

To: Senator LeBeau
Representative Berger
Members of the Commerce Committee

Date: March 13, 2012

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

I am writing in support of Raised House Bill No. 5466. I support this bill because I know it will create jobs in CT and elevate the State's competitive posture on a National Level.

It will create jobs in several ways:

- Social Enterprises, by the very nature of their mission, have a differentiated appeal in the marketplace. The key to growth is differentiation. Leveraging the Social Enterprise differentiation grows a company and increases jobs.
- The jobs Social Enterprises create are frequently filled by those who are currently unemployed. This decreases the unemployment burden on the state, increases the payroll taxes, and reduces the State's overall unemployment percentage.

As Connecticut's support for Social Enterprises increases it becomes easier to attract more Social Enterprises. The concept of Social Enterprise as a market segment is strong and growing. Connecticut should lead the pack in attracting these businesses. There is no downside to supporting Social Enterprises. There is only upside in terms of new businesses, more jobs, more payroll taxes, and a great story to promote on a National and International Level.

I am the Founder and Managing Director of Peer to Peer Advisors in East Hartford. Each month I work directly with scores of business owners. The feedback I hear from them is "anything the State Government can do to support business and business growth is a good thing". Raised House Bill 5466 does just that and is a good thing.

Thank you for your consideration and do not hesitate to contact me with questions.

Sincerely,

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