

January 25, 2019

Senate Committee on Business and General Government

Senator Chuck Riley, Chair

Senator Fred Girod, Vice-Chair

Senator Mark Hass, Member

Senator Alan Olsen, Member

Senator Michael Dembrow, Member

900 Court St., NE, S-303

Salem, OR 97301

**Re: SB 258 - Building Entrepreneurial Capacity in Rural Oregon**

Dear Senators Riley, Girod, Hass, Olsen, and Dembrow,

My name is Jayne Smoley I am an entrepreneur in Florence, Oregon who has benefited from Venture Catalyst support in my community.

I am writing to urge you to support SB 258, a bill to fund a statewide network of Venture Catalysts who would focus on connecting entrepreneurs in Oregon's rural communities—like me—with **people** (mentors & talent), **programs** (workshops & accelerators), **physical assets** (space & equipment), and **capital** (loans & equity).

The name of my start-up company is The Studios at Jayne Smoley Design. We are an art and gifting studio. In 2017, I connected with Caroline Cummings, a Venture Catalyst with one of the organizations identified in SB 258 that would build entrepreneurial capacity and support entrepreneurial growth in rural Oregon by developing regional assets and building a statewide network of resources.

Caroline Cummings helped me by mentoring and I took part in the pre-accelerator program led by David Youngentob. Both Caroline and David have been a tremendous help providing not only sound business advice but access to many other mentors in my field of business. They helped with everything from pitch presentation to writing a solid business plan and scaling my business at a faster rate.

With Caroline assistance, The Studios at Jayne Smoley Design has added a new line of Artisan Studios Boxes increasing sales and hiring a new employee

Having Venture Catalyst support available to me in Florence has meant that I could get the help I needed to grow my business without having to leave my community. Not only do I get to stay in the city I love, but I also get to contribute to boosting its economy and building the foundation for its future.

I encourage you to support SB 258 to ensure Oregon's *rural* entrepreneurs—like me—have access to the same resources that *urban* entrepreneurs have. A statewide network of Venture Catalysts will provide long-term economic stability and growth for all Oregonians.

Respectfully,  
Jayne Smoley

The Studios at Jayne Smoley Design  
Jaynesmoleydesign.com  
1458 1<sup>st</sup>. St.  
Florence, OR. 97439