

Martha E Gonzales



May 9, 2016

INTRODUCTION

- My name is Martha Gonzales and I am 44 years old.
- I work for CHM, Inc dba CHM insurance Services
- CHM, Inc has two divisions 1) Full-service multi-cultural insurance brokerage specializing in Health and Property & Casualty Products 2) Health Consultancy – specializing in contracting and strategic growth.
- My role at CHM, Inc is President
- As President and CEO, I oversee 4 internal employees, 20+ external brokers and service 6 states (CA, NV, WA, TX, LA, OR)
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The Early Years...

I was born and raised in Lynwood, California



This is a picture of my parents @ their wedding.



This is a picture of me at age 1.

More **Early** Years...

A little about my family...

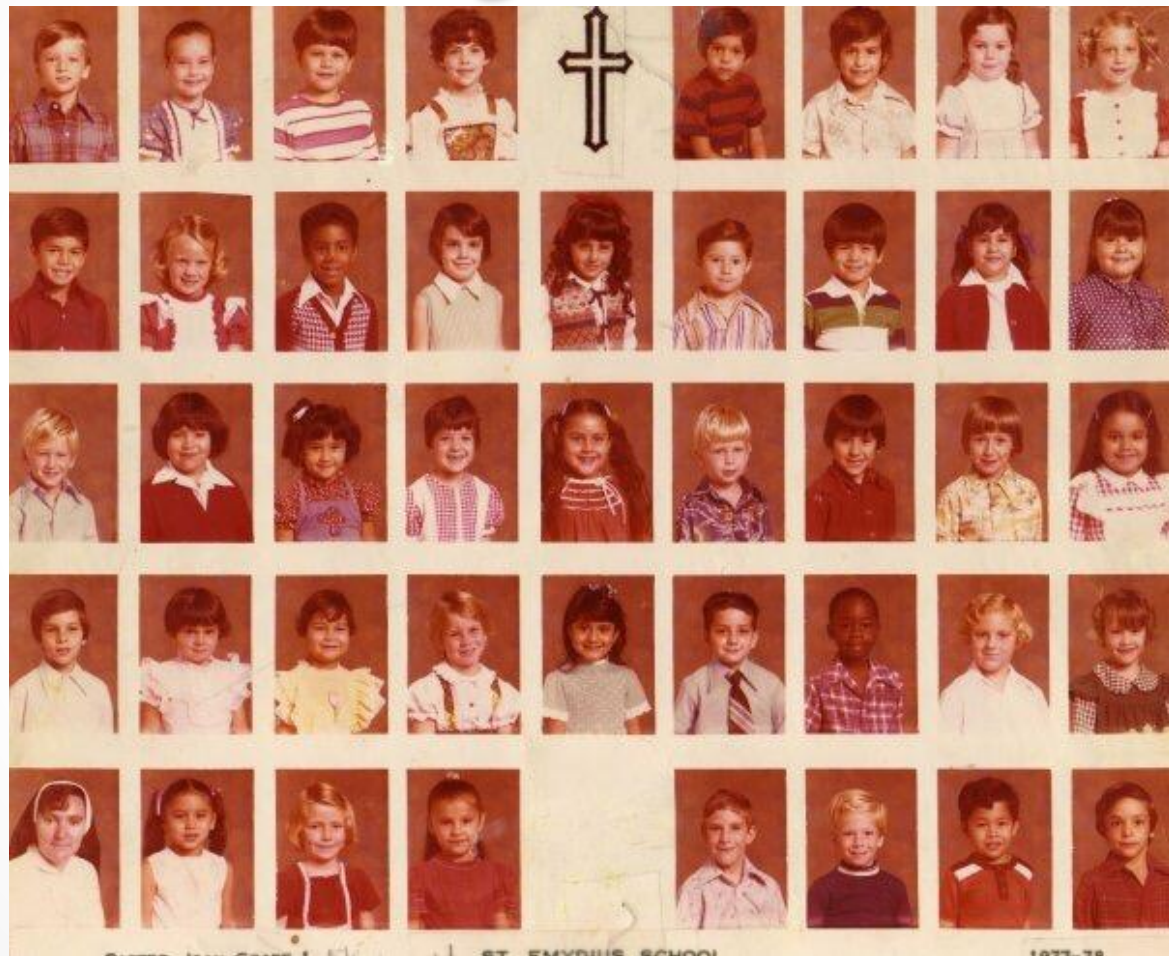


This is a picture of me and my familia including dad and grandma --1993



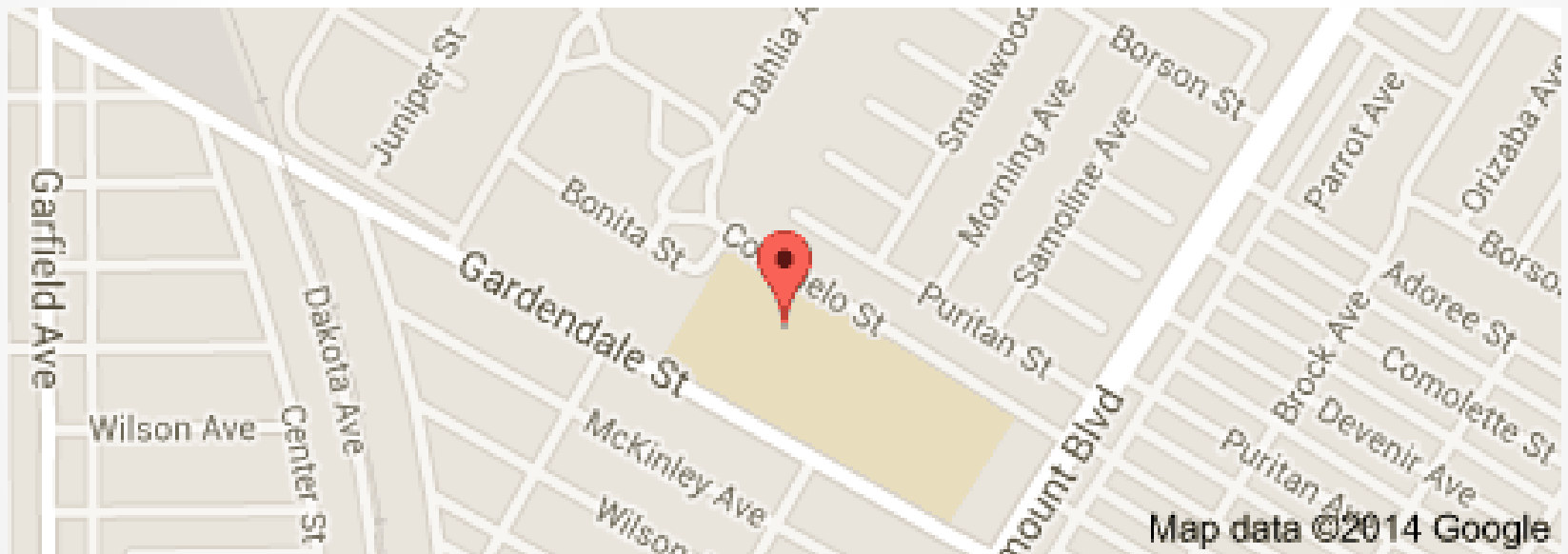
This is a picture of me and my family including my husband and two kids.

