



## Independent Insurance Agents & Brokers of America, Inc.

### EXECUTIVE SUMMARY:

The **Diversity Task Force** is a cooperative industry group comprised of Big "I" agents and brokers, members of groups representing Latin-American, African-American and Asian-American agents, and ten leading insurance companies—Allied, Chubb, Encompass, Erie, Hartford, Liberty Mutual Agency Markets, MetLife Auto & Home, Safeco, Selective and Travelers.

### MISSION:

The **Diversity Task Force** is charged with fostering a profitable independent agency force that reflects, represents and capitalizes on the opportunities of the diverse U.S. population.

### STRATEGIC PLAN OBJECTIVES:

- Assist IIABA minority agents in obtaining direct company appointments through our member carriers.
- Develop a database of minority owned and/or managed agencies.
- Attract & recruit people of diverse backgrounds to pursue a career in the insurance industry.
- Build strategic alliances with other insurance organizations that represent diverse agents.
- Increase visibility of the diversity Task Force efforts in the insurance industry and the business community at large through various communication mechanisms.
- Build better relationships with state associations and IIABA leadership to exemplify the value of having an ethnically diverse independent agency system is fully understood and recognized as a critical goal for future prosperity and growth.
- Promote "Selling to Emerging Markets" professional development webinar series and forum to arm IIABA members with the tools and resources needed to penetrate, attract, and retain a customer base of diverse clientele.

### 2011-2012 DIVERSITY TASK FORCE MEMBERS:

**Chair:** Juan Padron, *Safeguard Insurance Agency*  
Arturo Hoyo, *Coastal Insurance Group*  
Bill Norman, *Liberty Mutual Agency Markets*  
Cathi Martinez, *Encompass Insurance Group*  
Charles Hilson, *GBG, Inc.*  
David VanDelinder, *Independent Insurance Agents of Texas*  
Edward Matthews, *Edward Matthews Insurance Associates*  
Geraldyn Thompson, *Encompass Insurance Group*  
Henry Furtick, *Travelers*  
Jeffrey F. Kamrowski, *Selective Insurance Group*  
Jeff Taylor, *Allied Insurance*  
Jose Cruz, *Nationwide Insurance*  
Matt Zimmerman, *Allied Insurance*  
May Choi, *Travelers*  
Michelle Middleton, *Chubb Commercial Insurance*  
Patrick O'Hollearn, *Allied Insurance*  
Paul Hollie, *Safeco Insurance*  
Rosalina Mendoza, *The Hartford*  
Rudy Loney, *MetLife Auto & Home*  
Suzanne Witt, *Chubb & Son*  
Tasha Nesbit-Arrington, *SPHR, Erie Insurance Group*  
Tommy Hayes-Brown, *AIC, MetLife Auto & Home*

**Executive Committee Liaison:** Randy Lanoix, *Lanoix Insurance Agency*

**Staff Liaisons:** Madelyn Flannagan, Vice President, Agent Development, Education & Research  
Lisa Johnson-Briggs, Program Manager, Agent Development, Education & Research