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INFORMATIONAL HEARING

THE SENATE COMMITTEE ON JUDICIARY
AND
THE SELECT COMMITTEE ON WOMEN, WORK & FAMILIES

CO-SPONSORED BY: THE CALIFORNIA LEGISLATIVE WOMEN'S CAUCUS

*The 'Pink Tax':
How Gender-Based Pricing Discrimination Undermines Women's Economic
Opportunity and What to Do About It*

February 18, 2020

Upon Adjournment of Session
State Capitol, Hearing Room 4203

AGENDA

- I. WELCOME AND OPENING REMARKS BY CHAIR & COMMITTEE MEMBERS
- II. THE PINK TAX: WHAT IS IT & HOW HAS CALIFORNIA TRIED TO ADDRESS IT
 - *The Honorable Jackie Speier*, United States Representative for California's 14th Congressional District
- III. ECONOMIC & CULTURAL IMPACTS OF THE PINK TAX ON WOMEN'S LIVES
 - *Elizabeth Sweet*, Professor, San Jose State University Sociology Department
 - *Surina Khan*, Chief Executive Officer, The Women's Foundation of California

IV. PERSPECTIVES FROM THE BUSINESS COMMUNITY

- *Nitasha Mehta*, Director, Vendor Marketing, Boxed
- *Hilary Lentini*, President and *Vikita Poindexter*, Vice-President, National Association of Women Business Owners - California Chapter
- *Jennifer Barrera*, California Chamber of Commerce
- *Rachel Michelin*, Chief Executive Officer, California Retailers Association

V. PUBLIC COMMENT

VI. CLOSING REMARKS BY CHAIR AND COMMITTEE MEMBERS