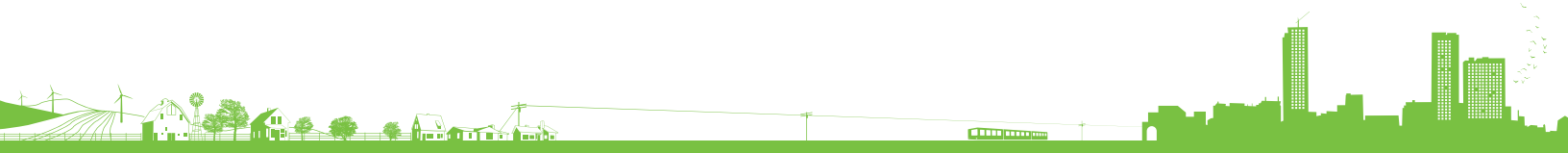




Expanding Supplier Diversity:
An Economic Engine for Growth

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Orson Aguilar
Executive Director, The Greenlining Institute

Orson Aguilar is the executive director of the Greenlining Institute, one of the nation's largest and most successful multi-ethnic public-policy non-profits in the country. Greenlining works to bring the American Dream within reach of all communities, regardless of race or income.

Orson's leadership has been featured in major media such as *The New York Times*, *The Wall Street Journal*, Univision, Telemundo, *La Opinion*, NPR, Politico, The Huffington Post and many other news outlets. He meets regularly with major Fortune 100 CEOs and with many of our nation's political leaders.

Orson's passion is fueled on his experiences growing up in the immigrant and working class neighborhood of Boyle Heights in Los Angeles. He attended U.C. Santa Cruz and received a Master's Degree in Public Affairs at the University of Texas at Austin. Orson is a product of Greenlining's leadership academy. He is also a former PPIA fellow and Congressional Hispanic Caucus Institute fellow. Orson lives in Oakland, California with his wife Claudia, and their three children, Emilio, Nayeli, and Danilo.

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.

Danielle Beavers
Economic Equity Fellow, The Greenlining Institute

As the Economic Equity fellow, Danielle advocates for greater diversity in the financial services sector. She leads Greenlining's work with the Offices of Minority and Women Inclusion to increase workforce and supplier diversity. Danielle believes that increasing the representation of people of color in the banking world is essential to economic recovery and prosperity. She received her BA from Stanford University in Comparative Studies in Race and Ethnicity with Honors, where she engaged with multiple sectors on racial justice issues. Danielle worked at San Mateo Superior Courthouse's Family Law Clinic, which inspired her to write an honors thesis investigating the perceptions of government employees on women of color in cases of domestic violence. She also worked as a researcher for Violence Prevention through Urban Upgrading while abroad in South Africa, partnering with local leaders to provide state sponsored housing for undocumented township residents. As a Public Policy and International Affairs fellow, she was exposed to the resources and influence policy can provide and continues to hone her skills in advocacy and research.

Dennis Arriola
President & Chief Operating Officer, Southern California Gas Company

Dennis Arriola is president and chief operating officer for Southern California Gas Company (SoCalGas). Previously a long-time veteran for the Sempra family of companies, Arriola left Sempra in 2008 to work for Silicon Valley-based SunPower Corporation, a solar panel manufacturer, as its executive vice president and chief financial officer. From 1994 to 2008, Arriola held a variety of increasingly responsible leadership positions within the Sempra family of companies. From 2006 to 2008, he was senior vice president and chief financial officer of both San Diego Gas & Electric Company and SoCalGas.

Previously, Arriola also served as vice president of communications and investor relations for Sempra Energy and regional vice president and general manager of Sempra's South American operations. He first joined the company in 1994 as treasurer for Pacific Enterprises/SoCalGas. Arriola serves on the board of directors for the United Way of Greater Los Angeles, Western Energy Institute and the California Business Roundtable. Arriola has a master's degree in business administration from Harvard University and a bachelor's degree in economics from Stanford University.

Richard Chacon
Senior Vice President, Supplier Diversity & Development, Union Bank

Richard Chacon is a senior vice president and supplier diversity manager for Union Bank, N.A. He is responsible for providing diverse business enterprises with the maximum practicable opportunity to participate in the Bank's procurement of goods and services in California, Oregon and Washington. Mr. Chacon joined Union Bank in 1998 and has been the driving force behind its increase in diverse business supplier spend from \$13 million in 1996 to \$123 million in 2011.

Prior to his current position, Mr. Chacon worked with Pacific Bell for 13 years in the personnel and supplies distribution departments. There, he established the supplier diversity program for Pacific Bell's southern California region and then managed its California and Nevada Services for the Disabled program.

Mr. Chacon is an Executive Board member of the Financial Services Roundtable for Supplier Diversity, a board member of the Northwest Minority Supplier Development Council, a board member of the Northern California Minority Supplier Development Council, and a founding member and current board member of the San Diego Regional Minority Supplier Development Council.

Mr. Chacon is also a corporate advisor to the Greater Los Angeles African American Chambers of Commerce, and to the California Service Disabled Veteran's Business Alliance.

