calendar: March and April 2019

March

[Summit & Salute LIFTOFF](#)

Hosted Annually by: Women's Business Enterprise National Council (WBENC)
March 11-13, 2019
Houston Texas

[Western Business Association LGBT Economic Summit](#)

Hosted by: Los Angeles Gay & Lesbian Chamber of Commerce (LAGLCC)
March 14-16, 2019
Los Angeles, CA

April

[5th Annual Supplier Diversity Summit](#)

Hosted Annually by: State Compensation Insurance Fund
April 11, 2019
Vacaville, CA

[Reclaiming Our Time Economic Summit](#)

Hosted by: The Greenlining Institute
April 26, 2019
Oakland, CA

To submit a request for your Supplier Diversity or Governing Board Diversity-related event be added, please contact us at: diversity@insurance.ca.gov.



LAUNCH. RISE. SUCCEED.

Mission: Fueling the success of women-owned businesses.

