



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

## **2014 EXECUTIVE SUMMARY**

**THE DIVERSITY TASK FORCE (DTF)** 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 Insurance, Chubb Group of Insurance Companies, Encompass Insurance, Erie Insurance Group, The Hartford, Liberty Mutual Insurance, MetLife Auto & Home, Safeco Insurance, Selective and Travelers.

### **MISSION**

The Diversity Task Force engages and develops a sustainable diverse independent agency network by partnering with state associations, carriers, and industry affinity groups.

### **STRATEGIC ACTION PLAN FOR 2014-2015**

1. Engage IIABA State Associations by identifying each state’s level of engagement and assessment of needs as it pertains to diversity resulting in increased awareness, member agent recruitment and retention.
2. Identify Diverse Independent Agents countrywide to further develop recruitment and retention efforts.
3. Become a resource center for Agents, State Associations and Carrier Partners providing access to information relative to increasing diversity in the independent agency system.

### **KEY ACCOMPLISHMENTS 2013-2014**

- The Diversity Task Force received national recognition from the Association of ERGs & Councils as one of the top 25 US organizations implementing exemplary work in diversity and inclusion initiatives. The task force plans to apply for this prestigious award on an annual basis to better evaluate and measure ongoing successes.
- The Diversity Task Force has partnered with InVEST and key affinity groups to promote industry perpetuation resulting in an annual insurance industry diversity career fair targeting college students and recent college graduates. These affinity groups include the Chinese American Insurance Association, National African American Insurance Association, Latin Agents and Brokers Association and Korean American Insurance and Financial Association.
- The Diversity Task Force has updated the diversity area of [independentagent.com/diversity](http://independentagent.com/diversity) website to serve as a resource for current and prospective agents, state association staff and carrier partners. Tools are available for those interested in obtaining company appointments, exploring a career in the insurance industry, starting an agency, and enhancing their agency’s value. The page also includes an events calendar noting industry events focused on diversity and inclusion. This page will be continuously updated to reflect the latest work of the DTF and more diversity resources and information.

**COMMITTEE CHAIR:** Juan Padron, *Safeguard Insurance Agency, McAllen, TX*

**EXECUTIVE COMMITTEE LIAISON:** Randy Lanoix, *Lanoix Insurance Agency, Litcher, LA*

**STAFF LIAISONS:** Madelyn Flannagan, Vice President of Agent Development, Education & Research  
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