



## 2022 AWD Annual Report

### SUMMARY

Since its founding in February 2016, the [Association for Wholesaling Diversity](#) (AWD) has made an ongoing, significant, tangible impact on the lives and careers of hundreds of black financial services wholesalers, key accounts & advanced planning professionals, and students. This report outlines our impact in 2022.

AWD is a 100% volunteer, 501(c)(3) non-profit organization built on four foundational pillars: **1) #AWDCommunity** - create and improve our members' communities and safe spaces for better mental health outcomes, **2) #AWDDevelopment** - strengthen our members' wholesaling craft for better sales and career outcomes, **3) #AWDAdvancement** – connect our members with more talent acquisition professionals and industry COIs for better career and financial security outcomes, and **4) #AWDRecruiting** - introduce and promote wholesaling as a career path to black college students and black professionals everywhere for better industry recruiting outcomes. Follow our hashtags above by clicking on them!

[AWD Members](#) are defined as **black** financial services wholesalers, key accounts professionals, and advanced planning professionals at all firms, in all regions, representing all lines of business, and employed at every level of intermediary distribution--from entry level to senior management.

Notable 2022 highlights include: AWD earning our first ever Titanium Sponsor, [MassMutual](#), followed immediately by earning our second ever Titanium Sponsor, [Brighthouse Financial](#)! Also AWD Founder, Marlön Hall, was recognized by [InvestmentNews](#) as a 'See It Be It' Role Model at their 2022 DE&I Awards, after being nominated by Gold Sponsor [Jackson](#)!

Thank you again sponsors and allies for your support and engagement in 2022. Your financial support, job offers, virtual trainings & workshops, corporate mentorship, event participation, and allyship ensured that our members would flourish and thrive in 2022. Please join us in celebrating 2022 and help us do more in 2023!

## AWD 2022 By The Numbers

### Hiring

*(AWD hiring data includes lateral moves, covers all firms, and is self-reported by members, then verified via BrokerCheck. AWD recognizes some black wholesaler hires may not be reported to us.)*

	2022 / 2021 / 2020
AWD Members hired into Leadership roles (Any):	8 / 7 / 14
AWD Members hired as External Wholesalers:	25 / 60 / 31
AWD Members hired as Hybrid Wholesalers:	11 / 12 / 0
AWD Members hired as Internal Wholesalers:	45 / 53 / 21
AWD Members hired into Key Accounts:	4 / 7 / 4
AWD Members hired into Advanced Planning:	2 / 2 / 0
2022 Attrition ( <i>left the wholesaling industry</i> ):	8 / 5 / 6
Students placed into entry level roles:	17 / 13 / 5

### Student Engagement

Student Mailing List / Active Email Addresses:	312
Students Actively Engaged ( <i>inbound emails, applications, inquiries, etc.</i> ):	85
Wholesaler Development Program Graduates:	23

### Member Data

#### Awareness

Black wholesalers aware of and/or engaged with AWD: 524 / Estimated number of black wholesalers unaware of AWD: 50+

#### Line of Business Distribution

Asset Management: 49% / Annuities: 38% / Life & LTC: 5% / DCIO: 4% / In-House Broker/Dealer: 3% / IMO & FMO: 1%

#### Role Distribution

Internal & Entry Level: 47% / External: 35% / Hybrid: 9% / Leadership: 2% / Key Accounts: 5% / Advanced Planning: 2%

**Total Voluntary Annual Membership Dues Paid: \$6,175.00**

*AWD Sponsors, Gold Level and above, pay the dues for their AWD member employees via their sponsorship contribution.*

**Total Logged Member Volunteer Hours: 2,785.50**

Volunteer hours include mentorship, WDP instruction, meetings, administrative tasks, student engagement, and more.

## 2022 AWD Corporate Sponsorship

### Sponsor Activity

Firm Inquiries: 46 • Sponsorship Meetings: 72 • Sponsorships: 26 • Pledged: \$366K • Gross Receipts: \$329K

### Corporate Sponsors

Thank you, Titanium Sponsors!



