

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.

**NATIONAL
HISPANIC
HERITAGE MONTH**

**September - In Celebration of
National Hispanic Heritage Month**

What's New



7th ANNUAL INSURANCE DIVERSITY SUMMIT
Monday, October 1, 2018 - California Endowment - Los Angeles, CA

REGISTER NOW for the SUMMIT

As we count down to the final month leading up to our 7th Annual Insurance Diversity Summit, general registration will remain open thru Friday, September 21, 2018. Please continue to check the website

SUMMIT WORKSHOPS*

We are excited to announce this year's line-up of distinguished panelists:

Workshop A: Navigating the Procurement Process

Learn how to successfully enter into procurement contracts with insurance companies. Attendees will be provided with an overview & tips on how to navigate the RFP process within the insurance industry, and post-business matchmaking success strategies.

Moderator:

Dawn Marchand - *President & CEO, Helenistic Enterprises*
Insurance Diversity Task Force Member

Panelists:

Wassel Lewis, *AFLAC*
Greg Harwell, *CSAA Insurance Group*
Andaye Hill-Espinoza, *Kaiser Permanente*
Pauline Gebon, *Metropolitan Life Insurance Company*
Joy Wong, *New York Life Insurance Company*

Workshop B: Creating Pathways to Corporate Governance

Hear from leading industry experts about the opportunities in board leadership, including the recruitment, preparation, and resources that are available to aspiring board and/or corporate leaders.

Moderator:

Linda Akutagawa - *President & CEO, Leadership Education in Asian Pacifics, Inc. (LEAP)*
Insurance Diversity Task Force Member

Panelists:

Betsy Berkhemer-Credaire, *2020 Women on Boards*
Jeff Sakaguchi, *ACT Holdings, Inc.*
Virgil Roberts, *African American Board Leadership Institute (AABLI)*

Workshop C: Diversity as a Business Imperative

Hear from leading organizational think tanks about analytical research findings that underscore the business case for achieving supplier & governing board diversity.

Moderator:

Cecil Plummer - *President & CEO, Western Regional Minority Supplier Development Council (WRMSDC)*
Insurance Diversity Task Force Member

Panelists:

Dr. Scott Vowels, *Apple, Inc.*
Molly Larsen, *CVM Solutions*
Jonathan Lovitz, *National LGBT Chamber of Commerce (NGLCC)*
Kimberly Bourdon, *PricewaterhouseCoopers LLP*

Workshop D: Leveraging Social Media

Hear from industry experts on the resources that your company can leverage to determine the optimal social media platform for your customer base/segment & how to effectively market your company for greater business development opportunities.

Moderator:

Imelda Alejandrino - *CEO, AP42 Integrated Marketing, Inc.*
Insurance Diversity Task Force Member

Panelists:

David Burk, *The Electron Shop*
Facebook

**Workshop & Panelists subject to change.*

As you register for the Summit as an insurer, diverse supplier, or general attendee, you will have an option to select which of these four workshops you would like to attend. If you're already registered and



The theme for our 7th Annual Insurance Diversity Summit is “Pathways to Progress.”

Take a look at the [2018 Sponsorship Prospectus](#) and sponsor our Summit at the Platinum and Diamond Levels. The success of our 7th Annual Insurance Diversity Summit depends on you! Without the generosity of our sponsors, the Summit would not be as successful as it has been year after year. If you are interested in becoming a sponsor, please complete the Sponsorship Agreement Form included with this [prospectus](#).

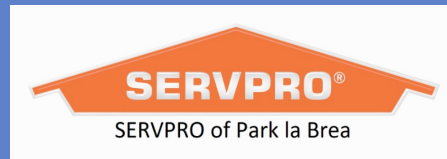
[2018 Sponsorship Prospectus](#)

Whether you are a diversity advocate or diverse business enterprise/supplier, the benefits of sponsorship are plentiful.

