

HOUSE BILL REPORT

ESHB 2441

As Passed House:
February 13, 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: By 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:

Trade & Economic Development: 1/23/04, 1/29/04 [DPS].

Floor Activity:

Passed House: 2/13/04, 89-6.

Brief Summary of Engrossed Substitute Bill

- Creates a contest for students receiving an elementary, intermediate, secondary or higher education in Washington to design a "Washington Made" logo for the voluntary labeling of consumer goods made in Washington.
- Directs the Department of Community, Trade and Economic Development to carry out the labeling program and an advertising campaign promoting the label

HOUSE COMMITTEE ON TRADE & ECONOMIC DEVELOPMENT

Majority Report: The substitute bill be substituted therefor and the substitute bill do pass. Signed by 12 members: Representatives Veloria, Chair; Eickmeyer, Vice Chair; Skinner, Ranking Minority Member; McDonald, Assistant Ranking Minority Member; Blake, Chase, Condotta, McCoy, Ormsby, Pettigrew, Priest and Rodne.

Minority Report: Do not pass. Signed by 1 member: Representative Kristiansen.

Staff: Tracey Taylor (786-7196).

Background:

The "From the Heart of Washington" campaign was created by the state Department of Agriculture to promote Washington grown agricultural products. Growers can order stickers

to place on boxes, bags, and other materials as well as arranging to have the logo printed directly onto the packaging. The purpose of the program is to raise consumer awareness regarding the role and importance of the state's agricultural industry and to promote the sale of Washington products within the state.

Summary of Engrossed Substitute Bill:

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

A contest among students receiving an elementary, intermediate, secondary and higher education in Washington to design the "Washington Made" logo is created. The logo selection committee will be composed of the members of the two standing economic development committees in the Legislature and the Governor. The winning student will receive a \$5,000 scholarship. The second and third place winners will receive \$3,500 and \$1,500 scholarships. If, in subsequent years, the DCTED determines that it would be cost-effective to issue another logo, a new competition will be conducted in the same manner as the original.

The trademark rights to the winning "Washington Made" logo are vested in the State of Washington.

The DCTED is directed to work with the economic development councils, chambers of commerce, the Economic Development Commission, industry organizations and trade organizations to develop the advertising campaign and to secure private and other public funds to support the advertising campaign.

Appropriation: None.

Fiscal Note: Available.

Effective Date: The bill takes effect 90 days after adjournment of session in which bill is passed.

Testimony For: This bill continues a commitment to Washington community businesses. It would create a world recognizable mark to show that Washington is more than just agricultural and biotech products. It would be distributed statewide to all organizations for use. A contest among students to develop the logo, as opposed to having a professional design firm, would involve the entire state and save money.

Testimony Against: There is no appropriation in the bill but it would increase the responsibilities of the DCTED.

Persons Testifying: Tom McBride, Department of Community, Trade and Economic Development.

Persons Signed In To Testify But Not Testifying: None.