**Pink Boots Society's Mission is to Assist, Inspire, and Encourage women and non-binary individuals in the fermented/alcoholic beverage industry to advance their careers through education.**

NOTE: This document will function as a reference to be shared with a cross-section of demographics: chapter leads, vendors, sponsors, media outlets, etc.

Pink Boots Society acknowledges that gender is not binary, not two distinct, separate, genders. We encourage all leaders, members, vendors, and partners to use **gender-neutral or non-gendered language** when addressing groups. Using personal **pronouns** is also highly recommended to nurture a culture of inclusivity and support the Mission and Values of Pink Boots Society. This is a resource on how to use Inclusive Language when addressing groups, or individual communications within and outside of Pink Boots Society.

Do's:

Share your Pronouns:

Use your pronouns in email signatures, virtual meetings, and when introducing yourself to a group. Stating your pronouns may help others talk about their own pronouns, but don’t always assume that to be the case.

Listen and Learn:

- Do listen to individuals when sharing their experiences and perspectives. Learning from their experiences can enhance understanding and empathy.

Use Gender-Neutral Language:

- Do use gender-neutral language whenever possible. This includes terms like "everyone," "folks," or "team" instead of gendered alternatives.

Create Inclusive and Welcoming Environments :

- Do provide a physical and emotional safe space, such as restrooms, that are inclusive and considerate of all.

See Something, Say Something

-Do use the Pink Boots Society’s anonymous reporting system [#NotMe.](https://not-me.com/report-now/) If you witness or experience inappropriate behavior or comments, or witness an event that made you uncomfortable, we strongly encourage you to submit an incident report online. You can choose to report anonymously, and it only takes a few minutes.

Celebrate the Diversity of the Pink Boots Community

-Do acknowledge and understand that Pink Boots Society Mission and Membership encompass many different backgrounds and interests

Don'ts

Make Assumptions & Use Incorrect Pronouns:

- Don't assume someone's pronouns. Start a conversation by stating your pronouns and allowing that person to decide whether or not they wish to share theirs.

Disregard Gender Neutral and non-gender language Policies:

- Don't ignore or disregard Pink Boots Society policies that promote inclusivity. Adhere to guidelines that support diversity and equality.

Stereotype or Discriminate:

- Don't stereotype individuals. Avoid making assumptions or discriminatory comments.

Use Offensive Language:

- Don't use offensive or derogatory language. It creates a hostile environment and goes against the principles of inclusivity.

By incorporating these do's and don'ts into daily interactions, workplaces and communities can contribute to a more respectful and inclusive environment for all. Remember that ongoing learning and open communication are essential for fostering understanding and acceptance.

**Your PBS Diversity, Equity, and Inclusion committee is here to help. If you have questions about best inclusive practices, please send us an e-mail at:**[**diversity@pinkbootssociety.org**](mailto:diversity@pinkbootssociety.org)