



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

Report Type: **Group**

Group / NAIC Code:

431

Group / Company Name: **Sammons Financial Group, Inc.**

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:

Sammons Financial Group, Inc. (SFG) is an insurance holding company whose member companies offer a diverse portfolio of financial services and retirement products, including life insurance, annuities, variable annuities, and securities. SFG has created a Vendor Diversity Statement to reaffirm the company's belief that all business engagements are performed in a transparent and competitive environment with no discrimination of any kind. Organizationally, SFG will make good faith efforts to utilize minority-owned, women-owned, physically-challenged and veteran and service disabled veterans throughout the procurement process. All efforts to contact these groups will be fair and impartial. The Vendor Diversity Statement is created to ensure all organizations have an unobstructed path to compete in the procurement process in an effort to do business with SFG.

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

The Diversity Statement is included in all Request for Proposal (RFP) and Request for Information (RFI) documents.

- 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?

NO

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:

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.):

[Redacted]

If no, please explain why:

The Procurement Department of SFG contracts with businesses providing a good fit for the required solution at the best price for our Company and our policyholders. All business engagements are conducted in a transparent and competitive environment. SFG contracts with businesses interested in building a long-term, mutually beneficial relationship. Organizationally, although SFG does not have a formal supplier diversity program/plan, the Company makes good faith efforts to utilize minority-owned, women-owned, and disabled veteran-owned businesses throughout the procurement process.

3. Does your company / group conduct outreach specifically to diverse businesses? **NO**

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:

[Redacted]

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

[Redacted]

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:

[Redacted]

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

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

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

[Redacted]

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:

[Redacted]

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

[Redacted]

- 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:

[Redacted]

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **NO**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **N/A**

b. Please explain:

[Redacted]

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:

See Answer to Question No. 2, above, regarding best practices.

7. Additional Comments:

Our companies, based in the Midwest, support thousands of businesses throughout the United States by procuring their services. Only nineteen (19) of those businesses are based in California and subject to these reporting requirements. We did not receive a response from seven (7) California businesses.

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

PRIMARY CONTACT

Contact Name: **Michael Kozor**
 Title: **Procurement Analyst**
 Phone Number: **515-273-5624**
 Email Address: **mkozor@sfgmembers.com**
 Mailing Address **4350 Westown Parkway, West Des Moines, IA 50266**

SECONDARY CONTACT

Contact Name: **Matt Kerchal**
 Title: **Second Vice President - Strategic Sourcing**
 Phone Number: **515-327-5841**
 Email Address: **mkerchal@sfgmembers.com**
 Mailing Address **4350 Westown Parkway, West Des Moines, IA 50266**

GENERAL CONTACT

Contact Name: **SFG Procurement Department**
 Title:
 Phone Number: **877-586-0240**
 Email Address: **sfgprocurement@sfgmembers.com**
 Mailing Address **4350 Westown Parkway, West Des Moines, IA 50266**

LIST OF COMPANIES INCLUDED IN THIS REPORT

Company Name	Company NAIC Number
Midland National Life Insurance Company	66044
North American Company for Life and Health Insurance	66974