From: chris@chriscanote.com
To: JWMNR Exhibits
Subject: Support for House bill 2269-A
Date: Thursday, May 11, 2017 12:31:16 PM

Committee members,

I am writing in support of House bill 2269-A.

It's simple: if you run a business that pollutes, part of your cost of business is going to be in controlling that pollution and in paying for the programs that regulate it.

"A brand is a promise of an experience."

What experience does one expect when thinking of Oregon? Lush, green, rain,… clean air?

The growing body of public knowledge about Oregon's air quality should have us questioning the validity of Oregon's green brand promise. A brand reputation requires care, feeding, and maintenance. How much further are we going to let Oregon's polluted reality go to damage that reputation?

I can, off the top of my head, name five friends and acquaintances - small business owners and families among them - who have picked up and moved, either out of the area or all the way out of the state, due to air quality issues. Is this the Oregon news we want?

If you're concerned that HB 2269-A puts an undue burden on business and growth, please consider this: we cannot assume that tourists, real estate professionals, residents, and business leaders looking for new headquarters will be willing to overlook Oregon's air quality issues.

I urge the support of HB 2269-A, as a critical funding tool enabling Cleaner Air Oregon. Let's live up to Oregon's green promise.

Chris Canote
Portland, Oregon

email: chris@chriscanote.com
phone: 503.305.0530