



INSURANCE
DIVERSITY
INITIATIVE

INSURANCE DIVERSITY TASK FORCE

California Department of Insurance – Policy & Legislation Branch



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**California Department of
Insurance**
Insurance Diversity Initiative

WEBSITE

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TASK FORCE LEADERSHIP

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Maria S. Salinas

Tommy Smith

Task Force

Members



Jose Plascencia

Member, Insurance Diversity Task Force

Jose Plascencia has been actively involved with the local and statewide non-profit and small business community for over 25 years, focusing on small business development, financial business training, healthcare for the indigent, Latino leadership development and public television access for all. He is the son of migrant immigrant farm workers and has championed many causes to improve their lives in the Central San Joaquin Valley.

Jose received his MBA from Fresno State University (2006) and his Bachelors of Science degree from San Jose State University in Criminal Justice Administration (1997). A former police officer with the city of San Jose, Jose has taken his passion for public service by leading non-profit organizations at the local and state level. As past President of the Central California Hispanic Chamber of Commerce (2009-2010), Jose led efforts to modernize the operation, create channels of communication with Local and State government and bring the organization into the national spotlight hosting state governors and elected leaders to the Central California area. Later, creating and co-founding The Central California Hispanic Political Action Committee, where he mentored and directed emergent Hispanic leaders into positions of leadership and public office.

Leading at the State Level, Jose has been an active board member with the California Hispanic Chambers of Commerce for over ten years (2011- present). Currently as Board Chair of the California Hispanic Chambers of Commerce Foundation, he oversees the effectiveness of the diverse supplier program, which helps Hispanic and Latino-owned businesses to connect to companies with contracting opportunities. At the local level, Jose is currently the Chairman of the Board for the Greater Reedley Chamber of Commerce. As the first Hispanic Chairman in the chamber's history, Jose has further diversified this board, implemented strategic imperatives, and opened doors for the chamber that have resulted in growth, recognition, and financial stability.

Jose is a successful small business owner. He is the owner/principal of Jose Plascencia Allstate Insurance located in Reedley, California. Jose has been in the insurance industry for over 25 years and has been recognized for his industry performance by the Allstate Corporation as an "Elite Agent".

Jose is also a proud member of the Central Valley Community and resides on his ranch in the Sierra Nevada foothills with his wife Clara and two sons Benjamin and Samuel.