Elementary School Years



HIGH SCHOOL

- I attended St. Pius X High School, Downey, CA

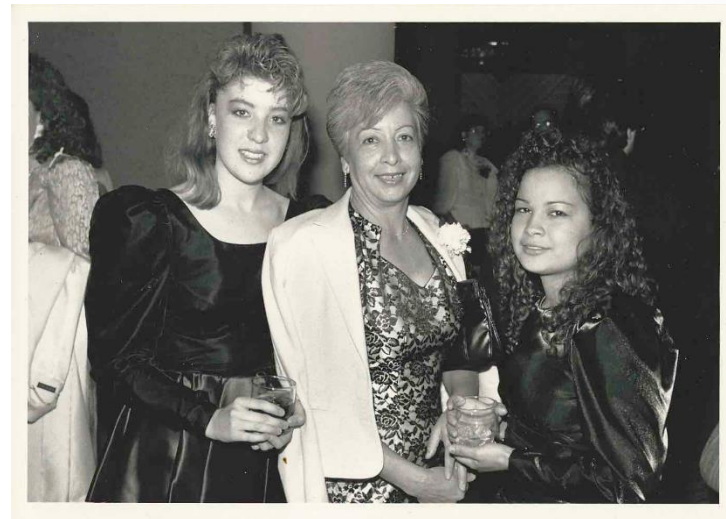


HIGH SCHOOL

- As a HS student I was involved in National Honor Society, then Cheer/Song and loved fashion.
- As a HS student I was shy at first but became popular with my involvement in Cheer/Song. I was a 4.0 initially, so I had friends in the brainy clique but also socially, in the fun, in-crowd.



Here is
my
Song
Pic



Me, my Mom & Cousin @ Fashion Show

HIGH SCHOOL

Things I enjoyed in HS

- Most subjects
- Friends
- Song/Cheer
- Drafting
- Language/arts
- Spanish

Things I did not enjoy in HS

- Math
- Typing
- Gossiping
- Girl Drama

HIGH SCHOOL

Activities/Athletics in HS

- Some track & field
- Cheer/song competitions

Jobs I worked while in HS

- My job was to be a good student.
- Managed money early on since my dad retired when I was a H.S. student and I was <18 years old, I received part of his retirement, monthly.

HIGH SCHOOL

Fondest memories from HS

- Friendships & memories made were the best part of high school.
- Achieving a 4.0 early on gave me confidence I could achieve anything I set my mind to.

Obstacles/Adversity you had to overcome in HS

- I was a chatterbox – so the teachers loved/hated that trait.
- After joining the Song Team my G.P.A dropped my sophomore year. I spent Junior & Senior year building cumulative back to 3.2 at graduation.
- Friend drama motivated me to want to be done with H.S. and focus on getting into college.

College

- I attended college in Fullerton, CA

Cal State University, Fullerton
B.A. in Communications, Specialty
in Public Relations



CSU, Fullerton

Activities/Athletics in College

- Focused on academics & part-time job



Jobs I worked while in College

- 1st job ever – CSUF Child Development Center
- 2nd job – Educational Opportunity Program (EOP)
- Summer break worked at Nix Check Cashing.
- 3 internships before graduating



Favorite classes

- Creative Thinking
- Public Relations Management
- Creative Writing
- Modern Dance
- Career Development

