



March 20, 2014

The Honorable Kevin Mullen, Chair
Senate Committee on Economic Development, Housing and General
Affairs State Capitol
Montpelier, VT 05602

Dear Senator Mullen:

I am writing to notify you of Advance Humanity's enthusiastic support for the proposed Vermont Products and Services Licensing Program to be established by the Agency of Commerce and Community Development (ACCD).

We are a new business in Vermont and one of only a handful of Certified B Corporations here in our wonderful state. We have consultants all over the world working in a variety of conditions and in our Vermont offices we have our executive team who works to develop and design our approach to a wide variety of projects and endeavors.

"Made in Vermont" has proven to be a valuable marketing tool, but it is not available or accurate to all Vermont businesses that have substantial Vermont roots, and create high-paying Vermont jobs. The proposed bill would extend the use of the Vermont brand to businesses that design, engineer, formulate, or manufacture products or services in Vermont by identifying approved claims, and licensing marketing materials to communicate those claims to consumers. Advance Humanity would welcome the opportunity to share our "Vermont" story in the marketplace. We believe our voice is just one of many in the Vermont business community to echo this sentiment.

We urge you to take this important opportunity to ensure that businesses with substantial roots in Vermont be given additional means with which to continue their contributions to Vermont's economic development.

Again, we urge your consideration for this legislation.

Sincerely,

A handwritten signature in black ink that reads "Travis Hellstrom".

Travis Hellstrom, President
Advance Humanity

CC: Senator Philip Baruth, Vice Chair
Senator Christopher Bray
Senator Don Collins, Clerk
Senator Bill Doyle
Secretary Lawrence Miller