#### Titanium Sponsor Notable 2022 Highlights

- \* 2022 AWD National Assembly Keynote Speaker: Head of **MassMutual** Strategic Distributors, Dominic Blue.
- \* **MassMutual** hires its first Black Woman External Wholesaler, April Carter.
- \* 2022 AWD National Assembly Keynote Speaker: **Brighthouse Financial** Chief Risk Officer, Phil Melville.
- \* **Brighthouse Financial** hires its first Black Divisional Sales Manager, Jay Moore.
- \* **Brighthouse Financial** wins AWD's inaugural Corporate Partner of the Year Award for 2021.

Thank you, Platinum Sponsors!



#### Platinum Sponsor Notable 2022 Highlights

- \* **Pacific Life** hires its first Black Woman External Wholesaler, Loren Character.
- \* **Prudential Financial** hosts the 2022 AWD National Assembly Riverboat Dinner & Celebration Cruise.
- \* **CUNA Mutual Group** VP & Head of Annuity Distribution, AWD Member Martin Powell, leads LIMRA's 'Diversifying the Wholesaler Workforce to Elevate Outcomes' Workshop.
- \* **Equitable** hosts the 2022 AWD National Assembly Dinner & Networking Event, Washington Nationals Baseball Game.
- \* **Equitable** Head of ESG Strategy & Operations, Angela Martin, wins AWD's 2021 Snow Marlonsson Ally of the Year Award.



Thank you, Gold Sponsors!



Thank you, Silver Sponsors!



## Gold & Silver Sponsor Notable 2022 Highlights

\* **Jackson** hires its third ever Black Woman Wholesaler, Ericka Spann \* **Western & Southern** hosts AWD's Presentation Skills Workshop \* **MFS** invites AWD to the Investment Company Institute Internal Sales Manager Roundtable \* **MFS & Principal** host AWD's Charlotte Regional Dinner \* **T. Rowe Price & Athene** host AWD's November Sequoia Training \* **Franklin Templeton & Lincoln Financial Group** host AWD's December Sequoia Training \* **Franklin Templeton** hires AWD WDP Summa Cum Laude Graduate, Alex Dorsey \* **Securian Financial** hires AWD WDP Cum Laude Graduate, Charles King \* **Protective** features AWD Member, Koran Jordan at the Coalition for Equity in Wholesaling's inaugural Sales Leadership Speaker Series \* **AMG Funds** hosts AWD's LinkedIn Optimization Workshop \* **Capital Group** AWD Members, Keon Scott & Corey Tyson, ChFC, win consecutive RVP Rookie of the Year awards \* **Symetra** hosts AWD's Seattle Regional Dinner

## **Committee Reports**

**Academic Outreach Committee:** Committee Chair Ron Williams, ChFC (CUNA Mutual). Committee Vice Chair Quinton Alton-Spratt, LUTCF, MBTI (Franklin Templeton), Committee Members Vinnett Mason, MBA (T. Rowe Price), Kim Brown, MBA (Signal Advisors), Ted Mekonnen (EveryIncome), Wayne Ewan (T. Rowe Price), Charles Samuel, CLU, ChFC (Corebridge Financial). Adjunct Committee Members: Marlōn Hall, CFS, David Snyder.

The committee, collectively or individually, met with 42 college administrators. We completed the Spring 2022 & Fall 2022 Cohorts of AWD's [Wholesaler Development Program](#) (WDP), graduating 16 students in the spring and 7 students in the fall. The WDP delivers 12 weeks of intense study to black college students. Course modules, led by AWD Member instructors, begin with Behavioral DiSC® Assessment & Analysis for students, followed by live training on: \* Resume Writing & Interview Skills \* Professional Email Writing \* Presentation Skills \* The Sales Process \* Salesforce & Data Management \* Internal & External Territory Management \* An Overview of Wholesaler, Key Accounts & Advanced Planning Careers \* An Introduction to Insurance, Annuity & DCIO Lines of Business \* An Introduction to Asset Management Lines of Business.

The WDP culminates in an SIE preparation course and exam (provided by Zahn Associates and FINRA, respectively). All AWD services (including professional resume review & interview preparation services provided by Franklin Paterson Inc. subsequent to the WDP Resume/Interview Module) are provided to students at no cost.