Least favorite classes

- Math – especially statistics
- History

College life

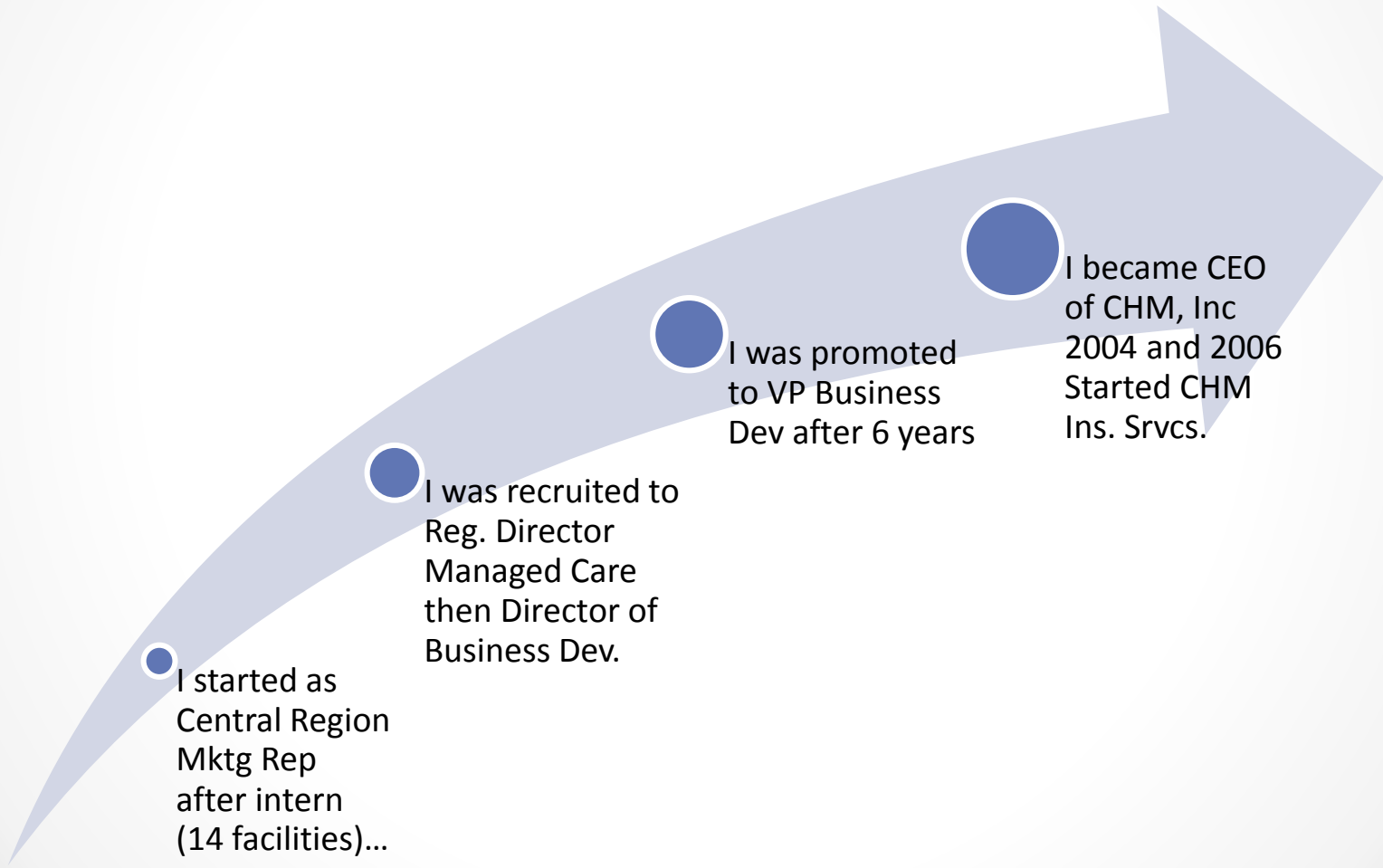
Fondest memories

- Loved to read books in the quad
- Loved my freedom in between classes
- Learning balance between discipline and free choice
- Working with a real client in public relations management and executing project
- Figuring out what I wanted to do when I grew up

Obstacles or adversity that you had to overcome

- New roommates every year.
- Juggling big class loads
- Final year – overcoming scary Thyroid Cancer Diagnosis, Surgery & Radiation Treatment.

Career Path



Life Events



Career



Women in Business Profile Pic
As seen in Pasadena Magazine

Covered CA Kick Off



Executive Team @ Play

● CHM Holiday Staff Pic 2014



Career

My first Job

- After my 3rd internship in College, at graduation, I was offered job as Central Region (14 Facilities) Marketing Rep.

