
Deborah D. Vereen, CCDP/AP
President

September 18, 2014

RE: Pennsylvania Pay Equity Legislation

PA House Bill: HB 1890

Representative Molchany, Representative Mackenzie and distinguished colleagues. My name is Deborah Vereen and I am a strategist with twenty years of experience in designing and implementing strategic diversity initiatives, training, and inclusionary metrics & processes in business, government, and educational settings. As President of the Vereen Group, we are committed to assisting corporations, organizations and executives in formulating systemic change strategies in the areas of Diversity and Inclusion which enables leveraging the evolving population & workforce demographics to enhance an entity's bottom line for sustainable success.

I have personally experienced and professionally interacted with the positives and the negatives of pay equity from being in perceived non-traditional roles for a woman, and working with organizations to review their Human Resource policies and practices to foster an environment of inclusion that works for everyone (i.e. equitable compensation, inclusionary policies). My testimony today is from my business lens of connecting the dots to Respect, Value, and Economics.

The Importance of Pay Equity (*with a focus on Women*)

America's Constitution, Brand, Image, Message, Economy, and Future was and is about **"Access and Opportunity" for All**. Words matter and it is the demonstrated behavior that brings them to life and breathes Integrity and Trust. Each of us needs to "Walk the Talk" by enabling the achievement and consistent practice of Pay Equity across the board regardless of gender, race, ethnicity, or generation.

The Commonwealth of Pennsylvania's Leaders in the Community, Business, Education, & Government sectors should have a strategic focus on Pay Equity for all Women for the above and following reasons:

1. As of 2012 Women were **50.8%** of the US total population and **51.2% of Pennsylvania's** population
2. As of 2012 Women were 58.2% of Pennsylvania's Labor Force
3. Women in the US will account for **49%** of the total labor force growth between 2006 – 2016
4. Women and Persons of Color account for **70%** of the new entrants into the US workforce
5. **75%** of working Women are in full time positions
6. Currently Pennsylvania does not have a county that pays equitably. Pennsylvania's Women earn on average the least in Jefferson & Indiana Counties and the most in Philadelphia County - \$.54 and \$.83 respectively for every \$1.00 a man earns.
7. **500,000+ of Pennsylvania's households/families are headed by Women**



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8. Women in full time positions on average (Median) make **\$11,607 less** than their male counterparts annually. *(Would this be acceptable to YOU for equal work? / Is this FAIR?)*
9. The Gender Wage Gap will amount to \$500,000 to \$2 Million in an **earnings loss** for a Woman over her 35 year employment life.
10. This **loss of earnings affects** a Woman's Income, Social Security, Pension/401K, Incentive Bonuses, Health Care, Professional Development Opportunities, Sense of Fairness, Value, & Quality of Life for her **and** her family.
11. **The Consistent Practice of Pay Equity** across the board fosters a valued and engaged workforce, improved morale, employee trust & satisfaction that leads to enhanced creativity, innovation, high performance, and mission ownership. When the work environment reflects and values today's workforce, an organization's bottom line and the State's economy are **positively impacted**.
12. Additional Return On Investment for Pennsylvania and an organization is attracting, respecting, and retaining diverse skills, experience and perspectives at all levels to engage & leverage the current and evolving consumer base.

The Equal Pay Act/Law commenced in 1959, evolved in 1968, and basically has stalled since 2001. Let's have a **Mind Set Change in 2015** with the House & Senate leading by passing HB 1890 and SB 1212 and Pennsylvania Organizations implementing best practices in workplace equity and parity: i.e. **"pay secrecy" retaliation protection and equitable & accountable** policies & procedures that govern Equity and Parity in starting salaries, performance evaluation, and promotion compensation decisions to ensure Pennsylvania is not only competitive, but leading in closing the **Access & Opportunity Gap** for today and tomorrow's workforce.

Closing the Pay Gap would create an incredible Economic Stimulus for Pennsylvania!

In closing my question is: "Why wouldn't members of the Pennsylvania Legislature ensure pay equity for Women not just simply because it's the Right Thing to do, but it is the Smart Thing to do for Pennsylvania?"