**Spring 2022 WDP Honors:** Final Presentation Champion [Anita Flowers](#) (Bowie State University) \* Presentation Module Champion [Alex Dorsey](#) (University of Tampa) \* Summa Cum Laude [Alex Dorsey](#) (University of Tampa) \* Magna Cum Laude [Anita Flowers](#) (Bowie State University) \* Cum Laude [Charles King](#) (Metro State University)

**Fall 2022 WDP Honors:** Final Presentation Champion [Latrice Temple](#) (University of Minnesota) \* Final Presentation Runner Up [Aiyonna Holland-Givens](#) (University of Nebraska) \* Presentation Module Champion [William Roach](#) (North Carolina A&T State University) \* Presentation Module Runner Up [Aiyonna Holland-Givens](#) (University of Nebraska)

**Total 2022 WDP Presentation Scholarships Awarded:** \$6,050.00

**AWD WDP Spring 2023 Cohort Now Open:** [Apply](#)

In our ongoing efforts to find more students for AWD programs and more job candidates for our sponsors, in 2022 the committee presented at the 19<sup>th</sup> Annual National [HBCU Business Deans Roundtable](#) at Deloitte University's Leadership Center in Dallas. We presented at the [Colorado State University \(CSU\) Finance Club](#) at Rockwell Hall West in Fort Collins. We promoted two career fairs (one virtual and one in-person) and a campus visit on our three social media pages and on the [AWD Handshake Page](#). We reposted 17 entry level roles--posted on the [AWD Job Board](#)--to the AWD Handshake Page. Those reposts saw 11 unique applicants apply directly to our sponsors' job links via AWD Handshake. AWD's resume database collected 87 new student resumes in 2022. 125 student resumes and student LinkedIn profiles were sent directly to sponsor and non-sponsor recruiters in 2022, upon being requested.

Our primary challenge going into 2023? Employers being unwilling to consider international students for entry level sales roles. Sponsors, if your rules change on this, please notify us immediately at [info@diversityinwholesaling.com](mailto:info@diversityinwholesaling.com). We will also be scheduling many more campus visits in 2023. AWD Wholesaler Development Program Brochure PDF: [CLICK HERE](#)

**Member Development Committee:** Committee Chair Gordon Henderson, CRPC (Equitable). Committee Members Candice Darien, MSM, CLTC (Nationwide), Charles Samuel, CLU, ChFC (Corebridge Financial), Armand Leaks (T. Rowe Price). Adjunct Committee Members: Marlōn Hall, CFS, Andre Downtin, Julian Curry.

The committee facilitated 3 virtual member workshops in 2022 on Territory Management (with Gold Sponsors T. Rowe Price, Athene, and Sequoia), Business Planning (with Gold Sponsors Franklin Templeton, Lincoln Financial, and Sequoia), and Public Speaking Best Practices / Presentation Skills (with Gold Sponsor Western & Southern featuring Mark Caner). All AWD virtual workshop recordings are available to members at no cost.

The committee chose to expand AWD's ongoing partnership with John Sierawski and The Sequoia System, by adding live virtual workshops to the on-demand modular training currently available to all AWD Members at no cost. The committee is currently considering additional AWD partnerships with Paul Karasik and The Wholesaler Institute, Brian Margolis and Productivity Giant, Rob Shore and Wholesaler Masterminds, and Sarano Kelley and The Kelley Group to further our members development as top tier wholesalers and industry leaders.

Virtual workshop volume was severely reduced in 2022 (down from 20 workshops in 2021) due to all members' post-COVID Return-to-Work firm requirements and general Zoom fatigue. The committee plans to gradually increase virtual workshop volume in 2023. Additional committee efforts in 2022 included hosting nine in-person, development breakout sessions, and facilitating John Sierawski's Sequoia presentation, at the 2022 AWD National Assembly in Washington, DC. More details on the 2022 AWD National Assembly are outlined below in a separate section of the report.

**Job Preparation Committee:** Committee Chair Terrell Golden, AAMS (Pacific Life). Committee Vice Chair, Julian Curry (Pacific Life). Committee Members Nilsa Roberts, CRPC (Corebridge Financial), Michael Jordan, CFP, CIMA (Brighthouse Financial), Charles Samuel, CLU, ChFC (Corebridge Financial). Adjunct Committee Member: Andre Downtin.