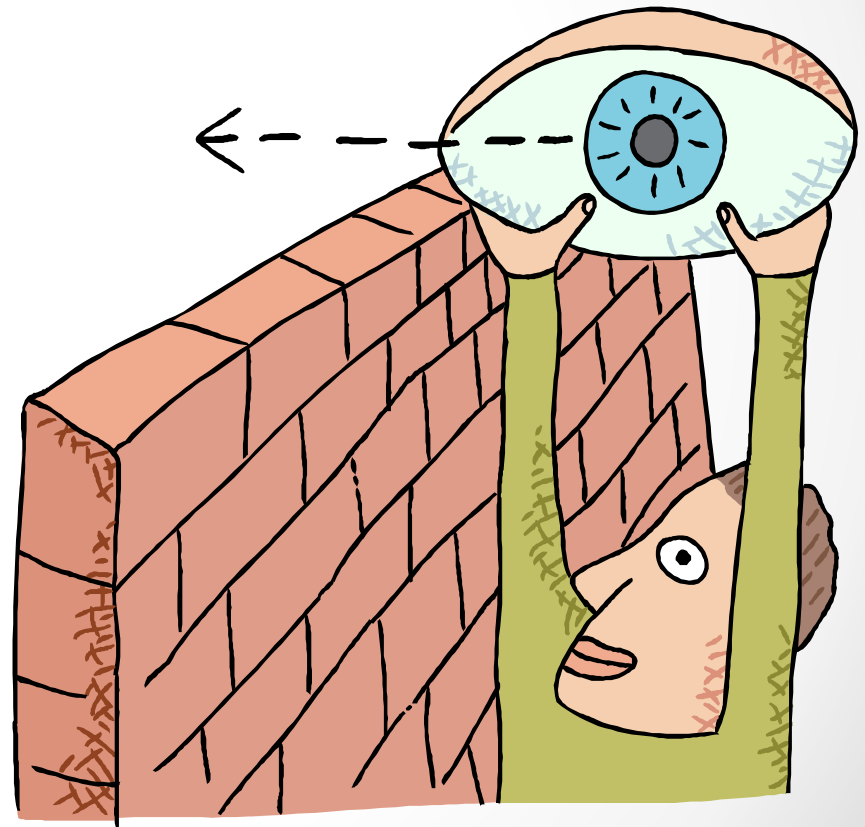
My worst Job

- Every job is a stepping stone. I view every job as opportunity for growth.
- Perhaps a summer job as PBX operator at a law firm

Career

Some challenges I had to overcome
in my career

- Price to pay as overachiever....
- In marketing as a female, sometimes clients have unrealistic expectations.
- Breaking salary barriers with tough boss
- Overcoming stereotypes
- Setting a new standard
- Competition & Jealousy
- Being a successful youth and being viewed as a threat by Mid-Aged Women.



CURRENT ROLE

History

- CEO, President
- Active Broker, Client recruitment & Retention, Managing & Growing Talent

Size

- 4 internal staff plus 20+ External Brokers
- Servicing 2,000+ Clients annually

Location

- Corporate office in Pasadena
- Servicing 6 states (CA, NV, TX, OR, UT, WA)

