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# Alaska State Legislature



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SENATOR  
ARLISS STURGULEWSKI

Senate

MEMORANDUM

March 12, 1992

TO: Members, Senate Labor and Commerce Committee

FROM: Senator Arliss Sturgulewski *AS*  
Senate District F

Since 1986, the "Made in Alaska" program has provided valuable recognition and authentication to products made in the state. The program has grown over the years and now thousands of different products display the familiar mother bear and cub symbol. "Made in Alaska" currently is an informal program through which the Department of Commerce and Economic Development grants a permit to qualifying applicants so that this registered trademark can be affixed to their products.

SB 427 places the "Made in Alaska" program into statute. It presently is without the weight of statute, unlike the "Silver Hand" program, which identifies authentic Alaska Native handicrafts. Adding "Made In Alaska" to statute would place it on an equal footing with "Silver Hand." SB 427 amends the law so that all products made in the state can be recognized under law as made in Alaska.

The bill also makes some changes in the penalties for the unauthorized or improper use of "Silver Hand" symbol and applies those same penalties to improper use of the "Made in Alaska" symbol as well. The bill repeals the never utilized "Silver State" program. The "Silver State" program was originally intended to do what "Made in Alaska" has so successfully done. It is logical that "Made in Alaska" replace "Silver State" in law.

FISCAL NOTE

STATE OF ALASKA  
1992 LEGISLATIVE SESSION

BILL NO. SB 427

Revision Date: \_\_\_\_\_

Department Affected: Commerce & Econ. Dev.

Title: An Act relating to Products Made in  
Alaska

BRU: Economic Development

Sponsor: Sturgulewski/Pearce

Component: \_\_\_\_\_

Requestor: Sturgulewski

COMPONENT SERIAL NO. 

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EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY 93	FY 94	FY 95	FY 96	FY 97	FY 98
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL	35.0	35.0	36.5	38.0	39.5	41.0
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS						
TOTAL OPERATING	35.0	35.0	36.5	38.0	39.5	41.0
CAPITAL						
REVENUE FUND RESOURCE:						

FUNDING: (Thousands of Dollars)

GENERAL FUND	35.0	35.0	36.5	38.0	39.5	41.0
FEDERAL FUNDS						
OTHER FUND SOURCE:						
TOTAL	35.0	35.0	36.5	38.0	39.5	41.0

POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

Estimate of current year impact: \_\_\_\_\_

ANALYSIS (Attach a separate page if necessary.)

SEE ATTACHED

Prepared By: James E. Wiedeman, Development Specialist Phone: 563-2165

Division: Economic Development Date: 2/24/92

Approved by Commissioner: Glenn A. Olds *[Signature]*

Agency: Department of Commerce & Economic Development Date: 2.26.92

Distribution (by preparer): Leg. Fin., Legislative Sponsor, Requestor, OMB/DBR, Gov. Legls. Ofc., and Impacted Agency(ies).

FISCAL NOTE - SB 427

ANALYSIS:

There are no personal services or travel costs associated with this bill.

Contractual for FY 93:

Printing: \$ 7,500

Cost of printing a one-year supply of tags and stickers:

Silver Hand Tags and Stickers	\$5,000
Made-In-Alaska Stickers (FY 93, TF 95 and FY 97)	\$2,500

Brochures, Posters, Other Printed Materials: \$ 7,500

Marketing and Advertising: \$20,000

This will consist of advertising to inform the public of the program and to encourage the public to buy Alaskan products. May include print and TV ads, pamphlets, PSAs on radio and TV, etc.

Total for FY 93 \$35,000

The funding levels in Contractual for FY 95 through FY 98 reflect anticipated cost increases in general.

SB 427: "An Act relating to Products Made in Alaska."

The department strongly supports the passage of this bill. It accomplishes three program objectives:

1. it gets the Made-In-Alaska program into statute;
2. it makes some minor changes in the existing Silver Hand statutes; and
3. it repeals the "Silver State" program which has been inactive since the establishment of the Made-In-Alaska program.

The purpose of both the Silver Hand and the Made-In-Alaska program is twofold:

1. to provide a way to identify Alaska products; and
2. to act as a marketing tool to encourage the purchase of such items, both in-state and for export.

The proposed legislation has been desired by the department for some time and will be a positive step in expanding the promotion of Alaskan products, arts and handicrafts.

At the present time, the Made-In-Alaska program has 1,401 certified logo users for over 4,000 different Alaska made products. The program has enthusiastic producer support and excellent public acceptance. The state support expressed by placing this program in statute will enhance public acceptance and will translate into an increased sales of Alaskan products. Having the program in statute will also afford greater protection against misuse of the logo by increasing the department's enforcement capabilities.

The Silver Hand program has proven an effective marketing tool for ethnic Native Alaskan arts and handicrafts. The changes recommended in the bill are basically housekeeping in nature and reflect present day regulatory climate and market conditions.

  
\_\_\_\_\_  
Glenn A. Olds, Commissioner *GA*

Date: 2-26-92

**MADE IN ALASKA/SILVER HAND FUNDING HISTORY  
DEPARTMENT OF COMMERCE AND ECONOMIC DEVELOPMENT**

**Gov.'s FY 93**

Made in Alaska/Silver Hand	5.0
Increment for in-state promotional programs	20.0

**FY 92**

Made in Alaska/Silver Hand	5.0
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**FY 91**

Made in Alaska	40.0
Silver hand	5.0

**FY 90**

Made in Alaska	40.0
Silver hand (reactivated)	5.0

**FY 89**

Designated grant to Make it Alaskan Inc. (for assistance on Made in Alaska Program)	25.0
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**Pre FY 89**

No funding appropriated. MIA program initiated in 1986. Minimal costs paid by Office of Enterprise.

FISCAL NOTE

STATE OF ALASKA  
1992 LEGISLATIVE SESSION

BILL NO. CSSB 427

Revision Date: 3/17/92

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Title: An Act relating to Products Made in  
Alaska

BRU: Economic Development

Component: \_\_\_\_\_

Sponsor: Sturgulewski/Pearce

Requestor: Pearce

COMPONENT SERIAL NO. 

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EXPENDITURES/REVENUES: (Thousands of Dollars)

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CAPITAL						
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REVENUE FUND RESOURCE:						
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FUNDING: (Thousands of Dollars)

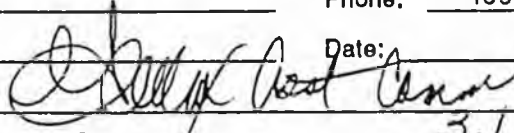
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POSITIONS:

FULL-TIME						
PART-TIME						
TEMPORARY						

Estimate of current year impact: \_\_\_\_\_

ANALYSIS (Attach a separate page if necessary.)  
SEE ATTACHED

Prepared By: Tom Lawson, Section Chief Phone: 465-2017  
 Division: Economic Development Date: \_\_\_\_\_  
 Approved by Commissioner: Glenn A. Olds   
 Agency: Department of Commerce & Economic Development Date: 3.17.92

Distribution (by preparer): Leg. Fin., Legislative Sponsor, Requestor, OMB/DBR, Gov. Legis. Ofc., and Impacted Agency(ies).  
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Total for FY 93\* \$35,000

The funding levels in Contractual for FY 95 through FY 98 reflect anticipated cost increases in general.

\*Note: The FY 93 Governor's Budget Request includes \$25,000 for the Made-In-Alaska and Silver Hand programs. As a result, only \$10,000 is requested in FY 93 via this fiscal note.