Chris Shultz
Deputy Commissioner,
Community Programs, California Department of Insurance

Chris Shultz leads the Community Programs Branch at the California Department of Insurance. His responsibilities include growing California's Low Cost Auto Insurance and Insurance Diversity programs, as well as overseeing the COIN (California Organized Investment Network) Program, Consumer Education and Outreach Bureau, and the Ombudsman. Shultz serves on the California Earthquake Authority Governing Board and DMV's Autonomous Vehicles Task Force.

The COIN Program encourages insurance companies to make "double bottom line" investments (both solid financial returns and social impact) in underserved communities. The Department's Consumer Education and Outreach Bureau is responsible for disseminating vital consumer information to millions of Californians through community events, brochures and advertising. Chris also supervises the Office of the Ombudsman, which reviews how the Department handles complaints and manages the Commissioner's appointments to boards and committees.

Shultz previously held positions in state government as then-Assemblymember Dave Jones' chief of staff and former State Senator Dede Alpert's capitol director. Before that, he worked as public affairs director for one of Oregon's top five public relations and public affairs firms. He managed a \$175 million education technology grant program in the administration of former Governor Gray Davis, and served as state government affairs manager for a technology industry trade association.

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.

Expanding Supplier Diversity: An Economic Engine for Growth

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 economic well-being. Over the last 10 years, the California Public Utilities Commission (CPUC) has built the most successful program in the country to create opportunities for minority-, women- and disabled veteran-owned companies. Under the CPUC's leadership, the state's utilities and telecommunications companies awarded \$8 billion in contracts to diverse-owned companies in 2012 alone. This event will illuminate how the CPUC strategically fosters this progress and how to replicate their best practices in other industries for a more inclusive and equitable economy.

Forum Schedule

9:00 a.m. – 10:00 a.m.

■ REFRESHMENTS AND REGISTRATION

10:00 a.m. – 10:10 a.m.

■ WELCOME:

Orson Aguilar, Executive Director
The Greenlining Institute



ORSON AGUILAR

10:10 a.m. – 10:30 a.m.

■ PRESENTATION:

Samuel Kang, General Counsel
The Greenlining Institute



SAMUEL KANG

Defining Supplier Diversity, the California Model, and 2013 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.

10:30 a.m. – 11:30 a.m.

■ PANEL DISCUSSION:

Expanding Supplier Diversity: An Economic Engine for Growth

The CPUC's supplier diversity platform has been a model for supplier diversity programs and economic growth across the state. As we celebrate the successful growth of supplier diversity within the utility and telecommunication sectors, how can we leverage these systems to replicate this model in other industries? How can we use GO 156 as a model for insurance and the financial services sector? What internal structures were implemented to make GO 156 a success? What are barriers to replicating these supplier diversity initiatives? What is the impact on small businesses and access to growth?



DANIELLE BEAVERS

Moderator:

Danielle Beavers, Economic Equity Fellow
The Greenlining Institute



CHRIS SHULTZ

Panelists:

Dennis Arriola, President & Chief Operating Officer
Southern California Gas Company



DENNIS ARRIOLA

Chris Shultz, Deputy Commissioner, Community Programs
California Department of Insurance



RICHARD CHACON

Richard Chacon, Senior Vice President, Supplier Diversity & Development
Union Bank

11:30 a.m. – 12:00 p.m.

■ KEYNOTE ADDRESS:

Michael R. Peevey, President
California Public Utilities Commission



MICHAEL R. PEEVEY





Please welcome an addition to today's Panel Discussion:

Expanding Supplier Diversity: An Economic Engine for Growth



MELANIE SHELBY

Melanie Shelby
Managing Director, Gray, Greer, Shelby & Vaughn LLC

Melanie M. Shelby is an award winning professional with a nearly 20 year track record of exceeding business objectives for top tier brands and organizations such as AEG, Comcast, National Black Caucus of State Legislators, National Urban League, PG&E, Personal Insurance Federation of California and others. She serves as managing director on the dynamic leadership team at Gray, Greer, Shelby & Vaughn LLC, a minority and woman owned lobbying firm. GGSV specializes in government relations, outreach and supplier diversity. The firm uses its platinum rolodex to create victories for clients by influencing decision makers, mobilizing constituencies and shaping public dialogue. In 2012, GGSV was instrumental in the passage of Assembly Bill 53, historic California legislation that requires insurance carriers that write premiums of \$100 million plus to biennially report dollars spent with diverse firms to California's Insurance Commissioner.

Melanie's strength is distilling complex issues into digestible strategies by partnering with stakeholders to achieve success for vested interests. Clients appreciate her methodic approach of understanding concerns, while working collaboratively to ensure all critical needs are addressed. Whether increasing economic development opportunities for diverse vendors by \$300 million through enhancing a company's bottom line, securing historic multimillion dollar facilities through focused community engagement strategies, obtaining \$1 billion in federal appropriations for low income energy programs or educating stakeholders to support, neutralize or oppose a host of legislative efforts, she is results driven.

Melanie also serves on the Measure Y Oversight Committee, Oakland's \$22 million violence prevention parcel tax, and the Board of Lincoln Child Center. Melanie is a graduate of the University of California, Los Angeles (UCLA). She works tirelessly to create a level playing field for diverse firms. In her spare time, Melanie is a foodie that enjoys live performances, golf and encouraging women of color to run for political office.



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