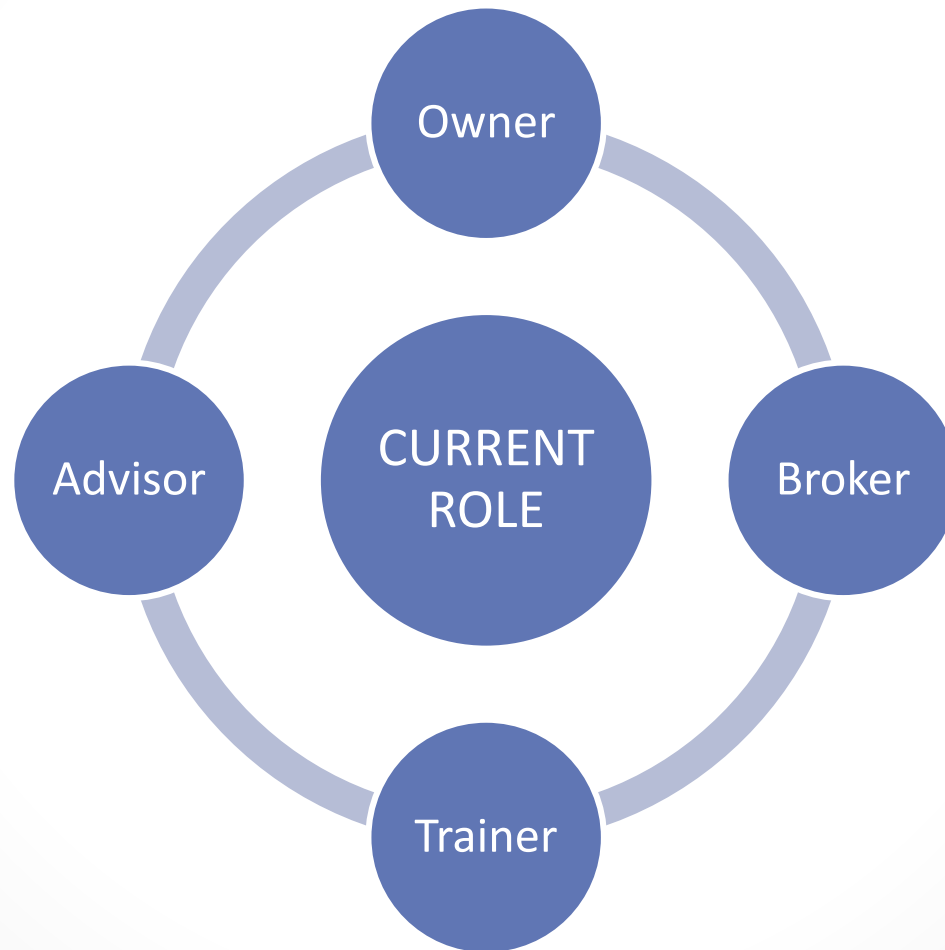
Products

- Health, Life & Complimentary Products
- Property & Casualty Insurance Products

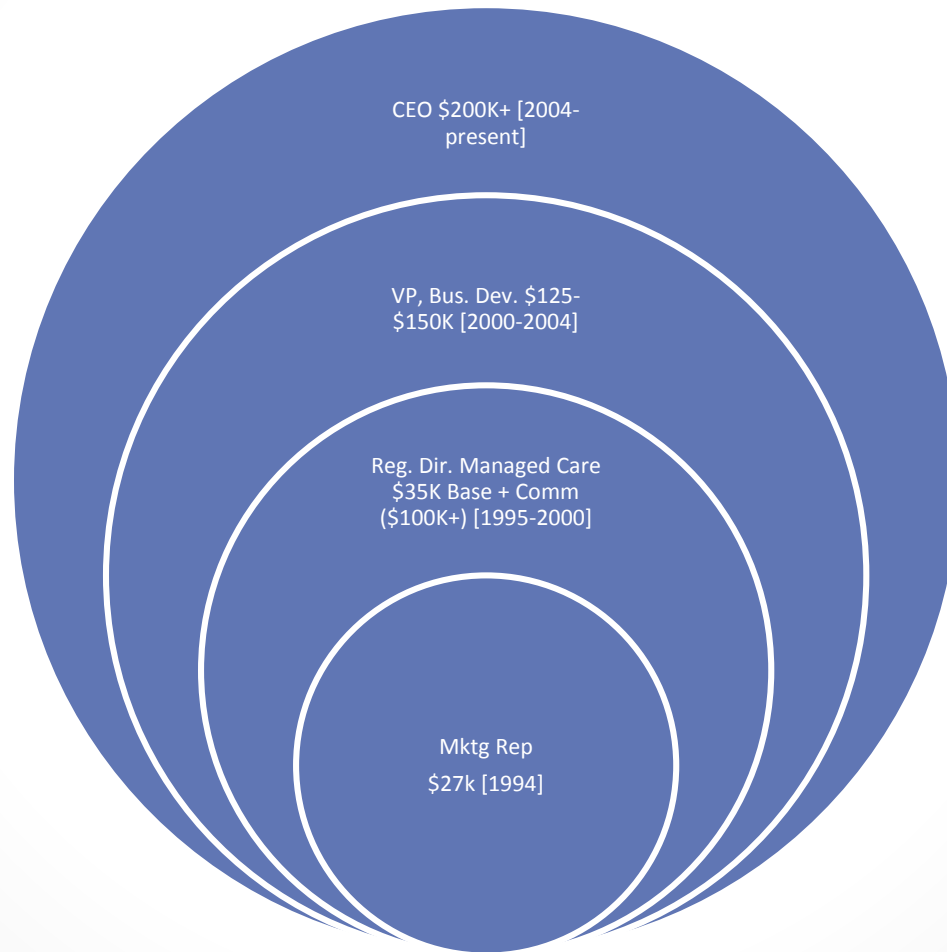
Services

- MPN Contract, Development
- Strategic Marketing for Growth & Retention

Current Role



Career Compensation



Inspiration on the Journey



Stan Otake, CEO
Bellflower Medical Ctr



Adele Scheele, Ph.D.
Career Coach



Lisa Lockhart, CEO
Brand Strategist



Joseph Hawthorne, Personal Trainer
Pasadena Fitness Revolution

ACADEMIC EXERCISE

- We will now spend several minutes discussing the day's academic module and how it is relevant in the 'real world'

QUESTION AND ANSWER

