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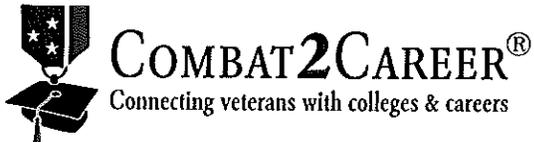
Testimony of C2C, LLC DBA Combat2Career  
IN SUPPORT OF H.B. 6356 AN ACT CONCERNING BENEFIT CORPORATIONS AND  
ENCOURAGING SOCIAL ENTERPRISE  
Before the Joint Committee on Commerce  
February 28, 2013

Mr. Chairman and members of the committee,

My name is Charlotte Creech from Granby, Connecticut, and I would like to speak in regards to my support for H.B. 6356, An Act Concerning Benefit Corporations and Encouraging Social Enterprises.

I am the CEO and co-founder of Combat2Career, a web-based portal and social networking community to assist military service-members and veterans through their transition from combat to college to career by connecting them with veteran-supportive higher education institutions, employers, and community mentors. Combat2Career provides its services free-of-charge to veterans through paid subscriptions from higher education programs and employers seeking to recruit skilled veterans to their organizations. Combat2Career was specifically founded as a for-profit business with a social mission rather than a 501(c)(3) not-for-profit business because I strongly believe that this is the most flexible and, thus, sustainable business model, with the greatest potential to positively impact the economy and local community. In recent years, the number of not-for-profit businesses seeking to survive on corporate and private donations has skyrocketed, while the level of donations has drastically declined, causing many not-for-profits to struggle to survive. By being a for-profit social enterprise, my company can leverage multiple revenue streams while also doing its part to grow and support the local economy. I believe social enterprises hold the key to growing the economy; however, currently, social enterprises in the state of Connecticut are placed at a disadvantage by not having a legally recognized business structure to support their mission and operations. The passage of H.B. 6356 would not only help promote public awareness and acceptance of social enterprise in the state, but would also benefit Combat2Career directly by providing it with a logical and supportive legal structure that would help further its growth and mission.

I support this legislation because it will not only help individual social entrepreneurs, but it will also help spark a new wave of innovation within our state's economy. The addition of legally recognized Benefit Corporations in Connecticut will drive economic growth by bringing new jobs to Connecticut and making our state an attractive home for forward-thinking companies. It will also help attract social entrepreneurs who are looking for a robust and comprehensive legal framework for supporting social innovation through business.



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H.B. 6356 will help social entrepreneurs by reducing the amount of time and resources needed to launch new community-minded business ventures. It will allow them to address community problems without relying on public funds or philanthropy, and raise the amount of awareness and attention paid to some of our state's most complex community-based challenges. The legislation will also help to formalize and galvanize the community of business owners committed to making our communities safer and healthier places to live for all of our citizens.

H.B. 6356 provides social entrepreneurs with a simple, standardized way to formalize their commitment to creating public good. It also provides the general public with a clear mechanism for identifying and verifying a company's commitment to its stated social mission, as well as the true impact of those efforts. The legislation will provide a level of mission protection and transparency that is unprecedented among other states that have already passed benefit corporation legislation.

The legislation's legacy preservation provision allows a company to protect its commitment to the community regardless of acquisition, sale, or other changes in leadership. It is designed to protect a company's assets and its mission, and ensure that it will continue to create a social impact.

By passing H.B. 6356, Connecticut will significantly reduce the barriers to entry social entrepreneurs face in the marketplace, and provide our state's business leaders with a legal entity that allows them to dedicate their companies to the creation of positive impact on their communities. I strongly urge this committee and the legislature as a whole to support H.B. 6356. In doing so, you will encourage social entrepreneurs to help make Connecticut a place where business supports thriving communities and jobs provide our citizens with a means of making a living as well as an opportunity to develop a meaningful connection to the place they call home.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads 'Charlotte Creech'.

Charlotte Creech  
CEO & Co-founder