STATEMENT FOR THE RECORD

BEFORE THE SENATE STATE, VETERANS & MILITARY AFFAIRS COMMITTEE ON SB 23-037: SOLICITATIONS RELATED TO SECRETARY OF STATE DOCUMENTS

February 2, 2023
Lindsey Vigoda, Colorado Director
Small Business Majority

Thank you Chairman Coleman and Members of the Committee:

My name is Lindsey Vigoda and I'm the Colorado Director for Small Business Majority, a small business organization with offices nationwide, including here in Colorado. Our mission is to empower America's diverse entrepreneurs to build a thriving and equitable economy. I am here to share our support for SB 23-037, legislation that would protect Colorado small business owners from deceptive mailings and solicitations related to Secretary of State documents.

A rise in predatory third-party mailings and solicitations is plaguing Colorado small businesses with the goal of taking their hard-earned money. Frequently, these bad actors dupe small businesses owners into believing that their business is receiving action notices from the Secretary of State or other state and local agencies, which is why they buy into the scheme. This is particularly harmful for small businesses because most are operating on thin profit margins, and many are still recovering from financial setbacks related to the pandemic.

The proposed legislation will address this issue by imposing potential penalties for companies that continue to mislead the public and fail to meet the criteria established by this bill. Such criteria will allow Colorado entrepreneurs to clearly identify that these are third-party companies, not related to or sending mailing on behalf of state and local agencies. This is a much-needed initiative that will provide transparency and a respite for small business owners, who are unknowingly buying into deceptive solicitations.

As a representative of small businesses in Colorado, we strongly encourage you to pass Senate Bill 23-037 to protect and support our Colorado small businesses.

Thank you,
Lindsey Vigoda
Colorado Director, Small Business Majority