

SUPPLIER  
DIVERSITY

# Supplier Diversity: California's Economic Engine



GREENLINING'S ANNUAL REPORT CARD  
ON THE CALIFORNIA PUBLIC UTILITIES COMMISSION'S  
\$7 BILLION SUPPLIER DIVERSITY PROGRAM

## The Greenlining Institute

The Greenlining Institute is a national policy, advocacy, and leadership institute working for racial and economic justice. Greenlining ensures that diverse grassroots leaders participate in major policy debates and work together to advance solutions to our nation's most pressing problems.

### Biographies

#### Mark Baldassare, President and CEO, Public Policy Institute of California

Mark Baldassare is president and CEO of the Public Policy Institute of California, where he also holds the Arjay and Frances Fearing Miller Chair in Public Policy and directs the PPIC Statewide Survey—a large-scale public opinion project designed to develop an in-depth profile of the social, economic, and political forces at work in California elections and in shaping the state's public policies. Prior to assuming his current position, he was PPIC's director of research. He is the author of ten books, including *The Coming Age of Direct Democracy: California's Recall and Beyond*. Before joining PPIC, he was a professor of urban and regional planning at the University of California, Irvine, where he held the Johnson Chair in Civic Governance and initiated and directed the Orange County Annual Survey. He has conducted surveys for the *Los Angeles Times*, the *San Francisco Chronicle*, and the California Business Roundtable. He holds a Ph.D. in sociology from the University of California, Berkeley.

#### Michael R. Peevey, President, California Public Utilities Commission

Michael R. Peevey was appointed President of the California Public Utilities Commission (CPUC) by Governor Gray Davis on December 31, 2002, having been originally appointed to the CPUC by Governor Davis in March 2002. In December 2008, Governor Arnold Schwarzenegger reappointed Mr. Peevey to the CPUC for another six-year term. As President of the CPUC, Mr. Peevey is committed to protecting the public interest by promoting consumer needs, while challenging utilities to embrace new technologies and provide safe, high-quality services. From 1995 until 2000, Mr. Peevey was President of NewEnergy Inc. Prior to that, Mr. Peevey was President of Edison International and Southern California Edison Company, and a senior executive there beginning in 1984. Mr. Peevey has served on the boards of numerous corporations and non-profit organizations. Mr. Peevey holds Bachelor and Master of Arts degrees in economics from the University of California, Berkeley.

#### Samuel Kang, General Counsel, The Greenlining Institute

Samuel Kang is the general counsel for The Greenlining Institute and is a co-author of the *Supplier Diversity Report Card*. Sam oversees Greenlining's legal advocacy and has led several successful campaigns impacting state and national policy, including the expansion of supplier diversity in California's regulatory industry. He has litigated several high profile cases impacting the allocation of billions of dollars in utility rates and regularly testifies before the California legislature. He also serves on a state body that advises the Insurance Commissioner of California on issues affecting underserved and diverse communities. Sam has been interviewed and quoted in hundreds of media outlets across the country. He was previously a Coro Fellow and recognized as one of the top young Korean American leaders in the United States by the Network of Korean American Leaders. Sam received his B.A. from Occidental College and his J.D. from the University of San Francisco School of Law.

#### Catherine J.K. Sandoval, Commissioner, California Public Utilities Commission

Commissioner Catherine J.K. Sandoval was appointed to the California Public Utilities Commission on January 25, 2011, by Governor Jerry Brown. Most recently, Commissioner Sandoval has worked as an associate professor at Santa Clara University School of Law since 2004. She previously served as Undersecretary and Senior Policy Advisor for Housing with the Business, Transportation, and Housing Agency from 2001 to 2004. She was vice president and general counsel with Z-Spanish

Media Corporation from 1999 to 2001 and was the Director of the Office of Communications Business Opportunities for the Federal Communications Commission from 1994 to 1999. Commissioner Sandoval was an associate with Munger, Tolles & Olson from 1991 to 1994. She earned a J.D. from Stanford Law School, a Master of Letters in political science from Oxford, where she was a Rhodes Scholar, and a B.A. from Yale.

#### Smeeta Ramarathnam, Chief of Staff, Commissioner Luis Aguilar, Securities & Exchange Commission

Smeeta Ramarathnam currently serves as the chief of staff to the Honorable Luis A. Aguilar, one of five Commissioners of the United States Securities and Exchange Commission, where she specializes in a wide portfolio of financial reform and securities. Prior to her appointment to Commissioner Aguilar's staff, Smeeta served in a number of other capacities at the Commission, including as counsel to former Commissioner Roel Campos, and as an attorney in the Legal Policy Group of the Office of the General Counsel and in the Division of Investment Management. Prior to joining the Commission, Smeeta worked for several years in an investment management practice of a large international law firm. Smeeta was a law clerk for the Honorable Deborah Chasanow of the United States District Court for the District of Maryland, and received her JD from Stanford Law School and undergraduate degree from Stanford University.

