

February 4, 2014

Representative Paul Seaton

State Capitol, Room 102

Juneau, AK 99801

Hi Representative Seaton,

I am writing to ask that you introduce a bill establishing Benefit Corporation status in Alaska. This important new corporate structure is designed to empower business minds to lead with goals that improve our world — rather than just focus on bottom line profits. My understanding is that 20 states have already approved B corp legislation and 16 other states have approval in the works.

The B corporation recognizes that business minds can devote their money making mentality and skill set to creating the world of which we dream.

Earth Friendly's own social justice mission brings a new business model into the specialty coffee industry. We work to empower the indigenous farmers to earn from 30-50% more of the specialty coffee dollar. At the same time, we work only with farmers who cultivate their exceptional coffee in the shade of the Rainforest using organic farming methods. (Consider that majority of coffee is grown full sun—on former Rainforest land that was slashed and burned.)

Thank you,

Diane E. Hughes, Founder

Earth Friendly Coffee

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