The committee held nearly 100 job preparation sessions (conference calls, zooms, role plays, etc.) collectively and individually for 44 job seekers represented in the hiring statistics above. In addition, the committee spent hundreds of volunteer hours rebuilding business plans and resumes with members and students. The committee's tasks remain both Herculean and rewarding. If you interviewed or hired a particularly well-prepared AWD Member in 2022, please call, text, email, or LinkedIn direct message a job preparation committee member today with any expression of gratitude. Click on any committee member's name above to visit their LinkedIn profile.

The committee chose to continue AWD's ongoing partnership with Franklin Paterson, Inc. (F|P), a black-owned career strategy consultant that conducts professional cover letter and resume review, interview preparation, and career coaching for a cost. Company founder and principal, Janis Ransom, increased the AWD member discount on any services rendered to AWD Members by F|P, up from \$100.00 in 2021. AWD subsidizes this discount for all members.

The committee hosted a [Talent Mixer](#) in 2022 to discuss the wholesaling career path with non-student, black professionals in Philadelphia. The committee also hosted an [Online Career Fair](#), in conjunction with our partner the

Coalition for Equity in Wholesaling, and held an [in-person Career Fair](#) for black professionals and students during the 2022 AWD National Assembly in Washington, DC. We hope to see you at our next in-person Career Fair June 23<sup>rd</sup>, 2023, during the 2023 AWD National Assembly in Chicago.

The committee is actively seeking new members, and any job preparation resources our sponsors are willing to provide. AWD Members interested in joining the committee, and sponsors with resources to share, please email [info@diversityinwholesaling.com](mailto:info@diversityinwholesaling.com) to engage. To all AWD Sponsors with [Resume Database](#) access, thank you for downloading resumes from the database and providing unsolicited guidance to members and students, even when you are not actively hiring. This effort helps our committee immensely and our members and students need and want your help.

**Member Outreach Committee:** Committee Chair Victor Howell, CAIA (Natixis), Committee Co-Chair, Keon Scott (Capital Group). Committee Members Rickie Taylor (Retirement Plan Consultants), Marvin Etienne, CFP, CIMA (Nuveen), Davis Hull (Northern Trust), Corey Tyson, ChFC (Capital Group). Adjunct Committee Members: Marlōn Hall, CFS, Andre Downtin.

The committee, in conjunction with AWD's Regional Officers, facilitated 12 AWD Member Regional Dinners in 2022. ([Philadelphia](#), [Atlanta](#), [Boston](#), [New York City](#), [Los Angeles](#), [Seattle](#) (with Silver Sponsor Symetra), [Indianapolis](#), [Denver](#), [Charlotte](#) (with Gold Sponsor MFS and Silver Sponsor Principal), [Houston](#), [Nashville](#), and [Chicago](#)). AWD's regional dinner outreach is by far our most popular outreach effort, as rated by members. Sponsors, we encourage you to engage with our members during the happy-hour portion of our regional dinners, to network with exceptional wholesaling talent directly.

The committee also held member outreach gatherings during the Association for African American Advisors (AAAA) [2022 V.I.S.I.O.N. Conference](#) in Atlanta, the National Association of Securities Professionals (NASP) [33<sup>rd</sup> Annual Conference](#) in Chicago, and LPL's [Focus Conference](#) in Denver.

The committee's efforts in 2022 resulted in 126 newly identified members who were already black wholesalers, but unaware of their membership in our association. Our webmaster reports 2022 saw the [AWD website](#) receive **31,730 page views** (our most popular pages were the homepage--19.2% of page views--and the job board—16.2%), **14,305 site sessions**, **7,919 unique visitors**, and an annual bounce rate of 47%. Our traffic sources were divided thus: Direct URL (44%) / Search Engine (30.9%) / Social Media, primarily LinkedIn (20.6%) / Partner Sites, including [equityinwholesaling.com](http://equityinwholesaling.com) (4.5%).