Thank You for focusing on this Critical Systemic Barrier



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2012 Median Annual Earnings and Gender Earnings Ratio for Full-Time Workers, Year Round Workers age 15 Years and Older by Race/Ethnic Background

Racial / Ethnic Demographic*	2012 Women Median \$	2012 Men Median \$	Female Earnings as % of Male Earnings Of Same Group	Female Earnings as % of White Male Earnings
<i>All Races / Ethnicities</i>	\$37,791	\$49,398	76.5%	N/A
<i>White / Caucasian</i>	\$40,912	\$52,535	77.9%	77.9%
<i>Black/African American</i>	\$33,885	\$38,515	88.0%	64.5%
<i>Hispanic/Latino</i>	\$28,424	\$32,243	88.2%	54.1%
<i>Asian American</i>	\$45,586	\$58,715	77.6%	86.8%

Note: *White Alone, Non-Hispanic; Black Alone (may include Hispanic); Asian American Alone (may include Hispanic) Hispanic/Latina/o may be of any race. (U.S. Bureau of Labor Statistics http://www.bls.gov/cpi/cpiursai1978_2012.pdf (retrieved September 2013)).

Source: Institute For Women's Policy Research – Fact Sheet, September 2013 (www.iwpr.org)

U.S. Census Bureau, Current Population Survey, 2013 *Annual Social and Economic Supplement P-38. Full-Time, Year-Round Workers by Median Earnings and Sex: 1960 to 2012*; all races, white, not Hispanic, Black, Asian and Hispanic <
<http://www.census.gov/hhes/www/income/data/historical/people/>> (retrieved September 2013)



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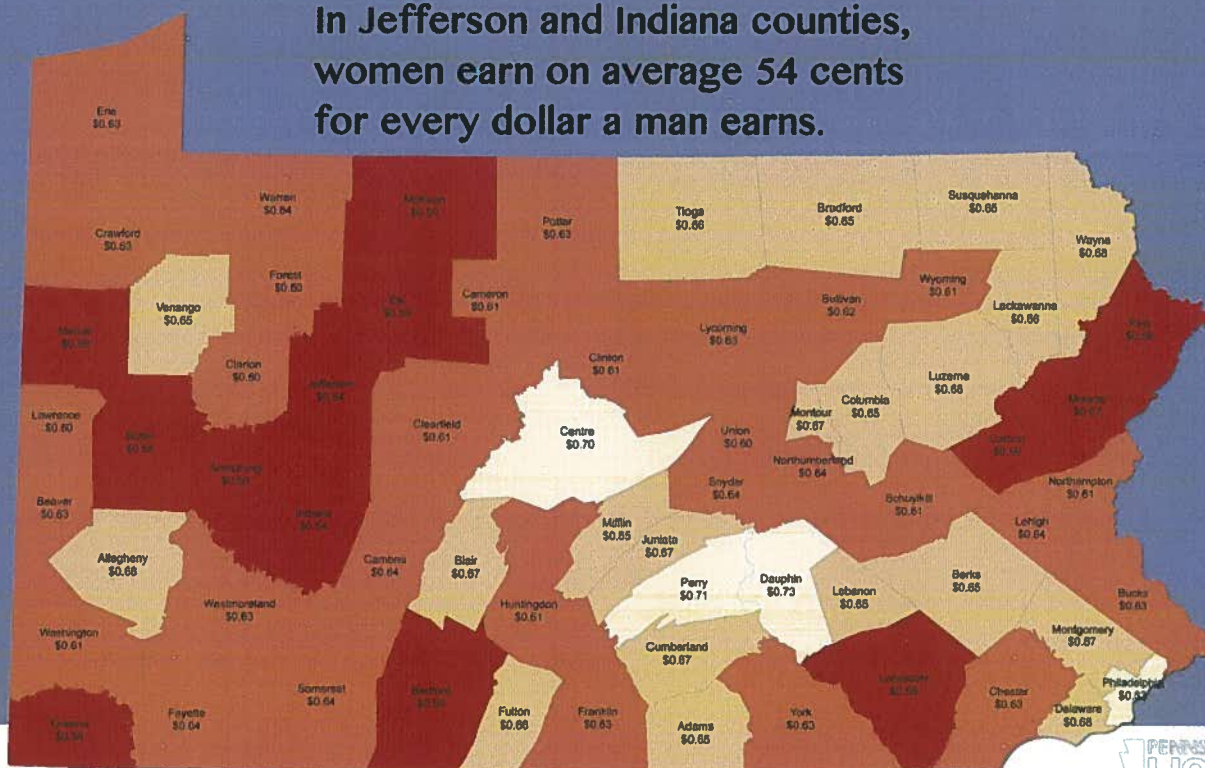
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PA Women paid LEAST: Jefferson and Indiana Counties - \$.54 for every \$1.00 a man earns

