

**Simply Smiles Products Corporation**  
**Mr. Bryan David Nurnberger, CEO and Founder**  
**1771 Post Road East**  
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Testimony of Simply Smiles Products Corporation, represented by Mr. Bryan Nurnberger.  
IN SUPPORT OF S.B. 23 AN ACT CONCERNING BENEFIT CORPORATIONS AND ENCOURAGING  
SOCIAL ENTERPRISE

Before the Joint Committee on Commerce  
February 27, 2014

Mr. Chairman and members of the committee,

My name is Bryan Nurnberger from Southport, CT, and I would like to state my support for S.B. 23, An Act Concerning Benefit Corporations and Encouraging Social Enterprises.

This issue is of particular interest to me, as I own a Connecticut based business that has chosen incorporate in New York in order to have the Benefit Corporation designation.

In 2003 I launched a not-for-profit charity organization named Simply Smiles, that works to provide *bright futures for impoverished children* both internationally and domestically. In 2013, I created Simply Smiles Products Corporation, a for-profit business, as a means of selling products that would generate a sustainable stream of income for the work of the charity.

During the incorporation process for Simply Smiles Products it became evident that the Benefit Corporation designation would be the most appropriate and functional designation under which to incorporate. With a Benefit Corporation we would be bound in perpetuity to operate in a manner that put our social cause first, ahead of profits.

Unfortunately, because Connecticut currently has no legislation recognizing Benefit Corporations, Simply Smiles Products - a Connecticut based and supported business - had to incorporate in New York.

Benefit Corporations help to build a sense of social responsibility and action into the DNA of a business. They inspire entrepreneurs to use their talents, their drive, and their resources to create enterprises that make a difference. And they allow the consumer to support what is important to them by speaking with their wallets.

I encourage our lawmakers here in Connecticut to adopt S.B. 23 and allow the Benefit Corporation as an option for our state's businesses. For Simply Smiles Products, having to incorporate in New York has added unnecessary hurdles to our efforts. Most significantly we must pay taxes to the State of New York, occupying resources that we could otherwise use to expand our business and hire new employees.

I believe we are the first Benefit Corporation operating in Connecticut. It is our desire and intention to transfer our incorporation from New York to Connecticut upon the approval of this legislation. We hope our example will also help to encourage other other social enterprises to incorporate in the state.

I was born and raised in Connecticut, I've built my life, a global charity organization, and now a social enterprise here. I desire to continue basing our work out of my home state, and it is my hope that this committee will help facilitate this effort through the adoption of the Benefit Corporation legislation at hand.

Thank you for your time and consideration.

Sincerely,

Bryan Nurnberger