



2021 AWD Annual Report

SUMMARY

Founded in February 2016, the [Association for Wholesaling Diversity \(AWD\)](#) made a significant and demonstrable impact on hundreds of wholesalers and students in 2021. Our efforts are outlined below in more detail. As always, we remain a 501(c)(3) non-profit, volunteer organization with a laser focus on our four foundational pillars for all black wholesalers, **1)** creating and improving our community and our safe spaces for better mental health outcomes, **2)** strengthening and improving our wholesaling craft for better sales and client outcomes, **3)** networking and recruiting to aid members seeking promotions for better career and family outcomes, and **4)** introducing and promoting wholesaling as a career path to all black college students, because wholesaling often results in financial wellness. Thank you sponsors for your engagement in 2021, helping our members via sponsorship dollars, employment offers, virtual training and workshops, corporate mentorship, and more! Join us in celebrating 2021 while helping us grow in 2022!

BY THE NUMBERS

2021 vs. 2020 Hiring

AWD Members hired into Leadership roles (Any):	7 / 14	AWD Members hired as External Wholesalers:	60 / 31
AWD Members hired as Hybrid Wholesalers:	12 / 0	AWD Members hired as Internal Wholesalers:	53 / 21
AWD Members hired into Strategic Accounts:	7 / 4	AWD Members hired into Advanced Strategies:	2 / 0
2021 Attrition (left the wholesaling industry):	5 / 6	Students placed into entry level roles:	13 / 5

2021 Students

Mailing List: 187 • Actively Engaged (email exchanges, job applications, inquiries, etc.): 32 • Wholesaler Development Program Graduates: 9

2021 Membership Statistics

Black wholesalers aware of AWD: 398 • Estimated number of black wholesalers unaware of AWD: 150+

Asset Management: 52% • Annuities: 34% • Life/LTC: 9% • Retirement Plans: 2% • In-House Broker/Dealer: 2% • FMO: 1%

External: 38% • Internal: 42% • Hybrid: 7% • In Leadership: 4% • Strategic Accounts: 6% • Advanced Strategies: 3%

2021 Dues, Volunteer Hours, Donations

AWD Senior Sponsorship (Gold+) covers all member employees dues • Member Volunteer Hours Logged: 893 • Donations (Gross): \$4,225

2021 Corporate Sponsorship

Firm Inquiries: 42 • Sponsorship Meetings: 65 • Sponsorships: 21 • Pledged: \$228K • Received (Gross of Fees): \$173K

2021 Corporate Sponsorship

Thank you Platinum Sponsors!



Brighthouse
FINANCIAL
Build for what's ahead



CUNA
MUTUAL
GROUP



Thank you Gold Sponsors!



Prudential
Financial



INITIATIVES

Academic Outreach Committee Chairman [Ron Williams, ChFC](#) (Securian) and his committee, [Vinnett Mason](#) (T. Rowe Price), [Kim Brown, MBA](#) (Signal Advisors), [Quinton Alton-Spratt, LUTCF, MBTI](#) (Franklin Templeton), [Ted Mekonnen](#) (EveryIncome), and [Wayne Ewan](#) (T. Rowe Price) met with 13 HBCU administrators in 2021 then successfully launched AWD's inaugural Wholesaler Development Program (WDP). Please see the brochure attached to this report. Comprising 12 weeks of intense study (featuring guest instructors provided by our sister organization, The [Coalition for Equity in Wholesaling](#)), culminating in an SIE preparation course and exam (provided by [Zahn Associates](#)), a custom suit from either [Black Menswear](#) or [Threaded New York](#), and a job fair directed only at them, the 9 inaugural program graduates (we had some attrition) were treated like the queens and kings that they are. All AWD services are always provided at no cost to students.

Fall 2021 WDP Honors: Summa Cum Laude: [Keenan Tate](#) (JSU) • Magna Cum Laude: [Camrie Hart](#) (BSU) • Cum Laude: [Lauryn Webb](#) (JSU)

Going forward, only WDP honors graduates will be eligible to receive awards, courtesy of AWD. Spring 2022 Students [Apply Now](#).

Wholesaler Development Committee Senior Chairwoman [Candice Darien, MSM, CLTC](#) (Nationwide) and Co-Chair [Gordon Henderson, CRPC](#) (Equitable) and their committee, [Charles Samuel, CLU, ChFC](#) (AIG), [Armand Leaks](#) (T. Rowe Price), and [Simon Ofosu-Somuah](#) (Protective) held 20 member workshops in 2021, on topics including: Storytelling, Networking, Linda Clemons' Non-Verbal Communication Workshop, Professionalism, Meeting Follow Up, Territory Management (with Platinum Sponsor [Brighthouse Financial](#)), Leadership (with Gold Sponsor [Prudential Financial](#)), Resume Best Practices (with Gold Sponsor [Jackson Financial](#)) and many more. All AWD virtual workshops are recorded and available to members. AWD Wholesaler Development also partnered with [John Sierawski](#) and [The Sequoia System](#) to provide their industry-gold-standard training at no cost, on-demand, to all AWD Members.