PA Women paid MOST: Philadelphia County - \$.83 for every \$1.00 a man earns

Where in Pennsylvania are women paid least?

In Jefferson and Indiana counties,
women earn on average 54 cents
for every dollar a man earns.



Female Cents on Male Dollar



#EqualPayPA

Support House Bill 1890 and Senate Bill 1212.

Source: ACS 2012 5-year estimates.

Source: Pennsylvania House Democratic Caucus Chart

Displayed April 7, 2014 at Senate & House Equal Pay Press Conference

DEBORAH D. VEREEN, CDDP/AP
Founder ■ Principal

Deborah D. Vereen is renowned as a strategist with twenty years of experience in designing and implementing diversity initiatives, training, and inclusionary processes in a business setting. Her company **DEBORAH VEREEN, LLC**, is committed to assisting corporations, organizations and executives in formulating systemic change strategies in the areas of Diversity and Inclusion.

Deborah is a certified master trainer and facilitator whose areas of expertise comprise Strategic Planning, Leadership Coaching, D&I Training, Holistic Recruitment (Retention), Community Engagement, and Inclusion Metrics, Reporting & Analytics. She is one of a select few in the nation who has earned the unique credential status of CDDP/AP (Cornell Certified Diversity Professional/Advanced Practitioner) from Cornell University.

Prior to transitioning to the private sector, Deborah was the Sr. Director of Organizational Effectiveness and Diversity for GIANT Food Stores, LLC. She designed and directed the effective integration of diverse business practices into every area and discipline of the business by focusing on Workforce Development, Sales & Marketing, and Community Engagement. Her unique business perspective is also shaped by formerly owning and operating a retail supermarket in Central New Jersey. As a result, she brings a bottom line perspective to the discipline of Diversity and Inclusion.

Recognized for her work in Diversity Management, Inclusion and Community Engagement she is the recipient of numerous awards which include Corporate Citizenship Diversity Award, Pennsylvania Human Relations Commission; Keystone Award for Community Service, Pennsylvania Food Merchants Association; Champion of Diversity Award, Institute for Cultural Partnerships; Women of Excellence Award, YWCA; The Seed of Hope Award, PA Educational & Entrepreneurial Youth Program; and The Heritage Award, Cornish & Associates, Inc. She was selected as one of the most "Influential Inclusion Leaders" of Central PA, and has received the Business Diversity Champion Award from the Harrisburg Regional Chamber of Commerce.

Deborah has been featured in Central Penn Business Journal's annual Inclusion Editions, Harrisburg Magazine, Business Woman, Progressive Grocer, The Urban Connection, Success Magazine, The Daily Item, WomenConnect Magazine, The Patriot News, and ABC27.

Deborah is co-founder of the Diversity & Inclusion Professionals of Central PA. She currently serves on the Board of Directors of Tri County Community Action, the Diversity Advisory Council of the Human Resource Professionals of Central PA, and the Harrisburg Regional Chamber of Commerce & CREDC's Inclusion Roundtable. Past board memberships include the Central PA Arthritis Foundation, the Harrisburg Public School District Foundation, the Greater Carlisle Area Chamber of Commerce Diversity Advisory Council, the Harrisburg High School Chapter of the Pennsylvania Career Program for Youth, and the Capital Region United Way.

From Global to Local, from Profit to Non-Profit Deborah Vereen is able to make the Business Case for Diversity & Inclusion, show the Return on Investment, and translate it to your Bottom-Line.
