

To: The House Committee on Rules

Re: Diversity on Corporate Boards HB 3110

March 9, 2021

I am a resident of Ashland, Oregon and an active participant in the Ashland Branch of the American Association of University Women. I am a woman with a degree in Business Administration.

I have proudly served on corporate boards in my career. I know that Board diversity is a driving force for creating a just corporation and, therefore, a just society.

Women on boards make a difference. Companies with diverse boards:

- Experience higher profits with better bottom-line performance
- Have increased knowledge about customer purchasing and product usage preferences
- Provide critical input about talent management practices that lead to increased productivity
- And, my most favorite point, discuss tough issues at a senior level which can improve the culture and the ability for the company to attract talented employees!

Statistics show that boards with at least 30% women have higher profit margins! Don't let California--- or eleven other states--- take advantage of this critical opportunity for business success to the exclusion of our own state. Oregon companies, with fully functioning diverse Boards of Directors that guarantee the inclusion of all genders and all races, will clearly find greater success.

I urge you to vote in support of HB 3110 because "DIVERSITY IN THE CORPORATE BOARDROOM IS NOT ONLY FAIR, IT'S GOOD FOR BUSINESS!"

Thank you.

Pam Shay

Ashland, Oregon