

# New Agency Recruiting Partner

To help meet our agency recruiting goals, State Farm and The South Bay Latino Chamber of Commerce (SBLCC) have formed an innovative Latino recruitment partnership. Our new partnership with this community-based organization was announced at a community event in Lennox, CA on Saturday, Nov. 17.

“Corporate recruitment of Latino professionals is at an all-time high. This non-traditional partnership allows us an opportunity to bring burgeoning entrepreneurs into the State Farm family. As the Latino market continues to grow, we believe this initiative will help position State Farm to meet the needs of our customers,” **Tom Conley**, Agency Vice President for State Farm California said.



Among the attendees at the Nov. 17 unveiling of our new agent recruiting partnership with the South Bay Latino Chamber of Commerce were (L to R) State Farm Vice President of Agency – Multicultural Business Development Ed Reyes, California Agency Vice President Tom Conley, Sara Rodriguez – first recruit from the partnership, U.S. Rep. (37th District) Laura Richardson, SBLCC President and CEO Candy Saenz, and Agency Field Executive David Maciel.

State Farm representatives were present at the news conference unveiling the partnership. Also attending were political leaders from local, state and congressional levels. The most prominent of whom was U.S. Rep. Laura Richardson. The Congresswomen spoke to those gathered on the importance of bringing services to the community and creating new businesses.

The event, at La Feria Restaurant in Lennox, focused on this unique collaborative effort. In recognition of a vibrant and growing Latino business community, the Chamber and State Farm proudly described their Community Economic Empowerment Partnership. This initiative will provide entrepreneurial opportunities to South Bay residents to operate State Farm Agency offices in the Los Angeles area.

“This true partnership is an extension of SBLCC’s efforts to bring career development and networking to Latino professionals,” said Candy Saenz, SBLCC President and CEO.

State Farm approached the South Bay Latino Chamber in March with agency recruiting opportunities for the Los Angeles area because of its track record in serving Latino entrepreneurs in the region. The SBLCC has always emphasized the importance of empowering Latinos in the South Bay by providing them entrepreneurial opportunities; “An idea that State Farm enthusiastically agrees with because it matches our corporate mission” said attendee **Ed Reyes**, Vice President of Agency – Multicultural Business Development in Bloomington.