

Sugarplum by Rachel DeCavage
98 Main St Suite 206 – p.o.box 732
Southington, CT 06489
860-956-5051



Testimony of sugarplum by Rachel DeCavage
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 Rachel DeCavage from Southington, and I would like to speak in regards to my support for H.B. 6356, An Act Concerning Benefit Corporations and Encouraging Social Enterprises.

As a fashion designer focused on sustainable design and environmental impact, being a good steward of the Earth is the cornerstone of my business. Every decision I make- from the paper I use to print invoices, to the electricity I use in my shop- is influenced by my guiding eco-friendly principles. It's so important for me as a business owner, and consumer, to support businesses who put *purpose before profit* and for us to have a way to distinguish ourselves from the rest. The passage of H.B. 6356 will strengthen the social enterprise movement enormously which will not only help current social enterprise businesses but encourage other entrepreneurs and companies to put more focus on bettering the world we live in.

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.

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,

Rachel DeCavage

Owner & Chief Designer, sugarplum by Rachel DeCavage