- **Brand Awareness & Exposure** - It's no secret that greater exposure leads to greater brand awareness. Position your company for success by leveraging our Diversity Summit as a way to attract new and/or retain business opportunities.
- **Direct Promotion of Your Product/Service** - At the Diamond, Platinum, and Gold sponsorship levels, your company has the unique opportunity to directly promote your product and/or service to key decision makers in the insurance industry.
- **Support Diverse Businesses** - Your sponsorship enables you to help ensure that diverse business enterprises have an opportunity to compete in the marketplace.

ATTADALEPARTNERS
MANAGEMENT CONSULTANTS
OPERATIONS. ANALYTICS. AI.





The 2018 [NGLCC](#) International Business & Leadership Conference was held on August 14-17 in Philadelphia, PA. The event attracted over 1,300 entrepreneurs, corporate decision-makers, affiliate chamber leaders, and government officials from across the country and around the world. The connections made at the conference are the basis for contracting opportunities and strategic growth for years to come. This world-renowned, three-day educational conference delivered innovative leadership programming, networking and engagement opportunities for business leaders. Their cutting-edge educational programs included inspiring keynote speakers - Martha Stewart, the annual B2B Boot Camp for LGBT Business Enterprises, a chamber development track, marketplace expo, one-on-one matchmaker meetings with Fortune 500 companies, and more.

Canada's Minister of International Trade Diversification, The Honorable Jim Carr also led the inaugural LGBTQ2+ trade mission to NGLCC. This historic milestone marks the first LGBTQ2+ trade mission ever led by the Canadian government, and Global Affairs Canada is partnering with the Canadian Gay & Lesbian Chamber of Commerce (CGLCC) to ensure its success. The goal of this trade mission is to identify and connect with interested LGBTQ2-owned companies who are either starting out on their export journeys and want to learn more, or are seasoned exporters looking to penetrate the vast U.S. and international diversity supply chain.



2018 International Business & Leadership Conference | NGLCC LGBTUNITY - Philadelphia, PA
(Pictured L-R) Chandara Phanachone, CDI Director - Insurance Diversity Initiative; and, Amorette Yang, CDI Deputy Commissioner - Community Programs & Policy Initiatives.



By Parker Morse, Founder & CEO

H Code Media

[Originally published January 9, 2018](#)

There is no doubt that the Hispanic market is an important one for any brand to tap into. But the only way for brands to reach Hispanic audiences successfully is to understand them, know who they are, where they spend their time, the platforms they visit most frequently and how they consume their content.

U.S. Hispanics currently have [\\$1.7 trillion in purchasing power](#), a number that's sure to rise in the years to come. Here are a few things about the Hispanic market that every brand should know.

1. Hispanics account for almost half of U.S. population growth.

The expansion of the Hispanic population in the U.S. has been the main driver of America's population growth since 2000, although the rate of growth [has been slowing](#) over the past few years. Hispanics currently make up around 18% of the total U.S. population and are the second-fastest growing demographic group (after Asians).

Another interesting thing to note is the fact that a little over a third of Latinos were born outside of the United States, a number that is lower than its peak of nearly 40% in 2000. This is in line with the fact that immigration to the United States from countries such as Mexico [is declining](#) — a trend which, if it accelerates, will have definite repercussions on the way that brands reach Hispanic consumers.

2. More than half of the U.S. Hispanic population is under the age of 29.

To break that down even further, [25.8%](#) of all children in the U.S. ages nine and under are Hispanic,

further underscoring the growing demographic importance of Latinos. The fact that a majority of the U.S. Latino population is young also affects how brands reach out to them. While it's too early to begin marketing to the youngest groups now, brands should be aware of the implications that the growing strength of the Latino population will have on pop culture, advertising standards and perhaps even the language being used in ads.

3. TV makes up over [45% of total ad spend](#).

The amount of total ad spend brands have invested in Hispanic media has been rising in the past few years, but not enough. As eMarketer [points out](#), there's a disparity between the proportion of ad spend allocated to Hispanic media and the number of Hispanics living in the U.S.

