

**JOHN E. MURPHY  
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March 12, 2012

To: Senator LeBeau  
Representative Berger  
Members of the Commerce Committee

Re: Support for Raised House Bill No. 5466—AN ACT CONCERNING  
ENTERPRISE BUSINESSES

I am writing to offer strong support for Raised House Bill No. 5466. My support is based on professional experience, recent academic research, my personal values and a sincere desire for economic and social recovery in our region. This bill will serve both goals. I am a member of *reSET*, the Social Enterprise Trust ([SocialEnterpriseTrust.org](http://SocialEnterpriseTrust.org)).

The deep and structural linkage between private interest and social benefit is the key defining aspect of social enterprise. It is dedicated to serving people as part of the business plan for success and not as an afterthought usually designed to share back-end profit, primarily for yet another private benefit in the form of tax deductible contributions. Social enterprise is not about “donations” it is about social investments and returns from the first day of business.

1. I am an active producer of community TV programs at Charter Cable Public Access in Eastern Connecticut. During 15 years and almost 500 episodes of my “*On the Homefront*” series, I have shared many stories of people trying to make a positive difference to the quality of life in our region, and local business was a regular theme. Their optimism and spirit help me to remain positive and hopeful during these very challenging times.

Finding a way to merge personal business success with community benefits is in the hearts and minds of many who are struggling to find an economic model that enables both goals. People, who are unemployed in our current conditions or just looking for a change in the way they work, are trying to do more than just earn a profit for themselves. They know a broader and higher goal can serve them and do more for their customers.

2. In August of this year I will complete a Master’s Program at Goddard College in Vermont, in the Socially Responsible Business and Sustainable Communities Program. My research has shown me the urgent need for new and alternative options for healing our recovering economy and for restoring the social and human connection between money, values and living. It all comes together in the everyday life of our local communities, and our future depends on the health and sustainability of these relationships. (The little things make the bigger things fit.) Establishing a new model for social enterprise will serve the people who could realize their dreams to create this new field of opportunity. The pending bill will unleash this energy and enable this good work.
3. I am a social enterprise practitioner, at least in spirit and intention. I am owner and president of Human Arts Media, currently operating as a sole proprietorship. HAM is a multi-media production and consulting company dedicated to serving a wide range of nonprofits and the social service community. My work is an expression of my personal commitment to these values.

I appreciate your consideration of my support for this important bill. Your support for the positive change it can enable will bring real progress to our business environment and community. If you have any questions please do not hesitate to contact me. My email is [jmurphy527@aol.com](mailto:jmurphy527@aol.com) and cell 860-377-7166.

Sincerely,  
John Murphy