

## DEPARTMENT OF INSURANCE

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**APPROVED 10/20/20**

**INSURANCE DIVERSITY TASK FORCE (IDTF)  
2020 VIDS SUMMIT PLANNING MEETING**

**Tuesday, September 22, 2020**

**1:00 – 2:00 p.m. PDT**

**1. Call to Order- Roll Call**

Roll Call – Conducted by California Department of Insurance (CDI) Staff – Amy Ives

Task Force Attendees: Imelda Alejandrino, Annalisa Barrett, Rebecca Aguilera-Gardiner, Mark Morales, Sal Peinado, Jr., Cecil Plummer, Vikita Poindexter

CDI Staff: Chandara Phanachone, Uzma Rahman, Amy Ives

Public Attendees: Anthony Belcher (WesTech Environmental), Venita Johnson (WesTech Environmental)

**2. Approval of Past Meeting Minutes**

Cecil Plummer, IDTF – Explained that his comment was misconstrued in the past meeting. Wants to make sure that the record (minutes from August 25 meeting) is amended to reflect that he said that he did not think that Cal-CRIS was ready for introduction at the Summit, but rather, that a general discussion about a rating/designation was what he suggested. Further, the concept is not fully formulated and needs greater thought.

Motion to approve past minutes as amended: Sal Peinado, Jr.

Motion seconded: Annalisa Barrett

**3. Public Comment for Items Not on Agenda**

No public comment recorded.

**4. Summit Planning Discussion – Potential Action**

**a. Registration + Event Marketing**

Amy Ives, CDI – We have about 65 attendees registered at this time. A combination of insurance professionals, diverse businesses and government agencies. Please encourage all friends and network to attend. First Matchmaking and Resource Expo invitations have been sent. Survey accompanying both emails requesting information on their interest in participating as an exhibitor or if they will be doing any procurement in the next 12 months. We will follow up and goal is to have all participants in place by mid-October. Deadline is October 2 to respond.

Sal Peinado, Jr. IDTF – Ran into an issue with the Matchmaking survey via Constant Contact; it would not allow him to take the survey again.

Amy Ives, CDI – Advised that she will look into backend survey set up to see if there is something that can be fixed.

Chandara Phanachone, CDI – Shared that the Outreach team lead by Deputy Commissioner Julia Juarez has created a marketing communications campaign to encourage attendance from California's Legislative

Representatives and their respective constituents to help promote greater awareness & attendance at the Diversity Summit. We are hopeful to get some a boost in the registration figures from them.

Annalisa Barrett, IDTF – What do Exhibitors get to do?

Chandara Phanachone, CDI – As part of the Summit's virtual Resource Expo, explained that exhibitors are assigned a virtual booth and can upload links to promotional materials, or host a Zoom meeting. We will send out details in the coming weeks to exhibitors who have signed up.

b. Event Management System –

Uzma Rahman, CDI – Provided overview of WHOVA desktop app, and encouraged attendees to download the WHOVA app. Also solicited feedback from Task Force Members to provide comments from prior experience in utilizing WHOVA. Provided an overview of setting up a profile, highlighted that this would be where the attendees could see the information of other Summit attendees, but also that there is ability to customize photos, educational affiliations, and link to one's personal social media channels. Acknowledged public member Mr. Belcher (Westech Environmental) for suggesting to upload a one-minute video within your profile, which the WHOVA platform already supports. Links to WHOVA guides will be under our Logistics section of our site.

Mark Morales, IDTF – Have used the WHOVA platform, but used the desk top version. Was getting pinged on his phone for the messages and had to toggle back and forth from desktop to phone. Knows that the platform was designed originally for in person events, trying to make it more engaging and easier for in-person attendees.

Uzma Rahman, CDI – Said that she is unsure that WHOVA will be making other system updates, but will reach out to WHOVA to see if there is anything they can recommend to optimize the user experience.

c. Workshops and Speakers

Chandara Phanachone, CDI – Presented overview of the event.

First part of the day will be a Task Force welcome/introduction with remarks from Chair. Will be thanking/recognizing Task Force Members.

Will then lead us into a Keynote Plenary on day 1 with Commissioner Lara with the topic of race and diversity in insurance industry. In the past meeting, Task Force members suggested that we utilize members from CEOs for Action. We are cross-referencing that information with companies with that have demonstrated a commitment based on responses to the insurance diversity surveys that are administered by the Department to determine the extent of their commitment to supplier and/or board diversity. Shared that the Commissioner Lara work with the National Association of Insurance Commissioners coupled with his dedication to diversity should be very impactful in this discussion.

Day 2 Keynote will be focused on what is on the horizon for board diversity. Preferably someone in the legislative arena. We are still working on confirming the speakers for this keynote, and will share once they are confirmed. We are hoping to get members of the Diverse Corporate Directors Forum involved in this keynote.

Task Force member Annalisa Barrett has really helped us move this along. Will also provide a historical perspective and then a call to action that will encompass the next steps for board diversity.

Uzma Rahman, CDI – From the last meeting, we had quite a few ideas.

- Workshop topic A: Prospering in a Pandemic (alternate name: Capital, Customers, Capacity) – outlined speakers and ideas for this session.
  - Cecil Plummer, IDTF – Thinks that prospects seem kind of financial. At least the 1<sup>st</sup> and second bullets. Will someone be able to discuss about digital and accessing product?
  - Mark Morales, IDTF – Thinks we should bring someone from SBA local office or Small Biz development centers. Credit unions don't do business banking or business lending. We can provide value to the panel.