That being said, in 2015, brands spent [over \\$6 billion](#) marketing to Hispanics on TV alone, which is interesting considering most advertisers elsewhere are shifting budget to digital channels. Digital's share of the marketing budget for Hispanic audiences did [increase by 2.6%](#) between 2015 and 2016, but there is still a huge opportunity for leading brands to position themselves as pioneers in the digital space before others begin to muscle in.

4. 44% of Hispanics say they only consume online content in English.

One of the biggest challenges that advertisers face when trying to reach bilingual Latino audiences is figuring out which language to reach them in. Interestingly, [research has found](#) that even Spanish-dominant speakers are more likely to use English when conducting searches or consuming content online. More than half of the respondents said that they use English online, even if they generally spoke Spanish at home.

But just because Hispanics are consuming content in English doesn't mean brands shouldn't be making the effort to incorporate Spanish into their ad campaigns. In a survey, about [56%](#) of Spanish-speaking Hispanics said that they were more loyal to companies that advertise in Spanish, which underscores the need for brands to connect with Hispanics in their own language.

It's also important for brands to transmit elements of Hispanic culture through their advertising, even if it's in English, because it makes individuals feel that the brand understands them and their cultural backgrounds.

5. Hispanic users spend nearly [10.5 hours](#) per week using the internet on their smartphones, compared to the overall average of [8.4 hours](#).

While Hispanics own smartphones in similar proportions to the rest of the population, they spend, on average, two hours more per week on their mobile devices. They also tend to watch more videos online on their smartphones and are avid watchers (and subscribers) of streaming platforms such as Netflix, Amazon Prime and Hulu.

In general, Hispanics are more likely than the general population to perform a number of tasks on their smartphones, including listening to music, messaging, emailing, using the App Store and even using their cameras. This is in line with their reputation as digitally-savvy users and as consumers who turn to the internet often to inform their purchases.

6. Hispanic millennials are more likely to interact with brands on social media.

According to a [study](#), almost 50% of Hispanic millennials said they had talked about a brand online with others or used a brand's hashtag, compared to 17% of non-Hispanics. The gap between the two is staggering and intriguing given how much time millennials generally spend on social media.

What does this mean for brands? It means that social media represents an important touchpoint for Hispanic consumers, especially for much-sought-after millennials. Brands should take care to use it as a tool to cultivate brand loyalty among this cohort.

Taken together, these six nuggets of information should give brands more insight into the Hispanic market and demonstrate the importance of an effective omnichannel strategy that is aligned with consumers' passion points and over-indexing channels.



[H Code Media](#), the leader in digital advertising for the US Hispanic market by using its platform to connect brands with this audience.

H Code is the #1 US Hispanic comScore entity for Authentic Hispanic Reach.
He Code connects highly sought-after US Hispanic audiences to brands through its exclusive + direct network of endemic publishers. The goal is to assist brands in telling their stories through the Hispanic cultural lens.

Reminders



www.2018insurancediversitysummit.com

**SAVE
THE
DATE**

**7th Annual Insurance
Diversity Summit
Save the Date**

Monday, October 1, 2018
The California Endowment
1000 N. Alameda Street
Los Angeles, CA 90012

[More Information
Found Here](#)



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

Take 1-2 minutes to fill out our [Diversity Success Story Survey](#) or contact us directly at diversity@insurance.ca.gov.

Diversity Events Calendar: September 2018

California Asian Pacific Chamber of Commerce
(CAPCC) - Minority Women's Business
Conference
September 6, 2018
Sacramento, CA

National Association of Women Business
Owners (NAWBO) - 2018 National Women's
Business Conference
September 23-25, 2018
Spokane, WA

To submit a request for your Supplier Diversity or Governing Board Diversity-related event be added or to view upcoming events, please visit our [Diversity Events Calendar](#).