Clean As Snow, LLC, our web design contractor, completed a complete redesign of the [AWD website](#). Next, they partnered with Wix (our web hosting service) and Platinum Sponsor [Equitable](#) (special thanks to [Angela Martin](#) and [Rosa Vega-Vazquez](#)) to build the [AWD Career Center](#) (an updated, self-service job board for use by sponsors, non-sponsor employers, and recruiting firms) and the [AWD Resume Database](#) (a self-service resume uploading system, for use by students, job seekers and senior sponsors). Thank you AWD Member [Howard Crockett III, CMFC, CLTC, CFEI](#) (New York Life) for spurring these efforts! In addition to ongoing updates and site maintenance, Clean As Snow, LLC edited and curated [member video testimonials](#), and secured our association's trademark protection. Thank you AWD Co-Founder [Kaana Smith](#) (Fidelity) for building our first site with Wix in 2018. In 2021, the AWD web site saw: 7,564 unique visitors, 13,902 site sessions, and the [Career Center](#) was our top visited page.

Job Preparation Committee Chairman [Terrell Golden, AAMS](#) (Pacific Life) and his committee, [Julian Curry](#) (Pacific Life), [Charles Samuel, CLU, ChFC](#) (AIG), [Michael Jordan, CFP, CIMA](#) (Brighthouse) and [Nilsa Roberts, CRPC](#) (AIG) held over 70 sessions (conference calls, zooms, role plays, resume critiques, interview prep, etc.) for 35 job seekers represented in the hiring statistics above. These sessions do not take into account the countless hours spent by Terrell and his committee rebuilding PowerPoint business plans and Word resume files.

The Job Prep Committee's tasks are both Herculean and among the most rewarding. When a member actually gets the job and is overwhelmed with gratitude for our assistance... suffice it to say there's no feeling quite like it.

AWD Job Prep also partnered with [Franklin Paterson, Inc. \(F|P\)](#), a black-owned, tenured career strategy firm that conducts professional cover letter and resume review, interview prep, and career coaching. Thanks to the generosity of the company's founder and principal, [Janis Ransom](#), AWD members received a [\\$100 discount](#) toward F|P services in 2021. We are working to increase that discount in 2022.

Member Outreach Committee Chairman [Victor Howell, CAIA](#) (Natixis) and Co-Chair [Keon Scott](#) (Capital Group) and their committee, [Rickie Taylor](#) (Retirement Plan Consultants), [Marvin Etienne, CFP, CIMA](#) (Nuveen) and [Davis Hull](#) (Goldman Sachs) facilitated our 2021 Regional Dinners in [Chicago](#) and [Nashville](#). Both dinners were unequivocal successes and 2022 will see AWD Regional Dinners in Philadelphia (01-27), Atlanta (Q1), Seattle (Q3), Boston (04-05), and LA (Q3). In 2021, our [public LinkedIn group](#) gained 1,957 followers.

AWD Member Outreach also launched our [Professional Designation Scholarship Program](#) which helps members front some or all of the costs associated with the most sought-after professional designations in our industry. We have awarded one scholarship thus far and are currently reviewing six additional applications. [Kaplan Professional](#) also invited AWD members to apply for CFP scholarships in 2021.

As AWD's Founder and President, I sit on all of our committees, and I can tell you firsthand how hard your wholesaling employees are working while volunteering for this cause. Please consider sponsoring our efforts in 2022. Also, regardless of sponsorship, please encourage all of your black wholesaling employees to connect (at minimum) or even join a committee. We always need help mentoring the next generation of leading financial services wholesalers.

AWD 2022 Conference – The Westin Washington National Harbor – June 16 through 19, 2022

Due to COVID, our 2020 and 2021 annual conferences were cancelled. Working with professional event planning firm [PMC-LLC](#) (the event planning firm for our partner in diverse financial services industry representation, [AAAA](#)), we will remedy that this year with a spectacular event starting on the evening of Thursday June 16th and ending at checkout the morning of Sunday June 19th (Juneteenth). With Monday June 20th being the observed federal holiday, AWD member attendees should have plenty of time to make it home and begin processing the indispensable content they have received. Thursday evening, we will be in a suite at the Washington Nationals Stadium with many of our senior sponsors in attendance. Attending AWD Internals, Hybrids and Externals will be introduced to senior leadership from our sponsor firms in the asset management, insurance, and annuity wholesaling industry. AWD sponsor firms are counted amongst the most committed to diversity in our industry.

