

House Rules Committee

I am a member of AAUW of Oregon, and am voicing my support for HB 3110.

We are learning in so many ways that exclusion helps no one, and that working towards a broader inclusivity which is reflective of our communities strengthens everyone.

Data has shown the following occur when women and underrepresented individuals are included:

- Higher profits and better bottom-line performance
- Boosted competitive edge.
- Addition to existing customer demographic base Increased knowledge about customer purchasing and product usage preferences.
- Critical input about talent management practices that lead to increased productivity.
- Ability to discuss tough issues at a senior level Improved ability to attract and motivate other talented employees Enhanced reputation for leadership in advancing equity

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