- Cecil Plummer, IDTF – When he thinks of digital and engaged customers, the small business development centers are not who he thinks of. He thinks of Salesforce, LinkedIn, Silicon Valley....
- Mark Morales, IDTF – Maybe it would make more sense to drop the digital bulleted item into the social media session?
- Workshop topic B: Are You Ready for the Boardroom?
  - Annalisa Barrett, IDTF – Thinks that description as it currently stands sounds like it's working in the General Counsel, etc. Might want to say something about "provides attendees with information about seeking board opportunities." Perhaps we should have someone from an insurance board. Would not recommend discussing compensation on boards.
  - Mark Morales, IDTF – Are insurance company boards usually compensated?
  - Annalisa Barrett, IDTF – In publicly traded companies, yes – those positions are often paid. But if they are non-profit or not publicly traded, it can be no. It very much depends on the board.
  - Vikita Poindexter, IDTF - (via online chat functionality) – Recommended Gloria D. Gray, Chairwoman of the Metropolitan Water District Board of Directors.
- Workshop topic C – Session C – Contracting with Insurance Companies – a How to Guide. Uzma Rahman, CDI – Asked if there were any questions or objections to this. There were none. Thanked Rebecca for suggesting this session.
- Workshop Topic D – Growing Your Diverse Business
  - Imelda Alejandrino, IDTF – Good idea to have the insurance company or a corporate perspective to explain from their side what works well. What have they experienced with working with diverse businesses that has been impactful and valuable.
  - Mark Morales, IDTF – Would love to see one of the certifying bodies as one of the panelists (National Minority Supplier Development Council -NMSDC, Women's Business Enterprise National Council-WBENC, National LGBT Chamber of Commerce – NGLCC) now that that you are certified, this is what else we can do for you.
  - Cecil Plummer, IDTF – How to optimize your certification? Marketing business plans, suggests bringing in successful diverse business owners. Show how someone has been successful in growing their business.
  - Chandara Phanachone, CDI – That sounds very valuable, but we would rely on all of you to provide us with the names and contact information for those successful businesses.
  - Vikita Poindexter, IDTF – (via online chat functionality) proposed: Melody Hobson, President and co-CEO — Ariel Investments
- Workshop E – Matchmaking Essentials
  - Uzma Rahman, CDI - This session will be ahead of the Summit, possibly pre-recorded, but necessary for participants in Matchmaking to attend. Mark Morales will be leading this session.
- Workshop F – Social Media Strategies
  - Chandara Phanachone, CDI – This has been discussed in the past. We have had someone from Facebook. Perhaps someone from Google, LinkedIn, or Adobe.
- Workshop G – Climate Change and Impact to Insurance Industry
  - Chandara Phanachone, CDI - In order to keep in line with current events, would the Task Force consider a session that explores climate change in light of the recent California wildfires? Can think more about that and what that would like with regard to insurance.
  - Sal Peinado, Jr. – Offered to chat with insurance professionals to determine if this could be a feasible session.
  - Venita Johnson, Public (via online chat functionality) – Proposed Grace Vandecruze, Founder & Managing Director, Grace Global Capital LLC. Current board member for M Financial Group for Day 2 Keynote.

Mark Morales, IDTF– Asked what category to register under for Summit.

Chandara Phanachone, CDI – Advised to register under the category that best fits the way that they will be attending, such as diverse supplier/business, etc.

Anthony Belcher, Public– Thanked Venita Jonson for all of her work on getting the Cal-CRIS this far. Has amassed a team behind her and thinks they will continue making good progress. Disappointed but not surprised that the Task Force has elected to not work together on the Cal-CRIS project. Wants to know from the Department what the avenue is to go forward and get this approved without the Task Force.

Chandara Phanachone, CDI – Thinks it's possible that he misunderstood that that Task Force did not want to work with him. In previous meetings, they advised that at this time, the Cal-CRIS does not seem developed enough to be presented at the Summit, and rather the Summit was going to be an avenue to do market research. The survey would determine if designation was something that appealed to insurance companies and then would look at fleshing out a plan. With regard to the avenue for him to have his recommendations heard, she advised that it's the Task Force's responsibility to review and complete due diligence and then make recommendations to the Commissioner after all of that has been completed.

Imelda Alejandrino, IDTF – Asked for permission to speak. Asked if she had been interested in pursuing this for the Summit, what would that look like? What would they present? Right now, it feels like an idea.

Anthony Belcher, Public – They are currently working on their plans for launching and will let us know when it's ready.

Imelda Alejandrino, IDTF – The best way that the Task Force could help this idea move forward would be for Anthony (Mr. Belcher) and Venita (Ms. Johnson) to provide an Alpha prototype. Let the Task Force look at that, and then feedback, etc. If they were going to launch at the Summit, you would be at the Beta stage. Highly recommends seeking some outside guidance/support on how to take this to the next step. Imelda has offered to spend some time with both Mr. Belcher and Ms. Johnson previously to provide insight.

Anthony Belcher, Public – Wouldn't it be a relevant topic to discuss the merits of rating at the Summit?

Imelda Alejandrino, IDTF –Thinks that this (the CalCRIS idea) could be part of a possible survey – not a session at the Summit. In the years that she has been on Task Force, she has not seen the Cal-CRIS concept go beyond a spreadsheet.

Anthony Belcher, Public – They will continue moving forward. They will launch it without the support of the Task Force.

Chandara Phanachone, CDI – Thanked Mr. Belcher for his comments.

## **5. Future Agenda Items**

## **6. Adjournment**

Motion to adjourn meeting: Mark Morales

Motion seconded: Imelda Alejandrino