

SENATE BILL REPORT

ESHB 2441

As Reported By Senate Committee On:
Economic Development, February 20, 2004

Title: An act relating to creating a "Washington Made" logo.

Brief Description: Authorizing the creation of a "Washington Made" logo to promote Washington products.

Sponsors: House Committee on Trade & Economic Development (originally sponsored by Representatives Chase, Wallace, Conway, D. Simpson, Condotta, Moeller, Morrell, Anderson, Upthegrove and Hudgins).

Brief History:

Committee Activity: Economic Development: 2/20/04 [DP].

SENATE COMMITTEE ON ECONOMIC DEVELOPMENT

Majority Report: Do pass.

Signed by Senators T. Sheldon, Chair; Hale, Murray, B. Sheldon and Shin.

Staff: Rhoda Donkin (786-7198)

Background: Current law directs the Department of Community, Trade, and Economic Development (CTED) to develop and promote means to stimulate the expansion of the market for Washington products. In this effort, CTED has produced two catalogs featuring Washington State products and services appropriate for the Chinese market. The catalogs provided summary information of each company translated into Chinese.

Summary of Bill: The Department of Community, Trade, and Economic Development is directed to create a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington. CTED is also charged with creating and executing an advertising campaign to promote the new "Washington Made" logo.

CTED will announce a statewide student competition for the design of the "Washington Made" logo. The winner receives a \$5,000 scholarship. Runners up also win scholarship awards.

In future years the competition will be reinstated if it is decided that a new logo is needed.

CTED will oversee an advertising campaign. The logo selection committee includes the two economic development committees of the Legislature and the Governor.

Appropriation: None.

Fiscal Note: Not requested.

Effective Date: Ninety days after adjournment of session in which bill is passed.

Testimony For: This is another good way of promoting Washington business with creative ideas.

Testimony Against: None.

Testified: PRO: Rep. Maralyn Chase; Tom McBride, CTED.