



**CALIFORNIA DEPARTMENT OF INSURANCE
2015 INSURER SUPPLIER DIVERSITY SURVEY**

Report Type: **Individual**

Group / NAIC Code:

65005

Group / Company Name: **RiverSource Life Insurance Company**

Our company / group enters into contracts to procure goods or services in California.

1. Does your company / group have a supplier diversity policy statement?

YES

A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses

If yes, provide the supplier diversity policy statement below:

Our vision is to maximize all opportunities to include, educate and develop disadvantaged suppliers. Our mission is to deliver best in class supply management strategies by working with our business partners to procure the right goods and services from the right vendors for the right price.

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

www.amerprise.com/supplierdiversity

- If the state is available online, provide link here:

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

If no, please explain why:

2. Does your company / group have a supplier diversity program?

YES

A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.

If yes, provide an overview of the program:

Ameriprise Financial is the parent company for RiverSource Life Insurance Company. Procurement for RiverSource Life Insurance Company is provided by parent company. Ameriprise's Supplier Diversity program is a strategic business practice that expands the company's access to suppliers and increases competition in the supplier selection process. The program's focus is to promote awareness of diverse business enterprises, increase our exposure within our community and nationwide, foster business growth and develop relationships with local and national organizations and other potential partners. Ameriprise controls and manages all aspects of its supplier diversity program as a core function of the Enterprise Procurement department and has been formally integrated into the strategic sourcing process.

Diverse vendors include minority, women, veteran or service-disabled veteran, LGBT and small businesses. Suppliers can visit www.ameriprise.com/supplierdiversity - to learn about the supplier diversity program. The company participates in several surveys that include supplier diversity statistics, hosts procurement meetings with Women's Business Development Center (WBDC) and Northern Central Minority Supplier Development Council (NCMSDC), and attends trade shows and conferences (WBENC, NMSDC, NCMSDC –MBOF, and NGLCC). The supplier diversity team also identifies and tracks supplier diversity spend and proactively partners with Human Resources Diversity team.

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

If no, please explain why:

3. Does your company / group conduct outreach specifically to diverse businesses? **YES**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

The focus of the supplier diversity program is to promote awareness of diverse business enterprises, increase exposure and knowledge of the local and national MWBE community, foster business growth, and develop relations and business opportunities with local and national suppliers. To ensure the continued success and growth of the supplier diversity program, Ameriprise has implemented procurement and sourcing requirements, spend management and data analytics, registration process and active promotion of awareness (members of NCMSDC, WBDC, NGLCC) to increase exposure.

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

The supplier diversity team collaborates with business partners to ensure diverse supplier inclusion. Reports and updates are presented on a quarterly basis within procurement and Human Resources. Supplier Diversity and Human Resource partner together to work with our employee networks and to promote the program at trade shows and networking events. For 2016 the supplier diversity team will be piloting a supplier diversity champions program.

c. Check below all outreach and communication practices in which your company / group engages:

EVENT – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

North Central Minority Supplier Development Council

MEDIA – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets
- Social media; please specify: _____
- Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

ORGANIZATIONS – membership, affiliation, sponsorship, etc.

- Member of a certification agency
- Member of ethnic chamber of commerce

Member/affiliate of other organization, please specify:

[Redacted]

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

North Central Minority Supplier Development Council

PROGRAMS – mentorship, training, locator, etc.

- Diverse supplier registration portal
- Manage and run a supplier diversity mentorship program (in-house)
- Participate in a supplier diversity mentorship program
- Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)
- Operate a website dedicated to a Supplier Diversity Program

www.ameriprise.com/supplierdiversity

Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

[Redacted]

d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

National and local diversity councils expose us to a broad range of diverse suppliers. They are instrumental in supporting our program, mentoring both corporations and diverse suppliers, providing benchmarking and best practices within our community and

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **YES**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **YES**

b. Please explain:

We encourage all our suppliers to subcontract with diverse businesses.

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **NO**

If yes, please explain:

[Redacted]

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

NA

7. Additional Comments:

None

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

PRIMARY CONTACT

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