

Salesforce Shareholder Meeting – Proposal #6 Statement
Justin Danhof, Esq., General Counsel and Free Enterprise Project Director
National Center for Public Policy Research, June 6, 2019

I'm Justin Danhof of the National Center for Public Policy Research and I move Proposal #6, which seeks to increase diversity on the company's board of directors.

Across corporate America, company after company is adopting board diversity policies based on race and gender. These procedures have the stated goal of reducing corporate groupthink and require companies to interview an underrepresented minority and a woman for each open board spot. This isn't diversity. It's racism and sexism. Not all women think alike based on the fact that they are women. Similarly, not all Asian or Latino or black Americans think the same based on their respective skin color.

Diversity isn't what someone looks like. It's the sum of what that person thinks, feels and believes. When the company takes overtly political positions on legal and policy issues, it would benefit from having voices from both sides of the aisle in the room.

Salesforce spends significant capital advancing liberal positions. For example:

- The company threatened to divest from the state of Georgia over that state's consideration of a religious freedom restoration law, falsely suggesting that the measure was designed to discriminate against the LGBT community.ⁱ
- The company also signed the Human Rights Campaign's (HRC) highly disingenuous *amicus* brief in the *Masterpiece Cakeshop, Ltd. v. Colorado Civil Rights Commission* U.S. Supreme Court case.ⁱⁱ The company's position would have allowed states to compel speech of private businesses and citizens all while further eroding religious freedom.
- And the *Washington Post* recently reported that Salesforce has instituted a new policy taking aim at the 2nd Amendment. Specifically, the company is barring its clients that sell certain guns, clients such as Camping World, "from using its technology to market products, manage customer service operations and fulfill orders."ⁱⁱⁱ This could damage the company, as existing clients may leave and new clients may consider other software options.

Whether you're willing to admit your bias is beyond the point. In business, perception is often reality. And our proposal provides a tangible way for the company to combat its bias.

We believe that boards that incorporate diverse perspectives can think more critically and oversee corporate managers more effectively. Appointing a few conservatives may help the company avoid groupthink. That's a win for investors and a win for true diversity.

Please join me in voting yes on Proposal #6. Thank you.

*Contact: Jenny Kefauver at (703) 842-7405 or cell (703) 850-3533
or jenny@jkpublicrelationsdc.com*

National Center for Public Policy Research
20 F Street, NW, Suite 700, Washington, DC 20001
www.nationalcenter.org • @NationalCenter • @FreeEntProject

ⁱ <https://www.cnn.com/2016/02/26/salesforce-ceo-id-leave-georgia-over-gay-rights.html>

ⁱⁱ https://assets2.hrc.org/files/assets/resources/16-111_bsac_37_Businesses_and_Organizations.pdf?_ga=2.159037690.1171820174.1528661646-265520832.1470858850

ⁱⁱⁱ https://www.washingtonpost.com/technology/2019/05/30/tech-giant-brings-software-gun-fight/?noredirect=on&utm_term=.e3496a8bfe2e