Our webmaster also reports 2022 saw the AWD [public LinkedIn page](#) gain **2,156 followers, 260,288 organic impressions, 148,351 unique organic impressions, 44,756 organic clicks, 7,233 page views** (+2,171.4% YOY), **6,146 reactions** (+2,482.4%), **3,104 unique visitors** (+2,199.3%), 253 organic comments (+1,481.3%), and 214 organic reposts (+1,546.2%) for a **17.669 organic engagement rate** on 100 total posts in 2022. While AWD's LinkedIn follower increases were steady throughout 2022, all other activity spiked heavily during our 2022 AWD National Assembly in June.

The member outreach committee maintained our [public Facebook](#) and [Twitter pages](#), but engagement remained low on these forums in 2022. We ask that all readers of this report follow AWD on all three social media forums (please click the above links to follow) to help further our reach!

In 2022, AWD awarded two scholarships from six applications to the [Professional Designation Scholarship Program](#). The committee launched this program in 2021 for AWD Members seeking help covering some or all costs associated with financial services industry professional designations. [Kaplan Professional](#) continues to subsidize scholarships for AWD members specifically seeking the CFP Designation. In 2022, the AIF and NSSA designations were added to our eligible scholarship list, by AWD Member request.

**Executive Committee**: Committee Chair Marlon Hall, CFS. Committee Vice Chair Andre Downtin. Committee Members Candice Darien, MSM, CLTC (Nationwide), Wayne Ewan (T. Rowe Price), Charles Samuel, CLU, ChFC (Corebridge Financial), Julian Curry (Pacific Life), Ira Cox, MBA, CIMA, CPWA (Amundi Pioneer)

The executive committee tasked each AWD committee to execute on the aforementioned items. The committee also chose to continue our existing vendor relationships for web design, banking, accounting, and legal services. The committee planned and executed the 2022 AWD National Assembly, as outlined below. (Given costs, we chose to limit 3<sup>rd</sup> party event planning in 2023.) Finally, the executive committee compiled this report, and led the corporate sponsorship efforts outlined earlier in this report.

Financial services intermediary distribution firms, we at AWD humbly and directly ask that you sponsor our efforts in 2023. As outlined here, AWD is doing important work that no one else has ever done on this scale, and with a singular focus on black wholesalers. Please support our cause for your current and future AWD Member employees.



As always, we ask that any reader of this report [notify every black wholesaler](#) in your personal and professional network that they are already AWD Members, and that the resources gathered for them by AWD are always available to them at no cost (dues are voluntary). Advise them that they are members of the black wholesaling community at all times. In AWD, they are valued, accepted, welcomed, embraced, lifted-up, encouraged, helped, motivated, promoted and loved... simply because they exist. Share this report with them and let them know that you support this effort and encourage them to engage with their community.

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## 6<sup>th</sup> Annual AWD National Assembly | 2022 Conference, Symposium & Career Fair

### Data & Surveys

Location/Date: The Westin Washington National Harbor, Oxon Hill, Maryland / June 16<sup>th</sup> 2022 -- June 19<sup>th</sup>, 2022

Total Registrants (In-Person & Virtual): 308      Virtual Member Attendees: 146      Cost: \$318,133.58

In-Person Member Attendees: 153      In-Person Sponsor & Guest Attendees: 30

Survey 1) Conference Day 3 / In-Person Interview / Anonymous Poll Conducted by on-site Event Planner (14 Respondents)

*Are you enjoying the AWD National Assembly?*      Yes 100%      No 0%

*Is this the first AWD National Assembly you've attended?*      Yes 90%      No 10%

*Will you attend the 2023 AWD National Assembly?*      Yes 100%      No 0%

Survey 2) Post-Conference / Emailed Questionnaire / Anonymous Poll Conducted by AWD Webmaster (68 Respondents)

*How satisfied were you with the assembly overall?*      5/5 88.2%      4/5 11.8%

*How satisfied were you with the assembly content?*      5/5 85.3%      4/5 14.7%

*How relevant/useful was the content to your job duties?*      5/5 85.3%      4/5 14.7%

*Most impactful session?*      1) [Clemons](#) 2) [Kimbro](#) 3) [Black Women Wholesaler Panel](#)

*What session did you miss that you wish you hadn't?*      1) [Sequoia](#) 2) [F.I.R.E.](#) 3) [Black Women Wholesaler Panel](#)

