

AWARDEES RECOGNIZED/PROFESSIONAL DEVELOPMENT/COMPLIANCE

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUAL AWARDS FOR FINANCIAL SERVICES PROFESSIONALS • MARCH 2024

AN INTERVIEW
WITH BENEFITMALL'S
NEW PRESIDENT

Bob Love



Shine the Light

*Eight outstanding industry professionals
are honored here*

By Emma Peters

What makes someone outstanding at their job? Some might respond and say an unwavering commitment to clients. Some might propose that they are adaptable and innovative thinkers. Some may even say it's as simple as approaching their work and their clients with empathy and kindness. At California Broker Magazine, we understand that it takes all these qualities and more to be an outstanding professional in the industry. In December, we asked our subscribers to join us as we launched our first annual recognition program called "Shine the Light". We were looking to honor professionals who were an example for others in the industry — those who shine by providing consistently excellent solutions for their clients, address their client's issues with collaborative partners, and demonstrate unfailing commitment to their work. Thankfully, many of our subscribers delivered, and nominated colleagues who fit these criteria and more! The nominees of this award received a free print subscription for one year of our magazine and a free basic e-Directory listing at www.ca-brokerdirectory.com

Here are the first eight awardees of the "Shine the Light" recognition. They were nominated by peers or colleagues who provided a short summation explaining why these professionals deserve to be considered. We included this summary and the three professional goals for 2024 that each awardee provided. You will also find their contact information and a link to their website.

It's important that we recognize those who are making strides in our industry and pave the way for others to do the same! We are so grateful to have committed California insurance professionals in our midst who work with such a commitment to excellence!



Dorothy M. Cociu RHU, REBC, GBA, RPA

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At the heart of Dorothy’s achievements is her groundbreaking podcast, “Benefits Executive Roundtable,” with its fifth season now available. Through this platform, Dorothy reaches over 40,000 listeners as she effortlessly cuts through the confusion surrounding State and Federal mandates, programs, and proposals. As a compliance and cybersecurity expert, she stands at the forefront of addressing critical issues in the industry. Her dedication to staying ahead of the curve in these evolving fields showcases her commitment to excellence. Dorothy’s impact also extends to her role as the Vice President of Communications for CAHIP-OC (California Association of Health Insurance Professionals - Orange County). In this capacity, she has been instrumental in fostering communication within the organization, including publishing the bi-monthly County of Orange Insurance News (COIN). In addition to her podcast and expert roles, Dorothy generously shares her knowledge through teaching continuing education courses and contributing articles to national magazines. Dorothy’s distinction extends to her unparalleled commitment to clients and exceptional customer service. Her personalized approach ensures that each client receives tailored solutions that exceed expectations. As evident from her achievements, Dorothy is not merely a health insurance professional; she is a guiding force, illuminating the path for others in the industry.

Three goals:

- 1. To provide quality educational programs to our clients and others**
- 2. To provide quality written articles with strong and impactful content**
- 3. To produce informative and meaningful podcasts for our clients and the public with quality guests and educational content**



Ariana Brill

Ask Ariana Healthcare Access
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Ariana Brill started her healthcare career about 8 years ago, helping friends and family with a notebook and her cellphone. Over the last four years she has grown a small, but powerful team of agents that have provided over 6,000 Californians with easy and effective healthcare. Without her, I know many of our clients would still be struggling to this day. Ariana is a huge supporter of her city, Davis. She’s well known and loved by everyone there, and her name has spread far and wide from word of mouth and referrals. She does no marketing for her company; she thrives solely on her reputation and caring heart. We’ve been recommended by Social Services in multiple counties, major medical companies (such as Sutter, UC Davis, UCLA), and many more reputable institutions. She has also formed alliances with many small clinics, private practices, and treatment centers all throughout California. I cannot think of anyone better or more deserving for this award.

Three goals:

- 1. Helping as many low-income folks as possible to get access to affordable healthcare**
- 2. Growing my team**
- 3. Taking a much-needed vacation**



Dr. Thelá Thatch

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Dr. Thelá Thatch, the visionary founder and Chief Equity Officer of Thelá Thatch Consulting, stands as a true pioneer in the field of equity and transformation. Over a distinguished 20-year career, she has honed her expertise across diverse domains, including human resources, talent management, organizational development, and diversity and inclusion. Among her notable accomplishments, Dr. Thelá served as an executive consultant for the Los Angeles County Department of Health Services, where she revolutionized human capital strategies to empower those assisting the homeless and vulnerable. She also left her mark at Live Nation Entertainment, introducing the first-ever diversity program in a global organization boasting over 10,000 employees. Additionally, her leadership as Head of DEI at Paychex underscored her commitment to driving positive change. Beyond her corporate roles, Dr. Thelá is a scholar and author, holding a Ph.D. in public policy and administration with a specialization in law. She contributes as a faculty member at prestigious institutions like Walden University, the University of West Los Angeles, and Neumann University. She participates on numerous boards that support Central America and Africa. Her writings have been featured in *Upscale*, *BE Magazine*, *LA Times*, and numerous publications.

Three goals:

- 1. To position myself as a thought leader in the field of human resources, benefits, and equity.**
- 2. To share my revolutionary “MRS HR in a Box ©” virtual learning and resource system with businesses seeking human resources and benefits support.**
- 3. To position my latest book, *The Diversity Dilemma*, as a resource for transformative and influential work within organizations. *The Diversity Dilemma* will serve as a cornerstone resource for individuals, organizations, and academic institutions seeking profound insights into the nuanced impact of justice, equity, diversity, and inclusion (JEDI)**