INNER CITY CAPITAL CONNECTIONS

Positioning Inner-City Businesses For Long-Term Success

Sacramento 2018

Inner City Capital Connections (ICCC) is a national program designed by the Initiative for a Competitive Inner City (ICIC) to help small businesses in economically-distressed areas build capacity for sustainable growth in revenue, profitability, and employment.

The 40-hour program spans 3-6 months and covers a diversity of topics, including best practices in strategy, sales & marketing, talent recruitment and management, and entrepreneurial finance. It is structured as follows:

- Opening Seminar (**Sacramento's seminar is Wednesday, October 10**)
 - If this date is not possible, consider attending one of our other seminars.
- Webinars (August to October 2018)
 - Webinars should be completed prior to the October 10 Opening Seminar
- Individualized coaching with bankers/consultants (October 2018)
 - Coaching will happen after the October 10 Opening Seminar
- National Capital Conference in Boston (**Tuesday, November 13**)
 - This includes the opportunity to pitch live to capital providers and to network with ICCC participants from all of our cohorts.

Participants graduate from ICCC with a clearer understanding of their growth plan, custom solutions to their unique business challenges, and a new network of peers, mentors, and capital providers.

Nationally, 1,700 ICCC alumni—41% of whom are women and 65% of whom are minorities—reported:

- 172% growth in revenue
- 16,000 jobs created, with more than half paid above \$40,000
- \$1.47 billion in total capital raised.

“The ICCC program provides the essential tools entrepreneurs need to do more than just survive but to thrive in today’s constantly evolving business landscape.”

*Vanessa Ballesteros, CEO, Sunbox Inc.,
ICCC Los Angeles Participant '17*

Apply for the 2018 ICCC program today at apply.iccapitalconnections.org

ICCC is offered at no cost to all accepted participants thanks to our sponsor, Kaiser Permanente! Participants are, however, responsible for travel and lodging related to the opening seminar and national conference.

For questions regarding the application process, contact Andrea Sotomayor, Manager, Western Region, at 310-740-3405 or asotomayor@icic.org.

7TH ANNUAL INSURANCE DIVERSITY SUMMIT

HOSTED BY THE CALIFORNIA DEPARTMENT OF INSURANCE

MONDAY, OCTOBER 1, 2018

THE CALIFORNIA ENDOWMENT - 1000 N. ALAMEDA ST., LOS ANGELES, CA 90012

REGISTER TODAY, LIMITED SPACE AVAILABLE
www.2018InsuranceDiversitySummit.com

Join us for the opportunity to meet hundreds of diverse suppliers, insurance industry leaders, stakeholders, and subject-matter experts to advance supplier diversity procurement programs and governing board diversity.

NETWORKING OPPORTUNITIES: Network throughout the day -- during the plenary, awards luncheon, and afternoon networking reception.

RESOURCE EXPO: Meet representatives from government agencies, insurance companies, diverse executive search firms, and businesses offering tools for success!

WORKSHOPS: Learn from subject-matter-experts on industry best practices in social media, procurement, corporate governance, expanding supplier diversity programs, and more!

THANK YOU TO OUR SPONSORS



Sponsorship Opportunities Still Available

California Department of Insurance | www.insurance.ca.gov/diversity | Email: diversity@insurance.ca.gov
Insurance Diversity Initiative: 300 Capitol Mall, 16th Floor, Sacramento, CA 95814

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The Insurance Diversity Initiative was established by Insurance Commissioner Dave Jones in 2011 to address diversity issues within California's \$310 billion insurance industry. Specifically, these efforts are meant to increase procurement from California's diverse suppliers, as well as to increase diversity amongst insurer governing boards. To accomplish these goals, the Department conducts outreach, creates partnerships, hosts events, and most importantly, administers surveys to collect and publicly disseminate information about the state of diversity in the insurance industry.

INSURANCE DIVERSITY INITIATIVE
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STAY CONNECTED