*Your favorite aspect of the assembly?*

- 1) *Finding and connecting with black mentors and mentees.*
- 2) *Networking with your fellow black wholesalers.*
- 3) *Being in the 'majority' at a large business event.*
- 4) *Being a part of your own unique community. | Being your authentic self at a large business event. (tied)*
- 5) *Being motivated and inspired to step up your game.*

## 6<sup>th</sup> Annual AWD National Assembly Agenda, Sponsors, and Details

Full Conference Program PDF: [CLICK HERE](#)

Full Conference Day One Recording: [CLICK HERE](#)

### Summary

The 2022 AWD National Assembly was outrageously successful for our members and our sponsors. Four days of black financial services wholesalers networking, mentoring, learning, and celebrating had never occurred. Our members' testimonials regarding the impact of the event were heartfelt and myriad. Our sponsors testimonials regarding the value of the event were unanimous and emphatic. 2022's agenda is shown in detail at the above link, to summarize however...

- Day One, AWD Members and Sponsor guests attended a welcome cocktail reception at [The Westin Washington National Harbor](#), followed shortly thereafter by a dinner reception in a luxury suite at the [Washington Nationals Major League Baseball stadium](#), sponsored by [Equitable](#).
- Day Two, AWD Members and Sponsor guests attended a very full day of general session presentations and breakout boot camp sessions, from 7:15 AM Breakfast Networking to 4:40 PM Closing Remarks. At 6:30 PM busses took all guests to [Union Station Washington, DC](#) for our Annual Awards Dinner & Celebration
- Day Three, Breakfast Networking 8:00 AM, sponsored by [T. Rowe Price](#).
  - Sponsor guests welcomed local college students and job seekers to our in-person Career Fair, from 9:15 AM to 12:00 PM held in the vestibule just outside the general session meeting room. Upon completion of the Career Fair, Sponsor guests (except Prudential Financial guests) checked out.
  - AWD Members (black wholesalers) attended our 7<sup>th</sup> annual black-wholesaler-exclusive national meeting, including general session presentations and topical breakout sessions, from 9:15 AM Opening Remarks to 4:35 PM Closing Remarks. At 6:00 PM busses took AWD Members and Prudential Financial guests to the [City Experiences 'Hornblower' Potomac River Premier Dinner Cruise](#), sponsored by [Prudential Financial](#).
- Day Four, all remaining guests departed.

Thank you AWD 2022 Conference Premier Sponsors [MassMutual](#) and [Brighthouse Financial](#) and AWD 2022 Conference Event Sponsors, whose events are not listed in the above summary, [MFS Investment Management](#), [Corebridge Financial](#), [Capital Group](#), and [Securian Financial](#). Without your support, our event would not have been possible.

## Our Challenge

Our primary challenge in 2022 was covering the cost of members' lodging, and in some cases flights. Our non-profit paying for member travel expenses accounted for 37.2% of our overall costs. In my brief 16-year tenure in financial services, I've attended over 30 conferences on varying topics. Never has the organization hosting the conference been required to pay my travel expenses in order for me to attend. The reason AWD covers member travel expenses is because we know how critical it is for our members to attend this annual gathering focused solely on their wholesaling craft, mental health, and motivation. If their employers will not cover their costs, we will. That said, we now ask that you consider the AWD National Assembly at least as valuable to your black wholesaling employees as any other business conference you'll approve for employees to attend this year. Ask your AWD Member or Sponsor representative employees, who have attended any AWD gathering, their thoughts on the matter or see the testimonials below for further proof of our organization's value proposition to your organization.

## 2023 Agenda Being Finalized Now | Current Draft Outline Below

- Arrivals: Late Tuesday June 20<sup>th</sup> or Early Wednesday June 21<sup>st</sup>
- Wednesday June 21<sup>st</sup> 2023
  - Exclusive AWD Black Women Wholesaler Retreat 9:00 AM – 1:30 PM
  - Senior Wholesalers Seeking Executive Leadership Roles. Workshop w/ Sarano Kelley – 2:00 PM – 5:00 PM
  - All guests attend welcome reception and dinner aboard the [Lake Michigan Dinner Cruise from Navy Pier](#)
- Thursday June 22<sup>nd</sup> 2023 (Theme: The Power of We)
  - AWD Members & Sponsor guests attend a full day of general session and breakout boot camp sessions, plus a group charitable activity supporting [Sarah's Circle](#).
  - All guests attend Awards Dinner on site at [Swissotel Chicago](#)
- Friday June 23<sup>rd</sup> 2023 (Theme: United in Excellence)
  - AWD Members attend full day of general session and topical breakout sessions.
  - Sponsor guests host a half day Career Fair for Chicago area students and job seekers.
  - Optional Member Evening Event TBD
- Departures: Late Friday June 23<sup>rd</sup> or Early Saturday June 24<sup>th</sup>

