



In support of HB 3572:

My name is Michael Jonas. I am the Owner and Principal Attorney of Rational Unicorn Legal Services PC. Our slogan and our action North Star is “Community business law for everyone in the community.” We offer pay as you go, project based services including but not limited to: business and nonprofit formation, contract drafting and review, and trademarking and copyrighting. Our clients fall into three buckets: small businesses, nonprofits, and artists/entertainers.

We are currently in our 6th year of operation. In addition to being a small business owner myself, over the last 5 plus years, I and my team have formed hundreds of businesses and nonprofits in the great state of Oregon. We know businesses in and out. We have helped them form, grow, shut down, and yes the most overused word, “pivot.”

Not only is our firm a certified benefit company, many of our clients are or want to become one. We encourage it so much that we’ve incorporated it into our processes and procedures.

First, in our consults, we discuss a menu or spectrum for being a “business for good.” More specifically, some of our clients may want to start a nonprofit, but starting a one or two member/owner LLC social enterprise (that becomes benefit company certified) may be a better option.

Second, when a client is forming an LLC or corporation, we send them a formation questionnaire. In the questionnaire, we ask whether or not they want to become a benefit company or learn more about what they are/what that means.

Third, through our educational seminar series “The More You Glow,” we have had several events related to company values, how to build a social enterprise, and what the benefit company certification process looks like.

If it were up to me, all companies would be for “profit, planet, and people” and follow the triple bottom line; whether a single mother owned coffee shop or a large corporation with thousands of employees. All companies could be and should be kind, reasonable, employers, pay their fair

rate of taxes, and be good stewards of the community and environment around them. I realize we aren't there yet. However, we can't let enabling behavior, cynicism, and apathy stop us from believing in an America that's possible.

We know changes take time and that one small step or action here or there can become a movement at a local, state, and yes (even with all the chaos) federal level. HB 3572 will not only give current and future certified benefit companies the motivation to continue being businesses for good, it will enable them to secure valuable contracts. The services they then perform (for those in our state) through the contracts will be values driven. Whether for the sake of morality or to secure funding, or both, this will inspire other businesses to reflect upon their actions and behaviors.

Oregon's small business community is a beacon of light. Not every state has so many programs, resources, or people who care about one another's success in a collaborative way. I believe by passing HB 3572, Oregon could set the stage for lifting up small businesses who are dedicated to using business for a source of good. This is good not just for the economy, for data, and for promotional purposes. This is good for the health and well being of me, you, and the people we love.

Please let me know if you have any questions or need for additional information.

Kind Regards,

/M Jonas/

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