Friday morning's agenda will begin with important industry speakers and panelists—on site at the hotel—courtesy of our sponsors. Friday afternoon, our Wholesaler Boot Camp Breakout sessions (Thank you, AWD Member [Julian Curry](#) (Pacific Life) for spurring this effort!) will feature topical breakout rooms with senior sales leadership from at least one asset manager and one insurance/annuity firm in each room. Breakouts will feature member presentations on the topic at hand, followed by presentations by the room's sponsors on that same topic, in an effort to make our members better. The best member presenter from each room will then be featured on the main stage after the breakouts have concluded, and we will close the day's meeting with another impactful keynote speaker. Friday evening, dinner will be served at The National Museum of African American History & Culture. The museum will be closed to all but AWD and its guests. Special guest speakers and our AWD Awards Ceremony will conclude the evening.

Saturday's meeting agenda will be for AWD members only (as our entire format has been in years past). Members will hear from each other and leadership, candidly discuss our industry, what's working and our future. By all accounts, there is no safer place for black wholesalers to speak, or more poignant setting, than our AWD conference room filled only with black wholesalers. In years past we've had as few as 10 and as many as 50 attendees. Ask your employees who have attended, they will tell you there is nothing like it

regardless of the headcount. If we get the 200+ members in the room on Saturday June 18th, 2020, as planned, it will be our most powerful meeting to date. Saturday evening will be our final conference event and one last opportunity for sponsors to wholesale us. We will be embarking on a riverboat cruise direct from the hotel, dining on the ship and then returning to the hotel.

Sponsors and potential sponsors, please contact our Event Planner (Christian: 804-310-7158 or Christian.nwasike@pmc-llc.net) to determine the level and method of your engagement with AWD members during our 2022 Annual Conference. Know that we are working very hard to ensure your AWD member employees come away with an unforgettable experience that helps them increase their sales, improve their craft, and better their life. Thanks to you, our generous sponsors, AWD will cover all member costs except travel to and from the meeting (airline flights, mileage, etc.). We hereby call upon on all employers, sponsors, and members of The [Coalition for Equity in Wholesaling](#), (our corporate sister organization launched late last year) to allow AWD members attending conference to expense their travel costs to and from our conference. This is a critical gesture for firms seeking to partner with AWD, due to our conference being squarely focused on making our members (your employers) better wholesalers. Thank you to those firms who have already made this commitment and communicated it to your AWD member employees. As a reminder, all black wholesalers, anywhere on the sales vertical—from intern to head of distribution—are AWD Members.

Thank YOU!

Sponsors, thank you for contributing to our cause in any way. Please continue to do so or begin now if you have not yet. I pray we will see you all in June at the Westin Washington National Harbor. Our custom tailors, [Black Menswear](#) and [Threaded New York](#), will be in attendance. We will have a black, professional headshot photographer on hand to update those decade old headshots (like [mine](#)), at no cost to members. Between our national conference, regional dinners, and quarterly zoom calls, you will have ample opportunities to engage with our members in 2022.

In addition to joining us in June, remember to [introduce AWD to all black students](#) in your distribution pipeline! The resources we have collected on behalf of your current and future black wholesaling employees are abundant, exceptional, exclusive, complimentary, and delivered by committed, enthusiastic leaders from your firms—across the country and across the industry. Though we have seen remarkable progress in our six short years, there is much more work to be done. So, as AWD Committee Chairman [Ron Williams, ChFC](#) (Securian) says, “Let’s Work!”

Thank you!

[Marlōn Hall](#)

Founder/President, [AWD](#)

diversityinwholesaling.org

[AWD members explain what AWD means to them](#) • [AWD Wholesaler Development Program](#)

[Follow AWD on LinkedIn](#) • [AWD Corporate Sponsors](#) • [AWD Career Center](#)

[Introduce AWD to black employees, students, colleagues, or friends](#)

[AWD Event Calendar](#) • [AWD Allies](#) • [AWD Student Center](#) • [AWD List of Black Owned Business](#)

Attached: *AWD Corporate Memorandum* *Wholesaler Development Program Brochure*

2021 AWD Financials

Balance Sheet

AWD501(c)(3) EIN# 84-3778990

Mailing Address: Association for Wholesaling Diversity P. O. Box 455 Eastlake, CO 80614-0455



		AWD Balance Sheet				
		01/01/2021- 12/31/2021				
Assets				Liabilities		
Current Assets				Current Liabilities		
	01/01/2021 Savings Balance	\$	2,500.61		Accounts Payable	\$ 10,263.32
	Savings Deposit Interest Earned	\$	93.78		Paid Liabilities	
	Corporate Pledges Receivable	\$	30,000.00		Expenses Paid	\$ 35,067.25
	Corporate Contributions (Net, Received)	\$	147,000.00		Total Liabilities	\$ 45,330.57
	Individual Contributions (Gross)	\$	2,200.00			
	Member Contributions (Gross)	\$	10,025.00			
	Miscellaneous Contributions (Gross)	\$	325.62			
	Speaking Revenue (Gross)	\$	3,000.00			
	Job Board Revenue (Gross)	\$	2,122.00			
	Total Current Assets	\$	197,267.01			
	Fixed Assets	\$	-			
	Total Fixed Assets	\$	-			
Total Assets			\$197,267.01	Net Assets		\$151,936.44