#### Anne Shen Smith, President & CEO, Southern California Gas Company

Anne is the President and Chief Executive Officer for Southern California Gas Company (SoCal Gas), a Sempra Energy regulated utility and the largest natural gas utility in the U.S. Smith, who joined SoCal Gas in 1977 as an operations research analyst, has served in a broad range of management roles during her 35-year career at the company. She served as SoCal Gas' chief operating officer since 2010 and was senior vice president of customer services for SoCal Gas and SDG&E from 2004 to 2010. From 1991 to 2004, she served in a variety of executive roles at SoCal Gas. Smith immigrated to the United States from Taiwan in 1965. She received her bachelor's degree in industrial engineering from the University of Michigan and has a master's degree in industrial engineering and operations research from the University of California at Berkeley.

#### Mark Lloyd, Associate General Counsel and Chief Diversity Officer, Federal Communications Commission

As the FCC associate general counsel/chief diversity officer, Mark works from the General Counsel's Office to help ensure that the communications field is competitive and generates widespread opportunities. Mark was most recently the Vice President for Strategic Initiatives at the Leadership Conference on Civil Rights/ Education Fund, where he oversaw media and telecom initiatives. Mark is an affiliate professor of public policy at the Georgetown University Public Policy Institute, and from 2002-2004 a visiting scholar at MIT where he conducted research and taught communications policy. Previously, Mark has been a senior fellow at the Center for American Progress, the General Counsel of the Benton Foundation, and an attorney at Dow, Lohnes & Albertson. Before becoming a communications lawyer, Mark had a distinguished career as a broadcast journalist, including work at NBC and CNN. He has an undergraduate degree in political science and journalism from the University of Michigan and a law degree from Georgetown University.

## Supplier Diversity: California's Economic Engine

In a state where people of color make up nearly 60% of the population, California's ethnically diverse economy will be critical to the state's overall economic recovery. Over the last 10 years, the California Public Utilities Commission (CPUC) has built the most successful program in the country to create opportunities for ethnic, women, & disabled veteran-owned companies. Under the CPUC's leadership, California's utilities and telecom companies awarded \$7 billion in contracts to diverse-owned companies in 2011 alone. The CPUC is now influencing the creation of other state and federal models, driving a more inclusive and equitable economic recovery. This forum will illuminate how this is happening and what's on the horizon.

### Program Schedule

9:00 a.m. – 10:00 a.m.

■ REFRESHMENTS AND REGISTRATION

10:00 a.m. – 10:15 a.m.

■ WELCOME:



MARK BALDASSARE

**Mark Baldassare, President and CEO**  
Public Policy Institute of California

### Keynote Address

10:15 a.m. – 10:30 a.m.

■ KEYNOTE ADDRESS:

**Michael R. Peevey, President**  
California Public Utilities Commission



MICHAEL R. PEEVEY

### Presentation

10:30 a.m. – 11:00 a.m.

■ PRESENTATION:

***Defining Supplier Diversity, the California Model, and 2012 Report Card***

In 1986, then-Assemblywoman Gwen Moore authored legislation (AB 3678) that required California's largest regulated utilities and telecommunications companies to annually report how much they contract with women-, disabled veteran-, and minority-owned businesses to the CPUC. In 1988, the CPUC implemented the legislation as General Order 156. This presentation will give a short synopsis of the progress and highlights of the CPUC's successes and provide a snapshot of this past year's results.

**Samuel Kang, General Counsel**  
The Greenlining Institute



SAMUEL KANG

### Panel Discussion

11:00 a.m. – 12:00 p.m.

■ PANEL DISCUSSION:

***The Economic Impact of Supplier Diversity and the Path Ahead***

The CPUC's supplier diversity program has been one of the best kept secrets in the business and policy worlds. With economic revival and job creation continuing to be critical issues, how can supplier diversity help spur economic development? How can the CPUC model apply to other industries and at the federal level? What's the future of supplier diversity?

**Catherine J.K. Sandoval, Commissioner**  
California Public Utilities Commission



SMEETA RAMARATHNAM

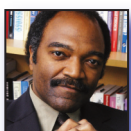
**Smeeta Ramarathnam, Chief of Staff**  
Commissioner Luis Aguilar, Securities & Exchange Commission

**Anne Shen Smith, President & CEO**  
Southern California Gas Company



ANNE SHEN SMITH

**Mark Lloyd, Associate General Counsel and Chief Diversity Officer**  
Federal Communications Commission



MARK LLOYD



CATHERINE SANDOVAL

12:00 p.m.

■ ADJOURN





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