Registration & booking link coming soon! If you plan to attend as a member or sponsor, please [click here](#) to pre-register.

## From the President's Desk: 2023 Corporate & Conference Sponsorship

Corporate or Conference Sponsors, please contact AWD Leadership at [info@diversityinwholesaling.com](mailto:info@diversityinwholesaling.com) or our event planner at [events@diversityinwholesaling.com](mailto:events@diversityinwholesaling.com) to arrange a time to virtually meet and discuss your engagement with AWD in 2023. We are working extremely hard to ensure your AWD Member employees again come away with an unforgettable conference experience that helps them increase sales, improve their craft, and better their life. We hereby call upon on **all** employers, especially AWD Sponsors and non-sponsor members of the [Coalition for Equity in Wholesaling](#), to approve their AWD Member employees' conference attendance, ensure no PTO days are needed to attend, and ensure that travel to the conference can be expensed. AWD will happily coordinate a [sponsor package](#) to align with our coverage of travel costs.

All AWD efforts are squarely focused on making our members (your employees) better wholesalers. Thank you to our 2023 Sponsors who have already committed to our cause in any way. We hope to see everyone at the Swissotel Chicago June 21<sup>st</sup> through June 23<sup>rd</sup> 2023. 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 headshots, at no cost to AWD Members. As a sponsor--through our national assembly, regional dinners, and periodic Zoom calls--you will have ample opportunities to engage with our members in 2023.

Join us in June and also [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 seven short years, there remains more work to be done. As AWD Director of Academic Outreach, Ron Williams, ChFC (CUNA Mutual) says, "Let's Work!"

Thank you!



Marlōn Hall

Founder/President, AWD

[diversityinwholesaling.org](http://diversityinwholesaling.org)

[AWD Members explain on camera what AWD means to them](#) • [AWD 2023 Corporate Sponsorship Details](#)

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[diversityinwholesaling.org](http://diversityinwholesaling.org)

## AWD Testimonials

*Anonymous Member Emailed-Survey Respondents to the Question, "Any additional comments?"*

"I was truly inspired. I have never been more motivated and felt more capable of becoming a top wholesaler."

"Awesome planning team. The attention to detail was amazing!"

"Everything was great. I appreciate the effort that was put into this."

"Thank you for creating a place where I can learn and feel comfortable amongst people who have similar outlooks."

"I loved everything about this meeting. Thank you for having it."

"Excellent event. I'm looking forward to next year!"

"Amazing sessions, well thought out with meaningful interactions. I couldn't have asked for a better experience."

"The black women in wholesaling panels needs to return next year!"

"Overall, the conference was amazing. Marlon has a passion for the organization, and you can definitely see it. It was our first large scale event after the pandemic. This was an excellent event."

### *Recent Written Feedback Received Regarding AWD*

"Thank you! I am so thrilled that we can partner together as I am in awe of AWD and its accomplishments!"

--Melissa Cox, BHF Executive

"Thank you so much Ron, I really appreciate all the opportunity that the wholesaler program and AWD has provided for me."

--Aiyonna Holland-Givens, University of Nebraska student, AWD Graduate

"What an incredible event! Thank you for having us as part of it."

--Sarah Hedges, MM Executive

"Incredible conference. Even better than I could have imagined."

--Justin Carney, PCN External Wholesaler

"I was so excited after talking to you! I can't wait to work closer with your group and help in any way that I can."

--Shelli Brown, Protective Talent Acquisition Professional

"Fellas, thank you for hosting the dinner tonight. The energy in the room is always incredible."

--Richard Sims, PIMCO Hybrid Wholesaler, AWD Member