



DIRECT SELLING ASSOCIATION

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February 4, 2011

The Honorable Rida T.R. Cabanilla
House District 42
Hawaii State Capitol, Room 442
repcabanilla@Capitol.hawaii.gov

LATE TESTIMONY

Dear Representative Cabanilla:

On behalf of the Direct Selling Association, I would like to make you aware of concerns we have with certain portions of H.B. 117, which relates to home occupations. The Direct Selling Association (DSA) is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. We have approximately 200 companies as members.

We appreciate the positive comments made about home occupations found in H.B. 117. Almost all direct selling activity originates from the homes of direct salespeople. There are approximately 60,000 direct sellers in Hawaii with almost 90 percent of them being women.

H.B. 117 would limit courier visits to one per day, excluding deliveries by the United States Postal Service. We find this provision problematic in that it would prohibit a home-based business, for example, from receiving a package from FedEx if it had received a delivery from UPS earlier in the day.

We also find the prohibition on more than five customers to be overly restrictive. The direct selling business is based on face-to-face interaction between people. Many times, a direct seller will host a product demonstration party where she will invite friends and family to her home. These events are no more disruptive to the tranquility of neighborhoods than any other social gathering.

We would respectfully ask that you consider modifying the above provisions and are grateful for your consideration of our issues.

If I can provide any additional information or assistance, please let me know.

Thank you.

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